

**ABSTRACT****THE IMPORTANCE OF NEEDS, BRAND TRUST, AND REFERENCE GROUP ON  
INDONESIAN MEN Z GENERATION BUYING DECISION SKINTIFIC PRODUCTS**

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This study aims to test the importance of needs, brand trust, and reference group on Indonesian men Z generation buying decision of Skintific Products. The population in this study was the men of the Z generation in Indonesia. Sample chosen by Hair et al method, amounting to 160 respondents which ever buy Skintific products. The data was tested using the Structural Equation Model (SEM)-Partial Least Squares (PLS). The study results proved that needs and brand trust affected buying decisions. Meanwhile, group reference did not affect the buying decision. This study shows that consumer needs and brand trust have proven to improve buying decisions among men of the Z generation. The importance of brand needs and trust confirms that purchasing decisions are more influenced by personal motivation and brand beliefs than by reference groups.

**Keywords:** Needs, Brand Trust, Group reference, Buying Decision

