

THE EFFECT OF ONLINE CUSTOMER REVIEW ON PURCHASE DECISION THROUGH BRAND TRUST AS AN INTERVENING VARIABLE FOR HERBORIST BODY LOTION PRODUCTS ON THE SHOPEE PLATFORM

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Background: The rapid growth of e-commerce in Indonesia has made Shopee one of the most popular platforms for purchasing beauty and body care products. In this context, online customer reviews play a significant role in shaping brand trust and influencing consumers' purchase decisions. Herborist, a local brand known for its natural ingredients, competes in the digital marketplace through Shopee with its body lotion products.

Purpose: This study aims to analyze the influence of online customer reviews on purchase decisions through brand trust as an intervening variable for Herborist body lotion products on the Shopee platform.

Methodology: This research employed a quantitative approach with descriptive and verificative methods. The sample consisted of 100 respondents who had purchased Herborist body lotion on Shopee and resided in Bogor Regency. The sampling technique used was purposive sampling, and data were collected through an online questionnaire. Data analysis was performed using path analysis with SPSS version 26.

Finding: The results indicate that online customer reviews have a positive and significant effect on brand trust and purchase decisions. Furthermore, brand trust positively influences purchase decisions and mediates the relationship between online customer reviews and purchase decisions.

Limitation: This study focuses only on Herborist body lotion products sold on Shopee and involves respondents residing in Bogor Regency, limiting the generalization of the findings to a broader population.

Originality: This study presents a new perspective by focusing solely on the influence of online customer reviews on purchase decisions through brand trust, without involving brand image as a variable. This approach offers a simplified yet focused model that highlights the mediating role of brand trust in digital consumer behavior.

Keywords: Online Customer Review, Brand Trust, Purchase Decision, Herborist, Shopee