

## **ABSTRACT**

The development of the organic skincare industry in Indonesia has shown significant growth, particularly among Generation Z, who are more concerned about skin health and environmental sustainability. However, the abundance of overclaim information on social media often makes consumers hesitant when making purchasing decisions. This study aims to analyze the influence of Product Knowledge on Purchase Intention of Avoskin organic skincare products, with Social Reassurance as a mediating variable among Generation Z in Bandung City.

This research uses a quantitative method with Partial Least Square - Structural Equation Modeling (PLS-SEM) as the analytical technique. The sample consists of 100 respondents who are Generation Z, born between 1997 and 2012, and have used Avoskin organic skincare products. Data was collected through an online questionnaire and analyzed to test validity, reliability, relationships among variables, as well as direct and indirect effects between constructs.

The results show that Product Knowledge has a positive and significant effect on Purchase Intention, both directly and indirectly through Social Reassurance. Social Reassurance also has a significant positive effect on Purchase Intention. These findings emphasize the importance of clear product education and the role of reviews and recommendations on social media in building consumer trust among Generation Z. This study provides practical implications for companies in designing marketing strategies based on product education and social reassurance.

**Keywords:** Product Knowledge, Purchase Intention, Social Reassurance, Generation Z, Organic Skincare.