**ABSTACT**

The e-wom strategy has become one of the strategies that are widely used, especially in the e-commerce business and online travel agents ota there are two types of e wom that are usually used, namely customer reviews and influencer reviews in Indonesia it self customer reviews are considered as a source of information for customers in deciding to buy but currently many business people are switching back to using influencer endorsements as a means of disseminating information.

This study aims to find out and compare the differences in stimuli and the effect of customer reviews and influencer endorsements on buying interest moderated by trust in the Traveloka OTA application. The selection of Traveloka as the object of research is because in addition to being the most popular application in Indonesia, it is also the No.1 choice application for Indonesians as a means of booking online accommodation.

The research method used is an experimental quantitative method (2 x 1) with a causal-predictive purpose. This study used primary data obtained from the results of a questionnaire survey to 400 samples of respondents who used the Traveloka application. Purposive sampling method was used in this study. The data obtained will be analyzed using Partial Least Squares (PLS) with SmartPLS 4, and for hypothesis testing using Bootstrapping on the same software.

The results in this study found the most influential indicator, namely customer reviews used as a tool for gathering product information. In addition, the results of the comparison of the values of the two groups are that the significance of the influence of customer reviews has a greater influence on purchase intention than influencer endorsement.

The results of this study are expected to be a suggestion or as an evaluation material for Traveloka to continue to develop and innovate its products, especially in photo sharing facilities and user video reviews on its application for each accommodation, to help users in collecting product information before deciding on a purchase. Future researchers are advised to be able to explore variables outside the study that can strengthen the results of this study.

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