

ABSTRACT

Sociolla, a beauty e-commerce platform operating in Indonesia, faces obstacles in maintaining consumer purchasing decisions. The population of this study were customers who visited and purchased on the Sociolla platform, with a sample of 385 respondents. Online customer reviews and the level of customer trust are crucial aspects in this process. This study aims to explore the impact of customer reviews on purchasing decisions, with customer trust serving as an intervening variable. This research draws on marketing theory and consumer behavior, focusing on the concepts of online customer reviews, customer trust, and purchasing decisions. This research uses a quantitative approach with a semantic differential scale. Data was collected through questionnaires from Sociolla customers and analyzed using path analysis. The results showed that online customer reviews have a significant impact on customer trust and purchasing decisions. Customer trust is also proven to be an intervening variable in the relationship between online customer reviews and purchasing decisions. Positive reviews encourage increased trust and purchasing decisions, while negative reviews have the opposite impact. Based on these findings, it is recommended that Sociolla improve the quality of customer reviews by encouraging customers to provide honest and informative reviews. In addition, this platform needs to build customer trust through consistent service and quality products. This research is expected to be a reference for future studies related to e-commerce marketing and purchasing decision making.

Keywords: Online Customer Review, Customer Trust, Purchase Decision, e-commerce, Sociolla.