

ABSTRAK

In today's modern era, with the development of technology, information and communication, the behaviour of internet users can change. These changes have a broad impact on the way of communicating, one of which is the use of social media. In the beverage business, it is indicated that to promote and increase the purchase of a product is influenced by eWOM communication through customer reviews and influencer endorsements.

The purpose of this study is to investigate the effect of eWOM which includes customer reviews and influencer endorsement on purchase intention through trust as a moderating variable on Esteh Indonesia products. Empirical data was obtained through a survey of Esteh Instagram followers with a sample of 400 respondents using non-probability sampling techniques. Respondents were asked to give a five-scale assessment of 15 question items. The causal relationship between variables generates 4 hypotheses (two direct hypotheses and two indirect hypotheses) which form a structural equation model (SEM) and data processing using the SmartPLS application.

The results of this study indicate that customer reviews and influencer endorsement have a positive effect on the purchase intention of Esteh Indonesia products. This study also found that trust is not able to moderate the relationship between customer review and purchase intention and also the relationship between influencer endorsement and purchase intention.

The advice that researchers can give to companies is to always pay attention and provide feedback on reviews made by customers and can continue to improve relationships with customers, especially in the use of Instagram social media accounts, one of which is through the role of influencers and also improve the integrity of their products to increase positive reviews so that potential buyers are confident which leads to purchase intentions.

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