

ABSTRACT

The Influence of Online Customer Reviews on Purchase Decisions Through Brand Awareness and Trust in E-commerce Shopee (Case Study on Products from Local Fashion Brand Roughneck 1991)

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The purpose of this research is to determine and analyze the influence of online customer reviews on purchasing decisions through brand awareness and trust. The research method used is a quantitative method. The respondents in this study are active Shopee e-commerce users who have purchased Roughneck 1991 products. The number of samples obtained is 180 samples. The data used is primary data, which is obtained through the distribution of questionnaires. The measurement scale used is the Likert scale. The data analysis technique used is structural equation modeling (SEM) with the help of SmartPLS 3 software. The results of the study show that online customer reviews have a positive and significant influence on brand awareness, trust, and purchasing decisions. In addition, online customer reviews also have a positive and significant effect on purchasing decisions through brand awareness and trust in Roughneck 1991 products on Shopee e-commerce.

Keywords: Online Customer Reviews, Brand Awareness, Trust, Purchase Decision, E-Commerce, Shopee, Roughneck 1991.