

ABSTRACT

The Influence of Online Customer Reviews and Content Marketing on Online Purchase Interest through Customers Trust on Wardah Products in Jabodetabek.

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This study aims to determine the effect of Online Customer Reviews and Content Marketing on Purchase Intention through Customer Trust as an intervening variable. Using a quantitative approach, this study involved 160 respondents who use Wardah products who live in the Jabodetabek area, including both male and female consumers. Data collection was carried out through distributing questionnaires, while data analysis used the Structural Equation Modeling (SEM) method with the help of AMOS software version 23. The results revealed that Online Customer Reviews have a significant influence on Customer Trust in Wardah products, as well as Marketing Content which also has a significant impact on Customer Trust. However, directly, Online Customer Reviews and Marketing Content do not have a significant influence on Online Purchase Intention on Wardah products. However, Online Customer Reviews have a significant effect on Online Purchase Interest through the mediation of Customer Trust in Wardah products, and Marketing Content has a significant effect on Online Purchase Interest through the mediation of Customer Trust in Wardah products.

Keywords: *Wardah, Online Customer Reviews, Content Marketing, Customer Trust, Online Purchase Intention.*