ABSTRACT

Since Indonesia entered the industrial era 4.0, various information has spread very quickly due to the existence of an acculturated culture, one of which is in the world of clothing or what is usually called trend fashion. Where fashion trends in Indonesia are currently starting to increase with the times, so products are starting to appear in the world of fashion. Currently, there are many brands present to fill the fashion market in Indonesia. One of them is Erigo products, Erigo is here to bring stylish and contemporary fashion products. To compete with other fashion products. To compete with other fashion brands, Erigo uses customer reviews and influencers to market its products.

This research aims to determine the influence of customer reviews, influencer reviews on purchase intention, and trust as a moderating variabel. The method used in this research is a quantitative method by distributing questionnaires online via Google Form to Indonesian people who have made purchases and know about Erigo products involving 385 respondents. The data analysis technique in this research uses SEM using SmartPLS software.

Based on the hypothesis results, it is concluded that customer reviews and influencer reviews have a positive and significant influence on purchase intention. trust also moderates customer reviews of purchase intention, but trust does not moderate influencer reviews of purchase intention.

As for suggestions that can be given, the Erigo company can take advantage of the positive results from customer reviews, Erigo can focus on increasing customer reviews, namely by holding events to review Erigo products as creatively as possible, this will create interest in buying and reviewing its products with good reviews. Good. Erigo needs to maintain and increase influencer reviews by collaborating with influencers to conduct reviews on the Erigo company and its products with the aim of increasing consumers' trust in the product. Suggestions for further research, researchers also suggest that they can use different objects but still be in the local brand fashion industry or it could also be a luxury brand.

Keywords: *Customer review, Influencer review, Trust and Repurchase Intention*