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The Influence of Customer Engagement, Customer Experience, Online Customer Reviews, and Perceived Value on Customer Trust (A Study on Consumers of Kahf Brand Facial Wash Products on E-Commerce Platforms)

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Abstract

This study aims to analyze the influence of customer engagement, customer experience, online customer reviews, and perceived value on customer trust in Kahf brand facial wash products on e-commerce platforms. This study uses a quantitative approach with a sample of 166 respondents who are consumers who have purchased and used Kahf facial wash products through e-commerce platforms. The sampling technique used is purposive sampling, with data obtained through distributing questionnaires to respondents and analyzed using SPSS version 26. The results show that customer engagement has a positive and significant effect on customer trust, customer experience has a positive and significant effect on customer trust, online customer reviews have a positive and significant effect on customer trust, and perceived value has a positive and significant effect on customer trust. Simultaneously, customer engagement, customer experience, online customer reviews, and perceived value have a positive and significant effect on customer trust in Kahf brand facial wash products on e-commerce platforms.

Keywords: Customer Engagement, Customer Experience, Online Customer Reviews, Perceived Value, Customer Trust

INTRODUCTION

The high market share of the beauty industry in Indonesia is driven by the large potential of business players and the abundant availability of raw materials. By 2024, the market value of the beauty industry in Indonesia is projected to reach IDR 146 trillion, with approximately 100,400 salons, 5,000 barbershops, and 3.97 million retail units serving as

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distribution channels for beauty and personal care products. The skincare industry in Indonesia is experiencing very rapid growth along with increasing public awareness of the importance of self-care, both among women and men.(Hartawan et al., 2024)One type of product that is highly sought after by consumers is facial cleanser, which works to remove dirt, excess oil, and makeup residue from the skin's surface.

As a local facial wash brand specifically for men, Kahf faces the challenge of building and strengthening customer engagement amidst intense competition on digital and e-commerce platforms. In an increasingly competitive environment, Kahf's success is determined not only by its brand popularity but also by the company's ability to create authentic and sustainable customer engagement. When consumers feel emotionally and cognitively connected to the Kahf brand through digital activities such as reading reviews, watching promotional content, or interacting on social media, their level of trust in the brand will increase significantly.(Fitriyana et al., 2025).

Based on the current situation, this study identifies several key issues facing Kahf facial wash products on e-commerce platforms. First, customer trust in Kahf facial wash remains relatively low. This is thought to be influenced by suboptimal customer experience and online customer reviews. This is reflected in various consumer complaints, a predominance of negative reviews, and a discrepancy between customer expectations and the experience experienced during the purchase, delivery, and use of the product. This situation has the potential to reduce customer trust in Kahf facial wash products on e-commerce platforms. Furthermore, customer engagement with Kahf facial wash products remains relatively low. This phenomenon is evident in Kahf's promotional content on TikTok and Instagram, which shows a lower number of likes and comments compared to competing brands, such as Garnier Men and Nivea Men. Low customer interaction on social media indicates a suboptimal emotional connection and customer participation with the brand, potentially impacting customer trust.

Customers' perceived value for Kahf facial wash products is considered lower than that of several competing brands. This is reflected in Kahf's market share of 3.7%, still below Skintific's 5.7% and Cetaphil's 4.3%. This condition indicates that the benefits consumers perceive from Kahf products have not fully met consumer expectations compared to other brand alternatives available in the market. This low perceived value can affect the level of customer trust in Kahf facial wash products on e-commerce platforms. Based on these various phenomena, it can be seen that customer engagement, customer experience, online customer reviews, and perceived value are factors suspected of influencing customer trust.

