

ABSTRACT

The development of business conducted online is increasing rapidly. Indirectly the utilization and use of technology and information has begun to be recognized. With the growing development of technology in this era of globalization, economic growth is also developing so that it influences consumer buying interest in various things, including the world of beauty. Many people believe that skin care is therapy so that it affects the popularity of skin care itself. Currently there are many brands that are present to fill the Indonesian market, both local and international brands. Local brands with good quality at affordable prices make the beauty industry grow. One of the local brands is Scarlett Whitening.

The method used in this study is to use a quantitative method by distributing online questionnaires via Google form to Scarlett enthusiasts, with the required number of respondents being 385 people in Indonesia but rounded up to 424 respondents. The data analysis technique in this study uses SEM using 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 effect on the trust variable. Then the trust variable has a positive and significant influence on buying interest. The results of this study also show that the online customer review variable has a positive and significant influence on purchase intention, influencer reviews have a positive and significant influence on purchase intention. So, it can be interpreted that there is a positive and significant influence between variables. The results of this research can be used by the Scarlett company as material for evaluating its products and can also see and hear reviews from influencers or customers regarding their product reviews in order to improve the quality of their products.

Keywords: *Online Customer Reviews, Influencer Reviews, Trust, and Purchase Intention.*