

## ABSTRACT

*The development of internet has implications in shifting the consumer behavior towards online buying and selling with the existence of e-commerce in Indonesia. One of the features in e-commerce is Online Customer Reviews and Ratings (OCRs) providing an assessment of goods and services after consumers buy a product.. Survey data show consumers are afraid of goods not arriving or not suitable. OCRs have become a factor in influencing consumers' trust and purchase intention. This study aims to determine the effect of OCRs on purchase intention through the trust of consumers shopping online in Tokopedia. This research used SEM (Structural Equation Modeling) - PLS (Partial Least Square) with 400 respondents. Data analysis techniques used descriptive analysis, t test. The results revealed OCRs affect the confidence by 0.903 or 90.3% and the purchase intention directly by 0.418 or 41,8% with the effectiveness of shopping (PUI) as the largest indicators. Confidence in Purchase Interest is 0.574 or 57.4% with product conditions (INI) as the biggest indicator. OCRs towards Purchase Intention with confidence as an indirect intervening by 0.518 or 51.8% with the (EKS) indicator. It is summarised that consumers are helped to choose products when shopping with OCRs in Tokopedia. Consumers believe the condition of the product in accordance with the information provided causes consumers to have purchase intention. It is evident that consumers will find more information about the products in Tokopedia. Further research can add other variables, other objects, and different respondents so that it can be a comparison of research.*

**Keywords** : OCRs, Buy, Consumer, Trust, Management, Online shop.