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The differences in findings from previous studies regarding the influence of customer engagement, customer experience, online customer reviews, and perceived value on customer trust indicate a research gap that requires further investigation.Hasan et al., (2023)stated that customer engagement has a positive and significant effect on customer trust. However, these results differ from researchKurniawaty et al., (2024)which states that customer engagement does not affect customer trust. Furthermore, researchHalim et al., (2023)found that customer experience has a positive and significant effect on customer trust, whileSusanto (2024)stated that customer experience does not affect customer trust. In the online customer review variable,Purwantoro et al., (2023)stated that online customer reviews have a positive and significant impact on customer trust. Conversely,Sarjita (2023)found that online customer reviews had no effect on customer trust. In addition, the studySuryani & Zuhra (2023)shows that perceived value has a positive and significant effect on customer trust, whereasMogea et al., (2022)stated that perceived value had no effect on customer trust. The difference in research results indicates that the influence of the four variables on customer trust is still inconsistent, requiring further research.

Based on the background, phenomena, and the research gap, this study aims to analyze the influence of customer engagement, customer experience, online customer reviews, and perceived value on customer trust in Kahf brand facial wash products on e-commerce platforms. The urgency of this research lies in the importance of understanding the factors that can increase customer trust amidst the increasingly competitive skincare industry, especially in the digital market. The novelty of this research lies in the focus of the study which directly examines the influence of customer engagement, customer experience, online customer reviews, and perceived value on customer trust in Kahf brand facial wash products on e-commerce. Unlike previous studies that have examined these variables more in the context of purchasing decisions and brand loyalty, this study places customer trust as the main variable in a local men's skincare product that is growing, but still faces various negative reviews in the marketplace.

METHOD

Types and Methods of Research

This research uses quantitative methods. Quantitative research methods are approaches based on the philosophy of positivism and are applied to study a specific population or sample. In this method, data is collected using research instruments and then processed using quantitative statistical analysis techniques. The primary goal is to

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test a predetermined hypothesis.(Sugiyono, 2023)This study used both primary and secondary data. The primary data in this study were obtained through a questionnaire containing a number of structured questions relevant to the problem and variables being studied.Secondary data in this study is in the form of supporting data in the form of written information obtained indirectly from various references, such as data from https://www.vritimes.com, TikTok.com, Instagram.com, Topbrand-award.com, Compas.co.id, and customer reviews from various e-commerce platforms such as Shopee, Tokopedia, Lazada, Blibli, and TiktokShop.

Population and Sample

The population in this study included all consumers of Kahf brand facial wash products who purchased through various e-commerce platforms. The exact population size cannot be identified because the frequency of transactions and the number of product users on e-commerce platforms are constantly changing and were not directly recorded by the researchers.The sampling method used in this study was non-probability sampling. The sampling technique used in this study was purposive sampling. Based on the calculation of the sample determination formula, the minimum sample size obtained from the population was 166.41, rounded up to 166 respondents. Based on these calculations, this study selected 166 consumers using the Kahf brand of facial wash products who purchased through an e-commerce platform as the research sample.

Data Analysis Instruments and Techniques

Primary data in this study were collected using a questionnaire distributed online via Google Form to consumers who had purchased Kahf brand facial wash products through e-commerce platforms. Variables were measured using a Likert scale with five alternative answers. The Likert scale was used to gauge respondents' attitudes, opinions, and perceptions regarding customer engagement, customer experience, online customer reviews, perceived value, and customer trust.(Sugiyono, 2023)Before data analysis was conducted, the research instrument was first tested for validity and reliability. The validity test was conducted by comparing the calculated r value with the table r value at a significance level of 5%. An item is declared valid if the calculated r value is greater than the table r value and the significance value is less than 0.05.(Ghozali, 2021)Meanwhile, the reliability test was conducted using the Cronbach's Alpha method with an alpha value criterion of greater than 0.70, which indicates that the research instrument has a good level of consistency.(Ghozali, 2021)Data analysis in this study was conducted using IBM

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SPSS version 26. The analysis stage began with descriptive statistics to provide an overview of the characteristics of the research data. Next, classical assumption tests were conducted, including a normality test using the Kolmogorov-Smirnov method, a multicollinearity test by examining the Variance Inflation Factor (VIF) and tolerance values, and a heteroscedasticity test using the Glejser test.(Ghozali, 2021)Hypothesis testing was conducted through multiple linear regression analysis to determine the influence of independent variables, namely customer engagement, customer experience, online customer reviews, and perceived value on the dependent variable, namely customer trust. Furthermore, testing was conducted partially using the t-test and simultaneously using the F-test to determine the significance of the influence between variables. Finally, the coefficient of determination (Adjusted R^2) was used to measure the ability of the independent variables to explain the variation in the dependent variable in the research model.(Ghozali, 2021).

