

## **ABSTRACT**

*Indonesia is a country that has the potential for the beauty industry, including skincare which is a topic of conversation that is being discussed by the public. The reason is that people in Indonesia want a glowing face without using cosmetics, and want to prevent premature aging. Using skincare, is considered a way to heal the skin and this has also influenced the popularity of skincare. One of the most popular skincare products is serum, which is a skincare product that has become a trend in Indonesia since 2020. One of the companies that produces skincare variants of serum, namely Elshéskin, in 2020 Elshéskin was named the best serum at the female daily best of beauty award event awards.*

*With this, this study aims to analyse the effect of online customer review, influencer review and trust on interest in buying Elshéskin serum.*

*To be able to achieve the research objectives, the method used in this research is to use quantitative methods by distributing online questionnaires via google form to Elshéskin serum enthusiasts, the required respondents are 385 people in Indonesia. The data analysis technique in this study was using the Structural Equation Model (SEM) with the help of SmartPLS software.*

*The results of the analysis in this study indicate that the online customer review variable has a positive and significant influence on the trust variable, the influencer review variable has a positive and significant influence on the trust variable. Then the trust variable has a positive and significant influence on the buying interest variable. The results of this study also show that the online customer review variable has a positive and significant influence on the buying interest variable, the influencer review has a positive and significant influence on the buying interest variable. So it can be concluded that the relationship between variables has a positive and significant influence.*

*The results of this study can be used by the Elshéskin company as material for evaluating its products and can also listen to or read reviews from influencers and customers regarding positive and negative reviews regarding their products in order to improve the quality of their products.*

**Keywords:** *Online Customer Review, Influencer Review, Trust, and Buying Interest*