

**ABSTRAK**

**PENGARUH BRAND LOVE, TRUSTWORTHINESS, DAN USER  
GENERATED CONTENT TERHADAP MINAT BELI  
KONSUMEN PRODUK SKINCARE SKINTIFIC**

Monika Iftantri Devi Prasarawati  
Prodi Manajemen, Fakultas Ekonomi  
Universitas Sanata Dharma  
Yogyakarta  
2024

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara simultan *brand love*, *trustworthiness*, dan *user generated content* terhadap minat beli konsumen produk *skincare* Skintific, 2) Pengaruh secara parsial *brand love* terhadap minat beli konsumen produk *skincare* Skintific, 3) Pengaruh secara parsial *trustworthiness* terhadap minat beli konsumen produk *skincare* Skintific, 4) Pengaruh secara parsial *user generated content* terhadap minat beli konsumen produk *skincare* Skintific. Jenis penelitian yang digunakan adalah asosiatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen produk *skincare* Skintific dengan jumlah sampel sebanyak 96 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linear berganda dengan menggunakan program SPSS 20. Hasil penelitian ini menunjukkan bahwa: 1) *Brand love*, *trustworthiness*, dan *user generated content* secara simultan berpengaruh terhadap minat beli konsumen produk *skincare* Skintific, 2) *Brand love* secara parsial berpengaruh terhadap minat beli konsumen produk *skincare* Skintific, 3) *Trustworthiness* secara parsial tidak berpengaruh terhadap minat beli konsumen produk *skincare* Skintific, 4) *User generated content* secara parsial tidak berpengaruh terhadap minat beli konsumen produk *skincare* Skintific.

**Kata kunci:** *Brand Love*, *Trustworthiness*, *User Generated Content*, dan Minat Beli.

**ABSTRACT**

**THE INFLUENCE OF BRAND LOVE, TRUSTWORTHINESS, AND USER GENERATED CONTENT ON CONSUMER BUYING INTEREST FOR SKINTIFIC SKINCARE PRODUCTS**

Monika Iftantri Devi Prasusarawati  
Management Study Program, Economics Faculty  
Sanata Dharma University  
Yogyakarta  
2024

This research aims to determine: 1) The simultaneous influence of brand love, trustworthiness, and user generated content on consumers buying interest in Skintific skincare products, 2) The partial influence of brand love on consumers buying interest in Skintific skincare products, 3) The partial influence of trustworthiness on consumers buying interest in Skintific skincare products, 4) The partial influence of user generated content on consumers buying interest in Skintific skincare products. The type of research used is associative with a quantitative approach. The population in this study were consumers of Skintific skincare products with a sample size of 96 respondents. The sampling technique used was purposive sampling. The data analysis technique in this research is descriptive analysis and multiple linear regression analysis using the SPSS 20 program. The results of this research show that: 1) Brand love, trustworthiness, and user generated content simultaneously influenced consumer buying interest of Skintific skincare products, 2) Brand love partially influences consumer buying interest Skintific skincare products, 3) Trustworthiness partially did not influence consumers buying interest of Skintific skincare products, 4) User Generated Content partially did not influence consumers buying interest of Skintific skincare products.

**Keywords:** Brand Love, Trustworthiness, User Generated Content, and Purchase Intention.