

## ABSTRACT

Rapid technological developments have changed consumer behavior and have had a significant impact on economic and business activities. This is shown by the large number of people who depend on online channels such as e-commerce to find and buy the goods they need because they are considered easier and more effective. One of the needs of the Indonesian people, especially women today, is skincare and makeup. Somethinc is one of the best-selling Indonesian skincare and makeup brands in e-commerce but is still at the bottom of the best-selling local makeup brand category with a market share of 4.31%.

With trust serving as a moderating variable, this study aims to examine the impact of e-WOM, which includes customer reviews and influencer endorsements, on purchase intention for Somethinc products.

In this study, quantitative techniques and SEM (Structural Analysis Model) analysis are used. Non-probability sampling was the method used in this study, and 385 respondents made up the sample. Using Google Forms, an online survey was distributed as the data collection method. The SMART PLS 3.0 software will then be used to process this research.

Based on the findings of data analysis, it was determined that influencer endorsements and customer reviews both have positive and significant effects on a product's likelihood to be purchased. It was also determined that trust did not moderate the impact of either factor on the relationship between customer and influencer endorsement and purchase intention.

The suggestions that the author can give to companies are to provide more information about Somethinc products to endorsement influencers and to improve product quality further so that they can provide satisfaction to customers who will later give positive reviews. The company must build Trust with customers; it will increase customer confidence in deciding which products to buy. Apart from that, future researchers can research other objects in the same industrial field so they can expand their research.

**Keywords:** Customer Review, Influencer Endorsement, e-WOM, Trust, Purchase Intention