

ABSTRACT

The increasing popularity of e-commerce in Indonesia has significantly influenced consumer purchasing behavior, particularly in the cosmetics industry. In this digital era, online customer reviews and product scarcity have emerged as key factors affecting consumer trust and purchase intention. However, inconsistencies in previous research findings regarding the impact of these factors highlight the need for further investigation.

This study aims to examine the influence of product scarcity and online customer reviews on purchase intention, with perceived uniqueness and online trust in the brand as mediating variables. The conceptual research model is developed based on existing theories and prior studies. Data were collected from 198 respondents through structured questionnaires, including both open-ended and closed-ended questions. The respondents are consumers from Semarang who have purchased Dear Me Beauty products online. The collected data were analyzed quantitatively using Structural Equation Modeling (SEM) with AMOS 24 software.

The findings indicate that product scarcity positively and significantly affects perceived uniqueness, and online customer reviews contribute to building online trust in the brand. Additionally, perceived uniqueness and online trust in the brand play significant mediating roles in enhancing purchase intention. However, the effect of product scarcity on purchase intention is not always straightforward and may vary based on consumer perceptions. These results provide valuable insights for Dear Me Beauty and similar brands to refine their marketing strategies by leveraging scarcity and customer reviews to enhance brand trust and perceived uniqueness.

Keywords: *Product scarcity, Online Customer Review, Perceived Uniqueness, Online Trust in brand, Purchase Intention.*