

## ABSTRACT

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THE EFFECT OF CREDIBLE ONLINE REVIEW AND BRAND EQUITY DIMENSION TOWARDS BIO BEAUTY LAB'S CUSTOMER SATISFACTION

(X + 135 pages; 14 figures; 21 table; 8 appendix)

The global skincare industry is the most resilient industry, even after being hit by the pandemic as the buying power is still exist. One of the reasons is due to maskne, a situation where acne occurs within the enclosed mask area. Similar situations also occur within the Indonesian Skincare Market. Many new local brands emerge with various sophisticated products that are able to saturate the local skincare market. The aim of this research is to analyze how Credible Online Review, Brand Equity Dimension, and Customer Satisfaction affect the repurchase intention of Bio Beauty Lab's customers. This research is quantitative and one tail research. The research's sample are Bio Beauty Lab's customers who reside in the Jabodetabek area. A total of 218 samples are obtained during the questionnaire distribution process by using non-purposive sampling, specifically the judgmental sampling method through an online questionnaire, Google Form. Later on, the data will be analyzed through SPSS for statistic descriptive and Smart-PLS for inferential analysis and hypothesis testing. The result shows that credible online reviews positively affect brand awareness, perceived value, organizational association, and perceived quality. In contrast, credible online review do not affect brand personality. Furthermore, brand awareness, perceived value, brand personality, organizational associations, and perceived quality positively affect customer satisfaction. This research provides a newer and deeper understanding of credible online review and brand equity dimension as well as focusing on the importance of customer satisfaction and repurchase intention.

**Keywords:** *Credible Online Review, Brand Equity Dimension, Customer Satisfaction*