

ABSTRACT

This research is motivated by a shift in behavior from conventional shopping to online shopping due to the COVID-19 pandemic, and one of the e-commerce sites that supports people's online shopping behavior is Tokopedia. The research objective is to examine how the moment of truth is determined through consumer reviews at the Artha Savana Digital store on Tokopedia. This study uses an interpretive paradigm and a qualitative approach to collect and analyze data. The research was carried out offline and online by visiting the Artha Savana Digital office in the West Cikarang area and making telephone calls via WhatsApp. The results of the study show that the moment of truth that occurs in the review is a zero-moment of truth process. The position of the consumer's reception contained in the review is dominant hegemony, which occurs because the reviews given by previous customers match those in the description and include original photos that have been received by consumers. Consumer reception has a major impact on the continuation of the moment of truth process. Consumers who have a dominant hegemony will proceed to the first moment of truth, whereas if consumers have a negotiation reception, they will take action to convince themselves. It can be concluded that the zero-moment truth process through reviews is very decisive in building consumer reception at the Artha Savana Digital store on Tokopedia. Therefore, online stores must pay attention to reviews and ensure that the reviews provided match the description and include original photos that have been received by consumers. This will help increase consumer confidence and build a positive image for the online shop.

Keywords: *Moment of Truth, theory reception, Consumer Reviews, Tokopedia Artha Savana Digital*