

ABSTRACT

The emergence of globalization has led to the emergence of various new technologies that can support and facilitate humans in carrying out their activities, one of which is the internet. Internet services can be used in various fields, such as the use of the internet in the fields of economy, education, industry, telecommunications, tourism as well as the field of beauty. This causes changes in human lifestyles to be completely online. One of them is shopping activities through online markets or commonly referred to as e-commerce. Almost all e-commerce must have a feature to review products called online customer reviews that can trigger sales of a product. This study aims to analyze the influence of online customer reviews on purchasing decisions through customer trust in Female Daily. The survey was distributed to 100 respondents who had accessed the Female Daily website.

Based on the type of data used, it shows that this research uses quantitative methods. Meanwhile, based on the formulation of the research problem, it is known that this research is known as causal descriptive research. The research sample was selected using a non-probability sampling technique, with a purposive sampling method, which then obtained a total sample of 100 respondents. This study uses path analysis.

Based on the results of the study, it can be concluded that online customer reviews, purchase decisions, and customer trust are included in the very good category, with an average percentage of values above 84%. In addition, the results of this study also found a positive and significant effect on purchasing decisions and customer trust. Then, from the results of the study, it was found that customer trust had a positive and significant effect on purchasing decisions. And from the results of this study, customer trust as an intermediary variable has a positive effect in mediating the relationship between online customer reviews and purchasing decisions.

Keywords: Online Customer Review, Customer Trust, Purchase Decision