

ABSTRACT

The development of internet technology has had a profound impact on the economy and business in the current era of significant globalization. This is shown by the large number of transactions in the beauty and body care product category on the Marketplace. In the beauty business, it is shown that to promote and increase the purchase of a product is influenced by eWOM communication, one of which is customer reviews and influencer support.

The purpose of this study was to measure the direct effect of eWOM which includes customer reviews and influencer support on purchase intentions on Whitelab products with the role of the trust variable as a moderating variable.

This research uses quantitative method with causal research type. The sampling technique in this study is non-probability sampling and the method used is Convenience Sampling as many as 400 Whitelab respondents. This study uses a questionnaire data collection technique with an ordinal scale and the data analysis technique used in this study is Partial Least Squares Structural Equation Modeling (PLS-SEM).

Based on the results of data analysis, it is concluded that customer reviews do not have a significant positive effect on purchase intention of Whitelab products, influencer endorsements do have a significant positive effect on purchase intentions of Whitelab products, trust does not moderate the relationship between customer reviews and purchase intentions of Whitelab products but trust moderates the relationship between influencer endorsement on purchase intention of Whitelab products.

The suggestion from the results of this study states that the company is expected to be able to focus more on increasing consumer confidence in Whitelab products, with a regression coefficient of 80.8%. In increasing consumer trust, companies can do influencer endorsements in marketing their products because the trust variable moderates the relationship between the influencer endorsement variable and purchase intention.

Keywords: *Customer Review, Influencer Endorsement, Sosial Media, Trust*