

## ABSTRAK

Saat ini sangat banyak merek *skincare* yang beredar di kalangan masyarakat khususnya mahasiswa, sehingga mengharuskan mereka untuk bisa memilih merek *skincare* yang akan digunakan. Penelitian ini bertujuan untuk mengetahui hubungan kepercayaan konsumen terhadap merek dengan minat beli produk *skincare* di kalangan mahasiswa Sosiologi Unsoed Angkatan 2021-2024 di media sosial TikTok. Teori yang digunakan adalah Teori Aksi Sukarela milik Talcott Parsons dan menggunakan metode survey eksplanatif dengan pendekatan kuantitatif. Berdasarkan teknik penentuan sampel *proporsional random sampling*, *probability sampling* dan Slovin 10%, responden penelitian ini berjumlah 71 orang. Dengan menggunakan metode analisis data korelasi tau kendall-b, hasil penelitian ini adalah terdapat hubungan yang positif dan signifikan antara kepercayaan konsumen terhadap merek dengan minat beli produk *skincare* pada mahasiswa Sosiologi Unsoed di media sosial TikTok. Artinya, semakin tinggi kepercayaan konsumen terhadap merek *skincare*, maka semakin tinggi pula minat beli terhadap produk tersebut. Temuan ini menunjukkan bahwa faktor sosial seperti interaksi sosial, rekomendasi dan ulasan orang lain baik secara langsung maupun di TikTok berperan dalam membentuk kepercayaan responden terhadap merek *skincare* yang kemudian mendorong minat beli mereka.

**Kata Kunci: Kepercayaan Merek, Minat Beli, Skincare, TikTok, Mahasiswa**

## **ABSTRACT**

*Currently, there are many skincare brands circulating among the public, especially students, requiring them to choose which skincare brand to use. This study aims to determine the relationship between consumer trust in brands and purchasing interest in skincare products among Sociology students at Unsoed from the 2021-2024 cohort on the social media platform TikTok. The theory used is Talcott Parsons' Theory of Voluntary Action, employing an explanatory survey method with a quantitative approach. Based on proportional random sampling, probability sampling, and the Slovin 10% technique, the sample size for this study was 71 respondents. Using the Kendall's tau-b correlation data analysis method, the results of this study show that there is a positive and significant relationship between consumer trust in brands and the interest in purchasing skincare products among Sociology students at Unsoed from the 2021-2024 cohort on the social media platform TikTok. This means that the higher the consumer trust in skincare brands, the higher the interest in purchasing these products. This finding indicates that social factors such as social interaction, recommendations, and reviews from others, both directly and on TikTok, play a role in shaping respondents' trust in skincare brands, which then drives their purchase interest.*

**Keywords: Brand Trust, Purchase Interest, Skincare, TikTok, Students**

