

## **ABSTRACT**

*The development of the internet and advances in Information Communication Technology in Indonesia have changed lifestyles, including consumption and buying patterns. The digital economy is growing rapidly in Indonesia and it is predicted that the transaction value will increase 8 times by 2030, especially in the e-commerce sector. Shopee, as the leading e-commerce platform in Southeast Asia, capitalizes on this dynamic fashion trend to meet people's lifestyle needs through the latest products.*

*With this, this study aims to analyze the effect of customer reviews and influencer reviews moderated by trust on purchase intention as well as the effect of customer reviews, influencer reviews, and purchase intention on purchase decisions.*

*To be able to achieve these research objectives, this research method uses quantitative methods with descriptive and causal research types. The sampling technique for this research is non-probability sampling with a purposive sampling method of 385 respondents who have bought fashion products at Shopee. This study uses data collection techniques in the form of a questionnaire with an ordinal scale. The data analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM).*

*Based on the results of data analysis, it is concluded that customer review has a significant positive effect on purchase intention, influencer review has a significant positive effect on purchase intention, trust moderates the relationship between customer review and purchase intention, trust does not moderate the relationship between influencer review and purchase intention, purchase intention has a significant positive effect on purchase decision, customer review does not have a significant positive effect on purchase decision, influencer review has a significant positive effect on purchase decision.*

*Keyword: Customer Review, Influencer Review, Trust, Purchase Intention, Purchase Decision*