

ABSTRACT

This research was conducted to determine the effect of online customer reviews on purchase intention with trust as an intervening variable at Shopee. The purpose of this research is to find out and analyze how online customer reviews are at Shopee, how trust is in Shopee, how is buying interest at Shopee, how is the influence of online customer reviews and trust on purchase intention, and how online customer reviews influence purchase intention through trust in Shopee.

This study uses descriptive and quantitative analysis methods with the PLS Structural Equation Modeling (SEM) analysis tool. Sampling was done by using a non-probability sampling method, with a total of 200 respondents who were users of the Shopee application and had shopped at Shopee.

Based on the results of hypothesis testing, online customer review and trust have a significant direct effect on purchase intention, with a significance level of $0.00 < 0.05$. Meanwhile, online customer reviews on purchase intention through trust as an indirect effect have a significant effect, with a significance level of $0.00 < 0.05$. Based on the descriptive analysis of online customer review variables, trust and purchase interest are in the very good category.

It can be concluded, online customer reviews, trust and purchase interest in Shopee are in a very good category, but there are several items that need to be considered such as interesting online reviews, maintaining customer information, and making consumers want to recommend Shopee.

Keywords: *online customer review, trust, purchase intention*