

ABSTRACT

Indonesia's male halal skincare industry has grown rapidly, marked by the presence of Kahf, a brand launched by PT Paragon Technology and Innovation in October 2020 that quickly became a market leader. Prior studies on the influence of online customer review and brand image on purchase intention have shown inconsistent findings, suggesting that customer trust may mediate this relationship. This study aims to analyze the influence of online customer review and brand image on purchase intention, directly and through customer trust as an intervening variable, on the Kahf product among university students in Semarang City, using Signalling Theory as the theoretical framework.

This study employs a quantitative approach using a purposive sampling method. Data were collected through an online questionnaire via Google Forms from 180 active male university student respondents in Semarang City who were aware of or exposed to information about Kahf, measured using a 1-5 Likert scale.. The data were analyzed using covariance-based Structural Equation Modeling (SEM) with AMOS 23.

The results show that online customer review and brand image have a positive and significant effect on customer trust, and customer trust subsequently has a positive and significant effect on purchase intention. Brand image also has a direct positive and significant effect on purchase intention, whereas online customer review has no significant direct effect. Customer trust acts as a full mediator between online customer review and purchase intention, and as a partial mediator between brand image and purchase intention. A social signal (online customer review) requires internalization into trust first, whereas an institutional signal (brand image) has direct persuasive power further strengthened by customer trust.

Keywords: *Online Customer Review, Brand Image, Customer Trust, Purchase Intention, Signalling Theory, Structural Equation Modeling*