Research Procedures

The research procedure began with the distribution of online questionnaires via Google Form to 166 respondents who met the research criteria, namely consumers who had purchased Kahf brand facial wash products through e-commerce platforms. The collected data were then processed using the IBM SPSS version 26 program through the stages of editing, coding, and tabulating. Next, data analysis was carried out which included testing the research instrument (validity and reliability tests), classical assumption tests (normality tests, multicollinearity tests, and heteroscedasticity tests), multiple linear regression analysis, and hypothesis testing using t-tests and F-tests. In addition, a determination coefficient test (Adjusted R^2) was carried out to determine the ability of the independent variables to explain the dependent variable. The results of all stages of the analysis were used to answer the research problem formulation.

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RESULTS AND DISCUSSION

Validity Test

Table 1. Customer Engagement Validity Test

Variables	Indicator	R Count	R Table	Sig	Information
Customer Engagement (X1)	X1.1	0.759	0.128	0.00	Valid
	X1.2	0.699	0.128	0.00	Valid
	X1.3	0.809	0.128	0.00	Valid
	X1.4	0.729	0.128	0.00	Valid
	X1.5	0.874	0.128	0.00	Valid
	X1.6	0.820	0.128	0.00	Valid
	X1.7	0.176	0.128	0.01	Valid
	X1.8	0.869	0.128	0.00	Valid

Source: Data processed with SPSS V.26, April 2026

Based on Table 1, it can be concluded that the Customer Engagement variable has a calculated r value greater than the table r, so the data is said to be valid. This study (df) is 164 and alpha is 5% (0.05), so the table r is 0.128 and all questions are valid.

Table 2. Customer Experience Validity Test

Variables	Indicator	R Count	R Table	Sig	Information
Customer Experience (X2)	X2.1	0.733	0.128	0.00	Valid
	X2.2	0.810	0.128	0.00	Valid
	X2.3	0.795	0.128	0.00	Valid
	X2.4	0.797	0.128	0.00	Valid
	X2.5	0.751	0.128	0.00	Valid
	X2.6	0.802	0.128	0.00	Valid
	X2.7	0.153	0.128	0.02	Valid
	X2.8	0.768	0.128	0.00	Valid

Source: Data processed with SPSS V.26, April 2026

Based on Table 2, it can be concluded that the Customer Experience variable has a calculated r value greater than the table r, so the data is said to be valid. This study (df) is 164 and alpha is 5% (0.05), so the table r is 0.128 and all questions are valid.

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Table 3. Validity Test of Online Customer Reviews

Variables	Indicator	R Count	R Table	Sig	Information
Online Customer Reviews (X3)	X3.1	0.798	0.128	0.00	Valid
	X3.2	0.807	0.128	0.00	Valid
	X3.3	0.769	0.128	0.00	Valid
	X3.4	0.799	0.128	0.00	Valid
	X3.5	0.796	0.128	0.00	Valid
	X3.6	0.811	0.128	0.00	Valid
	X3.7	0.786	0.128	0.00	Valid
	X3.8	0.156	0.128	0.02	Valid
	X3.9	0.750	0.128	0.00	Valid

Source: Data processed with SPSS V.26, April 2026

Based on Table 4.13, it can be concluded that the Online Customer Reviews variable has a calculated r value greater than the table r, so the data is said to be valid. This study (df) is 164 and alpha is 5% (0.05), so the table r is 0.128 and all questions are valid.

