

The Effect Of Product Quality And Influencer Marketing On Consumer Satisfaction With Consumer Trust As An Intervening Variabel In The Originote Skincare Products In Bogor Regency

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Background: The rapid growth of the skincare industry in Indonesia, driven by increasing consumer awareness of skincare, has intensified competition among brands. Companies are required not only to focus on product quality but also to adopt effective marketing strategies such as influencer marketing. The Originote, a local skincare brand, utilizes influencer marketing to enhance consumer trust and satisfaction. However, variations in consumer perceptions highlight the need for further investigation into how product quality and influencer marketing affect consumer trust and satisfaction.

Purpose: This study aims to identify and analyze the influence of product quality, influencer marketing, and consumer satisfaction on consumer trust in The Originote products in Bogor Regency.

Methodology: This research employs a quantitative approach using descriptive and verificative methods. The population consists of users of The Originote products in Bogor Regency, with a total sample of 100 consumers selected through a survey method. Data were collected using questionnaires with a Likert scale and analyzed through path analysis using SPSS version 25.0.

Finding: The findings indicate that product quality and influencer marketing have both direct and indirect effects on consumer satisfaction through consumer trust as an intervening variable. The results emphasize the importance of maintaining product quality and credible influencer collaborations to enhance customer trust and loyalty.

Limitation: This study is limited to The Originote skincare consumers in Bogor Regency, so the results may not be generalizable to other regions or skincare brands.

Originality: This study provides empirical evidence on the mediating role of consumer trust in the relationship between product quality, influencer marketing, and consumer satisfaction within the local skincare industry context.

Keywords: Product Quality, Influencer Marketing, Consumer Trust, Consumer Satisfaction, The Originote