

ABSTRACT

Technology developments in Indonesia makes it easier for Indonesian people to activity, one of the benefit is online shopping for their daily needs. One of the needs of Indonesian people are skincare. Now skincare is the best selling product in e-commerce, one of which is brand MS Glow. MS Glow has been named the best selling skincare in e-commerce in 2021 and 2022. Therefore this study aims to analyze the effect of customer reviews, influencer reviews and trust on purchase intentions for MS Glow products in Indonesia.

The research method used in this study used a quantitative method, distributing questionnaires to 385 respondents in Indonesia who had or were interested in using MS Glow products. The data analysis technique in this study used the SmartPLS Structural Equation Model (SEM) software.

The results in this study indicate that customer review and influencer endorsement have a positive effect, but in this study trust can moderate customer review on purchase intention but does not moderate influencer endorsement on purchase intention. The results of this study can be used by readers as a source of additional information and to the MS Glow company to evaluate its marketing strategy, improve product formulation and quality so as to maintain reviews from consumers.

Keywords: *Customer Review, eWOM, Influencer Review, Trust and Purchase Intention.*