Table 4 Validity Test of Perceived Values

Variables	Indicator	R Count	R Table	Sig	Information
Perceived Value (X4)	X4.1	0.811	0.128	0.00	Valid
	X4.2	0.781	0.128	0.00	Valid
	X4.3	0.727	0.128	0.00	Valid
	X4.4	0.810	0.128	0.00	Valid
	X4.5	0.177	0.128	0.01	Valid
	X4.6	0.756	0.128	0.00	Valid

Source: Data processed with SPSS V.26, April 2026

Based on Table 4, it can be concluded that the Perceived Value variable has a calculated r value greater than the table r, so the data is said to be valid. This study (df) is 164 and alpha is 5% (0.05), so the table r is 0.128 and all questions are valid.

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Table 5. Customer Trust Validity Test

Variables	Indicator	R Count	R Table	Sig	Information
Customer Trust (Y)	Y.1	0.704	0.128	0.00	Valid
	Y.2	0.791	0.128	0.00	Valid
	Y.3	0.645	0.128	0.00	Valid
	Y.4	0.790	0.128	0.00	Valid
	Y.5	0.810	0.128	0.00	Valid
	Y.6	0.191	0.128	0.00	Valid
	Y.7	0.804	0.128	0.00	Valid

Source: Data processed with SPSS V.26, April 2026

Based on Table 4.15, it can be concluded that the Customer Trust variable has a calculated r value greater than the table r, so the data is said to be valid. This study (df) is 164 and alpha is 5% (0.05), so the table r is 0.128 and all questions are valid.

Reliability Test

Table 6. Reliability Test

No	Variables	Cronbach's Alpha	Critical Point	Information
1	Customer Engagement	0.871	0.70	Reliable
2	Customer Experience	0.866	0.70	Reliable
3	Online Customer Reviews	0.872	0.70	Reliable
4	Perceived Value	0.782	0.70	Reliable
5	Customer Trust	0.815	0.70	Reliable

Source: Data processed with SPSS V.26, April 2026

Based on table 6, the results of the reliability test for all research variables, namely Customer Engagement, Customer Experience, Online Customer Reviews, Perceived Value, and Customer Trust, have a Cronbach alpha value of more than 0.70, so it can be concluded that all variables are declared reliable.

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Normality Test

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		166
Normal Parametersa,b	Mean	,0000000
	Standard Deviation	2,51984992
Most Extreme Differences	Absolute	,048
	Positive	,025
	Negative	-,048
Test Statistics		,048
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed with SPSS V.26, April 2026

Based on the results of the normality test in Table 4.18, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than 0.05 (0.200 > 0.05), so it can be concluded that all data used in this study are normally distributed, so the data is suitable for use in further analysis.

Multicollinearity Test

Table 8. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Customer Engagement (X1)	0.384	2,602
	Customer Experience (X2)	0.468	2,138

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	Online Customer Reviews (X3)	0.392	2,548
	Perceived Value(X4)	0.306	3,265

Source: Data processed with SPSS V.26, April 2026

Based on Table 8, the multicollinearity test results for all independent variables show VIF values below 10.00, ranging from 2.138 to 3.265. The tolerance value is also above 0.10. It can be concluded that there is no multicollinearity among the independent variables in this regression model.

Heteroscedasticity Test

Table 9. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3,222	0.822		3,921	0,000
	Customer Engagement (X1)	0.020	0.035	0.071	0.569	0.570
	Customer Experience (X2)	-0.038	0.033	-0.130	-1,151	0.252
	Online Customer Reviews (X3)	0.049	0.033	0.182	1,473	0.143
	Perceived Value(X4)	-0.104	0.059	-0.247	-1,772	0.078

Source: Data processed with SPSS V.26, April 2026

Based on the results of the heteroscedasticity test in Table 4.20, it shows that the significance value (Sig.) of all independent variables, namely Customer Engagement (0.570), Customer Experience (0.252), Online Customer Reviews (0.143), and Perceived Value (0.078), has a value greater than 0.05. It can be concluded that there is no

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heteroscedasticity in the regression model used.

Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1,018	1,374		0.741	0.460
	Customer Engagement (X1)	0.141	0.059	0.176	2,414	0.017
	Customer Experience (X2)	0.123	0.055	0.149	2,246	0.026
	Online Customer Reviews (X3)	0.214	0.056	0.277	3,840	0,000
	Perceived Value(X4)	0.392	0.099	0.325	3,977	0,000

a. Dependent Variable: Customer Trust (Y)

Source: Data processed with SPSS V.26, April 2026

Based on Table 4.21, the regression equation can be formed using the formulation for multiple linear regression as follows: $\mathbf{Y=0}$, $176\boldsymbol{X}1$ $+\mathbf{0}$, $149\boldsymbol{X}2$ $+\mathbf{0}$, $277\boldsymbol{X}3$ $+\mathbf{0}$, $325\boldsymbol{X}4$ With the following information:

1. The regression coefficient of the Customer Engagement variable (X1) of 0.176 shows that every one unit increase in the Customer Engagement variable will increase Customer Trust by 0.176, without being influenced by other variables.
2. The regression coefficient of the Customer Experience variable (X2) of 0.149 shows that every one unit increase in Customer Experience will increase Customer Trust by 0.149, without being influenced by other variables.
3. The regression coefficient of the Online Customer Reviews variable (X3) of 0.277 indicates that every one unit increase in Online Customer Reviews will increase Customer Trust by 0.277, without being influenced by other variables.

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4. The regression coefficient of the Perceived Value variable (X4) of 0.325 indicates that every one unit increase in Perceived Value will increase Customer Trust by 0.325, without being influenced by other variables.

T-test

Table 11. t-Test (Partial Test)

Variables	t count	t table	Prob sig		Information
			Sig	5%	
Customer Engagement (X1)	2,414	1,654	0.017	0.05	H1 is accepted (Positive and Significant Influence)
Customer Experience (X2)	2,246	1,654	0.026	0.05	H2 is accepted (Positive and Significant Influence)
Online Customer Reviews (X3)	3,840	1,654	0,000	0.05	H3 is accepted (Positive and Significant Influence)
Perceived Value(X4)	3,977	1,654	0,000	0.05	H4 is accepted (Positive and Significant Influence)

Source: Data processed with SPSS V.26, April 2026

Hypothesis 1: Customer Involvement has a positive and significant effect on Customer Trust in Consumers of Kahf Brand Facial Wash Products on E-Commerce Platforms

Based on the results of the t-test in Table 4.18, it is known that the Customer Engagement variable (X1) shows a calculated t value of 2.414 and a t-table value of 1.654. The significance value of 0.017 is smaller than the significance level (α = 0.05). The calculated t value > t-table (2.414 > 1.654) and the significance value of 0.017 < 0.05, so the decision is H0 is rejected and Ha is accepted. This means that the Customer

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Engagement variable has a positive and significant effect on Customer Trust.

Hypothesis 2: Customer Experience has a positive and significant effect on Customer Trust in Consumers of Kahf Brand Facial Wash Products on E-Commerce Platforms

Based on the results of the t-test in Table 4.18, it is known that the Customer Experience variable (X2) shows a calculated t value of 2.246 and a t-table value of 1.654. The significance value obtained is 0.026 which is smaller than the significance level (α = 0.05). The calculated t value > t-table (2.246 > 1.654) and the significance value of 0.026 < 0.05, so the decision is H0 is rejected and Ha is accepted. This means that the Customer Experience variable has a positive and significant effect on Customer Trust.

