

## RINGKASAN

Penelitian ini merupakan penelitian survei terhadap pembaca ulasan online konsumen pada produk kosmetik yang berada di Jawa Tengah. Penelitian ini mengambil judul: “Analisis Pengaruh Ulasan Online Konsumen terhadap Niat Beli yang dimediasi oleh Kepercayaan (Studi terhadap Perilaku Pembelian Produk Kosmetik oleh Generasi Millennial)”.

Penelitian ini bertujuan untuk mengetahui pengaruh ketepatan waktu ulasan, kuantitas ulasan, valensi ulasan terhadap niat beli melalui kepercayaan sebagai mediasi. Jumlah responden yang diambil dalam penelitian ini adalah 213 responden. *Purposive sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (*Structural Equation Modelling*) menunjukkan bahwa: (1) Ketepatan waktu ulasan tidak berpengaruh terhadap niat beli, (2) Kuantitas ulasan tidak berpengaruh terhadap niat beli, (3) Valensi ulasan positif berpengaruh positif terhadap niat beli, (4) Ketepatan waktu ulasan tidak berpengaruh terhadap kepercayaan, (5) Kuantitas ulasan berpengaruh positif terhadap kepercayaan, (6) Valensi ulasan positif berpengaruh positif terhadap kepercayaan, (7) Kepercayaan berpengaruh positif terhadap niat beli, (8) Kepercayaan tidak mampu memediasi hubungan ketepatan waktu ulasan terhadap niat beli, (9) Kepercayaan mampu memediasi hubungan kuantitas ulasan terhadap niat beli, (10) Kepercayaan mampu memediasi hubungan valensi ulasan positif terhadap niat beli.

Implikasi dari penelitian ini mampu dijadikan sebagai masukan bagi perusahaan dalam meningkatkan maupun memperbaiki kualitas layanan produk. Upaya yang perusahaan antara lain melacak dan memonitori ulasan konsumen di berbagai platform media digital, dan menawarkan berbagai insentif menarik seperti layanan bonus, diskon tunai, kupon untuk penukaran di masa mendatang, undian, hadiah.

Kata Kunci : Ketepatan waktu ulasan, Kuantitas ulasan, Valensi ulasan positif, Kepercayaan, Niat beli

## **ABSTRACT**

*This research is a survey research on online consumer reviews on cosmetic products in Central Java. This research takes the title: "Analysis of the Effect of Consumer Reviews on Purchase Intentions mediated by Trust (Study of Purchase Behavior of Cosmetic Products by Millennial Generation)".*

*This study aims to determine the effect of timeliness of reviews, quantity of reviews, valence of reviews on intention through trust as a mediation. The number of respondents who were taken in this study were 213 respondents. Purposive sampling method used in selecting respondents.*

*Based on the results of research and data analysis using SEM (Structural Equation Modeling) shows that: (1) Review timeliness has no effect on purchase intention, (2) Review quantity has no effect on purchase intention, (3) Review positive valence has a positive effect on purchase intention, (4) Review timeliness has no effect on trust, (5) Review quantity has a positive effect on trust, (6) Review positive valence has a positive effect on trust, (7) Trust has a positive effect on purchase intention, (8) Trust is unable to mediate the relationship timeliness of reviews on purchase intentions, (9) Trust is able to mediate the relationship between the review quantity and purchase intentions, (10) Trust is able to mediate the relationship between review positive valence and purchase intentions.*

*The implications of this research can be used as input for companies in improving or improving the quality of product services. The company's efforts include tracking and monitoring consumer reviews on various digital media platforms, and offering various attractive incentives such as bonuses, cash discounts, coupons for future redemption, sweepstakes, prizes.*

*Keywords: Review timeliness, Review quantity, Review positive valence, Trust, Purchase intention.*