

ABSTRACT

The development of internet technology in the current era of globalization has had a significant impact on the world of business and the economy. The use of internet technology in business has increased marketing reach, transaction speed, and speed of delivery of goods and services. This is shown by the large number of offers for beauty and body care product categories on e-commerce platforms. The beauty industry notes that ways to promote and encourage product purchase transactions are influenced by eWOM communications, one of which is customer reviews and influencer endorsements.

The purpose of this study was to measure the direct effect of eWOM, including customer reviews and influencer support, on purchase intentions of Avoskin products, with trust as a moderator variable.

This study uses a quantitative method of causal research. The sampling technique in this study was non-probability sampling and the method used was convenience sampling as many as 400 respondents using Avoskin. -SEM).

Based on the results of data analysis, it can be concluded that customer reviews have a significant positive effect on purchase intention of Avoskin products, influencer reviews do not have a significant positive effect on purchase intentions of Avoskin products, trust negatively moderates the relationship between customer reviews on purchase intention of Avoskin products and trust moderates negatively negative relationship between customer reviews on purchase intention of Avoskin products, trust does not moderate the influencer review relationship on purchase intention.

Suggestions from the results of this study are that Avoskin company is expected to be more selective in choosing influencer endorsers. It is hoped that the Avoskin company will continue to maintain and improve the quality of its products and provide the best possible customer service. this will encourage many consumers to provide positive reviews about Avoskin products.

Keywords: *Customer Review, E-commerce, E-WOM, Influencer Review, Purchase Intention, Trust.*