

ABSTRACT

This study is motivated by the increasing trend in the use of skincare products, particularly face serums, which has driven the growth of the beauty industry in Indonesia. ElsheSkin, as a local brand, leverages digital strategies such as online customer reviews and influencer marketing to compete on the Shopee e-commerce platform. However, the flood of information does not always translate into increased consumer trust, which has become the primary challenge in effectively influencing purchasing decisions.

This study aims to analyze the influence of online customer reviews and influencer marketing on purchasing decisions for ElsheSkin serum skincare products on Shopee, as well as to test the role of consumer trust as a moderating variable. This study uses a quantitative approach with purposive sampling techniques. The minimum sample size was set at 385 respondents based on the Lemeshow formula. However, in practice, data was successfully collected from 402 respondents who met the inclusion criteria. Data analysis was conducted using Structural Equation Modeling (SEM) through SmartPLS software version 4.0.

The results indicate that online customer reviews and influencer marketing have a positive and significant impact on purchasing decisions, and consumer trust moderates this relationship. These findings emphasize the importance of building trust through credible reviews and collaborations with trusted influencers. This study provides strategic recommendations for skincare industry players to optimize consumer trust-based digital marketing.

Keywords: Online Customer Reviews, Influencer Marketing, Consumer Trust, Purchase Decisions.