ABSTRACT

The development of e-commerce in Indonesia has increased, where there has been a change in the purchasing trend, which was originally in offline stores, now is in online stores. One of the best brands that has received many awards is the Erigo brand. Erigo always tries to increase their sales at Shopee, one of which is by increasing their promotions. Some reviews from customers that Erigo cannot fulfill the *online review* and *brand trust* indicators. Referring to the popularity of Erigo as a big fashion brand and having positive *online review*s should have a big influence on purchasing decisions. However, *online review*s and *brand trust* for Erigo products did not have a major impact on selling Erigo products on the Shopee e-commerce platform. So this research aims to determine the relationship between *online review*s, *brand trust*, and purchasing decisions for Erigo at Shopee.

The method used in this study is a quantitative method and a descriptive approach using Structural Equation Modeling (SEM) and Partial Least Square (PLS) analysis techniques using the SmartPLS 4.0 application.

The results of the research that has been done where there are 190 respondents who are included in the sample criteria of 209 respondents. There is a positive and significant influence between online review variables and purchase decisions, between online review variables and brand trust, between brand trust variables and purchase decisions. There is a significant influence between online review variables and purchase decisions with brand trust as an intervening variable.

Keywords: *Online review*, *Brand trust*, and Purchase Decision