Hypothesis 3: Online Customer Reviews have a positive and significant effect on Customer Trust in Consumers of Kahf Brand Facial Wash Products on E-Commerce Platforms

QBased on the results of the t-test in Table 4.18, it is known that the Online Customer Reviews variable (X3) shows a calculated t value of 3.840 and a t-table value of 1.654. The significance value obtained is 0.000 which is smaller than the significance level (α = 0.05). The calculated t value > t-table (3.840 > 1.651) and the significance value is 0.000 < 0.05, so the decision is H0 is rejected and Ha is accepted. This means that the Online Customer Reviews variable has a positive and significant effect on Customer Trust.

Hypothesis 4: Perceived Value has a positive and significant effect on Customer Trust in Consumers of Kahf Brand Facial Wash Products on E-Commerce Platforms

Based on the results of the t-test in Table 4.18, it is known that the Perceived Value variable (X4) shows a calculated t-value of 3.977 and a table t-value of 1.654. The significance value obtained is 0.000, which is smaller than the significance level (α = 0.05). The calculated t-value > t-table (3.977 > 1.651) and the significance value is 0.000 < 0.05, so the decision is H0 is rejected and Ha is accepted. This means that the Perceived Value variable has a positive and significant effect on Customer Trust.

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F test

Table 12. F Test (Simultaneous Test)

ANOVA						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	2127,658	4	531,915	81,740	0.000b
	Residual	1047,691	161	6,507		
	Total	3175,349	165			

Source: Data processed with SPSS V.26, April 2026

Hypothesis 5: Customer Engagement, Customer Experience, Online Customer Reviews, and Perceived Value simultaneously have a positive and significant effect on Customer Trust in Kahf Brand Facial Wash Products on E-commerce Platforms.

The calculated F value (81.740) > F table (2.43) and the significance value is smaller than the significance level (0.000 < 0.05), so it can be concluded that the regression model used can predict customer trust or it can be concluded that Customer Involvement (X1), Customer Experience (X2), Online Customer Reviews (X3), and Perceived Value (X4) simultaneously have a positive and significant effect on Customer Trust (Y).

Coefficient of Determination (R2)

Table 13. Coefficient of Determination (R2)

Model	**R**	**R Square**	**Adjusted R Square**	**Standard Error of the Estimate**
1	0.819a	0.670	0.662	2,551

Source: Data processed with SPSS V.26, April 2026

Based on the results of the determination coefficient test in table 4.24, it is known that the Adjusted R Square value is 0.662. This value indicates that customer trust in Kahf

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Brand Facial Wash Products on the E-Commerce Platform is influenced by the variables Customer Engagement (X1), Customer Experience (X2), Online Customer Reviews (X3), and Perceived Value (X4) by 66.2%, while the remaining 33.8% is influenced by other variables outside this study.

DISCUSSION

1. **The Influence of Customer Engagement on Customer Trust**

   Based on the results of hypothesis testing, it was found that customer engagement has a positive and significant effect on customer trust in Kahf brand facial wash products on e-commerce platforms. This indicates that the higher the customer engagement in interacting with the brand, such as seeking information, providing responses, and participating in the brand's digital activities, the higher the level of customer trust in Kahf products.

   In this study, customer engagement reflects the active interaction between consumers and brands that can shape positive attitudes toward the product. This interaction creates a closer connection between consumers and the brand, fostering a sense of confidence in the quality and credibility of the product they use. High engagement also strengthens the emotional connection between customers and the company.

   This finding is supported byPurwanto et al., (2022)which explains that individual attitudes and behavior are formed from beliefs and evaluations of an object. The results of this study are also in line withNur et al., (2024)which states that customer engagement has a positive influence on customer trust because it can strengthen the relationship between consumers and brands.

2. **The Influence of Customer Experience on Customer Trust**

   Based on the results of the hypothesis testing, it was found that customer experience had a positive and significant effect on customer trust in Kahf brand facial wash products on e-commerce platforms. This indicates that the better the customer experience during the purchasing and product use process, the higher the level of trust in the Kahf brand.

