

## **ABSTRACT**

*In today's digital era, the growth of the virtual is accelerating, making it easier for people to find what they are looking for. One of the benefits is the ease of transactions in the field tourism through online travel agents (OTA). The hospitality industry, as part of the tourism industry, has benefited greatly from this technological development. To meet travel needs such as hospitality services, OTA are needed such as Traveloka, which is one of the most popular online travel agents in Indonesia.*

*This study aims to determine how much influence factors such as online customer reviews and online customer ratings on purchasing decision through customer trust in the hotel application on Traveloka. his research uses a quantitative approach. The number of respondents in this study was 250 samples. Analysis using non-probability sampling method with purposive sampling technique. Data collection using a questionnaire distributed via Google Forms. The data analysis technique used is SEM-PLS with SmartPLS 3.0 software.*

*Based on the research results, online customer review has a significant effect on purchasing decisions, online customer rating has a significant effect on purchasing decisions, customer trust has a significant effect on purchasing decisions, online customer review has a significant effect on customer trust, online customer rating has a significant effect on customer trust, online customer review has a significant effect on purchasing decisions through customer trust, and online customer rating has a significant effect on purchasing decisions through customer trust.*

*Suggestions can be given to Traveloka to improve service quality to ensure customers have a positive experience, which will result in good reviews and ratings, which can increase trust and purchasing decisions.*

**Keywords:** *Online customer Review, Online Customer Rating, Traveloka, Purchase Decision, Customer Trust.*