

## **ABSTRACT**

*Nowadays the digital revolution has drastically changed consumer behavior, where people have depended on online channels to research and buy various products and services because it is considered easier and more effective. In addition, there is an increase in internet users in Indonesia and there is data stating that there is an increase in the income of the beauty and personal care market in Indonesia, which is estimated that the outlook for this beauty market will continue to increase until 2025. In 2020 Make Over will become one of the most popular makeup brands in Indonesia. , but is still at the bottom of the most popular makeup brand category in Indonesia with a share of 17.3% of respondents.*

*The purpose of this study was to determine the effect caused by the customer review variable and the influencer endorsement variable on purchase intention in Make Over, as well as to determine the effect of trust in moderating customer review and influencer endorsement that leads to purchase intention in Make Over.*

*The sampling technique used in this study was non-probability sampling with a total sample of 384 respondents. The data analysis method used in this study is descriptive analysis to describe a set of data obtained in the general description seen from the characteristics of the questionnaire, and the Structural Equation Model-Partial Least Square (SEM-PLS) analysis data which is then processed using SmartPLS.*

*The results of this study indicate that the customer review variable does not have a positive influence on purchase intention, while the endorsement influencer is proven to have a positive influence on purchase intention in Make Over, then trust is proven to moderate customer reviews which lead to purchase intention in Make Over but weakens while trust the influencer endorsement is not proven to moderate which leads to purchase intention in Make Over.*

*As for the suggestions that the author can give to the company, namely to be able to provide more information about Make Over products to influencer endorsements to further increase purchase intention. In addition, for further researchers to be able to research other companies in the same industry in order to expand research.*

**Keywords:** *Business Management, Customer Reviews, Digital Marketing, Influencer, Marketing, Purchase Intention, Trust*