

**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP *BRAND SWITCHING INTENTION* KONSUMEN PRODUK KOSMETIK
DIMODERASI OLEH *BRAND TRUST* DI MEDIA SOSIAL**



SKRIPSI

diajukan untuk memenuhi sebagian syarat
memperoleh gelar Sarjana Psikologi

Oleh:

Camila Azzahra Nurrohman

2108294

**PROGRAM STUDI PSIKOLOGI
FAKULTAS ILMU PENDIDIKAN
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Camila Azzahra Nurrohman

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Sarjana Psikologi di Departemen Psikologi, Fakultas Ilmu Pendidikan,
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LEMBAR PENGESAHAN

LEMBAR PENGESAHAN

Camila Azzahra Nurrohman
2108294

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DIMODERASI OLEH *BRAND TRUST* DI MEDIA SOSIAL**

Pembimbing I,



Anastasia Wulandari, M.Psi., Psikolog
NIP. 197802082006042002

Pembimbing II,



Diah Zaleha Wyandini, M.Si.
NIP. 197803142009122001

**Mengetahui,
Ketua Program Studi Psikologi**



Muhammad Ariez Musthofa, S.Ag., M.Si.
NIP. 197404092008121002

SKRIPSI INI TELAH DIUJIKAN PADA:

Hari/Tanggal : Rabu, 20 Agustus 2025
Waktu : 11.00 WIB
Tempat : Ruang Sidang 1

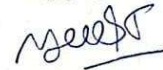
Penguji terdiri atas:

Penguji I,



Dr. Sri Maslihah, M.Psi., Psikolog
NIP. 197007262003122001

Penguji II,



Sitti Chotidjah, M.A., Psikolog
NIP. 197712052006042001

Penguji III,



Anastasia Wulandari, M.Psi., Psikolog
NIP. 197802082006042002

Tanggung Jawab yuridis ada pada

Pepeliti



Camila Azzahra Nurrohman
NIM. 2108294

PERNYATAAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : Camila Azzahra Nurrohman
NIM : 2108294
Program Studi : Psikologi
Judul Karya : Pengaruh *Electronic Word of Mouth* Terhadap *Brand Switching Intention* Konsumen Produk Kosmetik Dimoderasi Oleh *Brand Trust* Di Media Sosial

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KATA PENGANTAR

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Puji syukur penulis panjatkan ke hadirat Allah SWT atas segala rahmat dan karunia-Nya. Berkat pertolongan-Nya, penulis dimampukan dan diberi kemudahan untuk menempuh perjalanan panjang akademik ini dan akhirnya dapat menyelesaikan skripsi yang berjudul “Pengaruh *Electronic Word of Mouth* Terhadap *Brand Switching Intention* Konsumen Produk Kosmetik Dimoderasi Oleh *Brand Trust* Di Media Sosial” sebagai salah satu syarat untuk memperoleh gelar Sarjana Psikologi pada Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Sungguh, tanpa kehendak-Nya, pencapaian ini tidak akan terwujud.

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Bandung, 11 Agustus 2025
Peneliti

Camila Azzahra Nurrohman
NIM. 2108294

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ABSTRAK

Camila Azzahra Nurrohman. Pengaruh *Electronic Word of Mouth* Terhadap *Brand Switching Intention* Konsumen Produk Kosmetik Dimoderasi Oleh *Brand Trust* Di Media Sosial. *Skripsi*. Program Studi Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung. (2025).

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *electronic word of mouth* (eWOM) terhadap *brand switching intention*, serta menguji apakah *brand trust* memiliki peran sebagai variabel moderasi dalam hubungan eWOM dan *brand switching intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan desain korelasional. Sampel penelitian terdiri atas 493 orang dengan karakteristik pengguna produk kosmetik yang aktif di media sosial. Teknik *sampling* menggunakan *non probability sampling*, yaitu *insidental sampling*. Pengambilan data menggunakan *Electronic Word of Mouth Scale*, *Brand Switching Intention Scale*, dan *Brand Trust Scale*. Analisis data menggunakan regresi linear sederhana dan *Moderated Regression Analysis* (MRA). Hasil analisis data menunjukkan bahwa eWOM berpengaruh positif dan signifikan terhadap *brand switching intention*, sementara *brand trust* tidak terbukti memoderasi hubungan antara eWOM dan *brand switching intention*.

Kata kunci: *Electronic Word of Mouth*, eWOM, *Brand Switching Intention*, *Brand Trust*, Perilaku Konsumen, Moderasi.

ABSTRACT

Camila Azzahra Nurrohman. The Impact of Electronic Word of Mouth on Brand Switching Intentions for Cosmetic Products: The Moderating Role of Brand Trust on Social Media. *Thesis*. Psychology Major. Faculty of Education Sciences. University of Education Indonesia. Bandung. (2025).

This study aims to identify the effect of electronic word of mouth (eWOM) on brand switching intention and to test whether brand trust has a role as a moderating variable in the relationship between eWOM and brand switching intention. This research employs a quantitative approach, characterized by a correlational design. The research sample consisted of 493 individuals who met the following criteria: cosmetic products users who are active on social media. The sampling technique used non probability sampling, namely incidental sampling. Data collection uses the Electronic Word of Mouth Sale, Brand Switching Intention Scale, and Brand Trust Scale. The data analysis employed simple linear regression and Moderated Regression Analysis (MRA). The findings demonstrate that eWOM exerts a positive and significant influence on brand switching intention. However, the study does not provide evidence to support the hypothesis that brand trust moderates the relationship between eWOM and brand switching intention.

Keywords: Electronic Word of Mouth, eWOM, Brand Switching Intention, Brand Trust, Consumer Behaviour, Moderation.

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