

## **ABSTRACT**

*Along with the development of technology, the growth in the field of e-commerce is also happening rapidly. In Indonesia, there are already many companies in the e-commerce field that compete with each other to increase purchase intention. In the e-commerce business, it is indicated that the purchase intention made by consumers, one of which can be influenced by electronic word of mouth (eWOM). EWOM communication related to Tokopedia by consumers, such as providing reviews on the App Store, has added value for the brand in a positive way. Information or reviews on social media can encourage consumer confidence in Tokopedia.*

*This study aims to measure the direct influence of the dimensions of eWOM which include customer reviews and influencer reviews on purchase intention in Tokopedia e-commerce. The variable of the role of trust in moderating the effect of these two variables on purchase intention will also be confirmed in this study.*

*Quantitative method is used to test the causal relationship of the variables that make up the structural equation model by using empirical data taken through a survey with five Likert scales for 15 question items. The data indicators owned by each variable from the survey results were tested for validity and reliability first. Before testing the hypothesis, a model fit test was conducted. Convenience sampling with non-probability sampling technique was used to obtain a sample of 201 respondents through an online questionnaire via google form from Tokopedia users. The results of this study indicate that customer reviews and influencer reviews have a positive and significant influence on purchase intention. The trust variable is able to moderate the influence of customer reviews on purchase intention.*

***Keywords: Customer review, influencer review, trust, purchase intention, social media.***