   In this study, customer experience reflects consumers' comprehensive evaluation of their interactions with a product, both before, during, and after use. Positive experiences such as ease of purchase, product quality that meets expectations, and user satisfaction will shape positive perceptions, which then increase customer trust in the brand.

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This finding is supported byCuratman et al., (2020)which states that customer experience is formed from all direct and indirect interactions with the company. The results of this study are also in line withDewi et al., (2025)which proves that customer experience has a positive influence on customer trust because a good experience can increase confidence in the brand.

3. **The Effect of Online Customer Reviews on Customer Trust**

Based on the results of hypothesis testing, it was found that online customer reviews have a positive and significant effect on customer trust in Kahf facial wash products on e-commerce platforms. This indicates that the more positive reviews other customers provide, the higher the level of consumer trust in Kahf products.

In this study, online customer reviews serve as a source of social information that influences consumer perceptions before making a purchase. Positive, honest, and informative reviews will help potential customers feel more confident in the product's quality, thereby fostering brand trust.

This finding is supported byBanjarnahor et al., (2021)which states that customer reviews are a form of electronic word of mouth that greatly influences consumer perception. The results of this study are also in line withPermana & Arianty (2025) which proves that online customer reviews have a positive impact on customer trust.

4. **The Influence of Perceived Value on Customer Trust**

Based on the results of the hypothesis testing, it was found that perceived value has a positive and significant effect on customer trust in Kahf brand facial wash products on e-commerce platforms. This indicates that the higher the perceived value of the product, the higher their level of trust in the Kahf brand.

In this study, perceived value reflects consumers' assessment of a product's benefits relative to the perceived value. When customers perceive that a product delivers benefits commensurate with the price and quality received, satisfaction develops, which then develops into brand trust.

This finding is supported by Zeithaml et al., (2018) who stated that customer value is the comparison between the benefits obtained and the sacrifices made. The results of this study are also in line withZeqiri et al., (2023)which proves that perceived value has a positive influence on customer trust.

5. **The Influence of Customer Engagement, Customer Experience, Online Customer Reviews, and Perceived Value on Customer Trust**

Based on the results of hypothesis testing, it was found that customer engagement, customer experience, online customer reviews, and perceived value

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simultaneously had a positive and significant influence on customer trust in Kahf brand facial wash products on e-commerce platforms. This indicates that customer trust is not formed by a single factor, but rather by a combination of various mutually supporting aspects.

In this study, these four variables play a role in shaping positive customer perceptions of the brand. Customer engagement and experience create brand affinity, online customer reviews provide social influence, and perceived value strengthens customers' rational evaluation of the product. This combination then results in stronger trust in Kahf products.

This finding is supported byPurwanto et al., (2022)which states that consumer behavior is formed from a combination of attitudes, subjective norms, and beliefs about the benefits of an object. The results of this study are also in line withNur et al., (2024),Dewi et al., (2025),Permana & Arianty (2025), as well asZeqiri et al., (2023)each of which proves that these variables have a positive influence on customer trust.

CONCLUSION

Based on the research findings, it can be concluded that customer engagement, customer experience, online customer reviews, and perceived value simultaneously and partially have a positive and significant effect on customer trust in Kahf brand facial wash products on e-commerce platforms. This shows that the higher the customer engagement, the better the perceived experience, the more positive the online customer reviews, and the higher the perceived value, the higher the customer trust in Kahf products. Thus, customer trust is formed from a combination of interaction factors, experience, social information, and product benefits perceived by consumers.

This study is limited to respondents who only consumed Kahf products on a specific e-commerce platform, so the results cannot be generalized widely. Furthermore, this study only used four independent variables, despite the fact that other factors outside the model can influence customer trust. For future research, it is recommended to add other variables, such as integrity and benevolence, to enrich the research model. Integrity reflects a company's consistency in maintaining honesty and transparency, while benevolence demonstrates a company's commitment to building long-term relationships with customers, thus providing a more comprehensive understanding of the factors influencing customer trust.

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