

## **ABSTRACT**

*This study aims to provide empirical evidence of the effect of country of origin, brand image, word of mouth, price, and perceived quality on brand trust and their impact on purchasing decisions for skincare products in Indonesia which are motivated by the emergence of competition between products in the beauty industry. Samples were taken by distributing questionnaires online. The population as respondents in this study were Indonesian consumers who had bought skincare products from local or foreign brands. The method used in this research is quantitative research methods using multiple linear analysis techniques and hypothesis testing using the SPSS version 21. The results obtained from data analysis indicate that the five independent variables, namely country of origin, brand image, word of mouth, price, and perceived quality have a positive and significant effect directly on brand trust. The five independent variables also have a positive and significant effect on purchasing decisions indirectly through brand trust.*

**Keywords:** *Country of Origin, Brand Image, Electronic Word of Mouth, Price, Perceived Quality, Brand Trust, Purchase Decision, Skincare.*

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