

ABSTRACT

This research is motivated by the phenomenon of Online Customer Review (OCR) through Cine Crib as a Youtube Channel Movie Review. Based on the results of the Pre-Questionnaire, Cine Crib has high trust from its subscribers and movie review by Cine Crib given affects on Purchase Intention in Cinema Films which is good for the advancement for Indonesian Movie Industry. This study aims to determine The Effect of Online Customer Review (OCR) on Trust and its impact on Purchase Intention in Cinema Films on Subscribers of Youtube Channel Movie Review Cine Crib.

This study uses a quantitative method type of descriptive and causal research. The sampling technique in this study uses Non-probability Sampling type Purposive Sampling. The Population in this research are 180.000 subscribers of Youtube Channel Movie Review Cine Crib who have watched Indonesian Movie Review by Cine Crib. The number of samples in this study were 347 samples. Data analysis techniques used in this study are Descriptive Analysis and Path Analysis.

Based on the results of Descriptive Analysis, overall Online Customer Review (OCR) is in the Excellent category, Trust is in the Excellent category, and Purchase Intention is in the Good category. Based on the results of Path Analysis, it is known that 1). Online Customer Review (OCR) has a Significity Effect on Trust of 42.8%. 2). Trust has a Significant Effect on Purchase Intention of 20.7%. 3). Online Customer Review (OCR) has a Significant Effect on Purchase Intention of 11.2%. And 4). Online Customer Review (OCR) has an indirect effect on Purchase Intention through Trust of 21.8%.

Keywords: Online Customer Review (OCR), Purchase Intention, Trust.