

ABSTRACT

The development of information and communication technology has transformed how consumers interact with brands through e-commerce platforms. Marketplaces such as Shopee facilitate the shift from traditional physical stores to online markets, allowing consumers to access various products and provide reviews that can influence consumer trust. Erigo, with 7.5 million followers and a 4.8 rating on Shopee, still faces negative reviews regarding product quality, mismatched descriptions, and services. This study aims to analyze the impact of online customer reviews on consumer trust in Erigo on Shopee. The research adopts a quantitative approach using survey methods through questionnaires involving 100 respondents who are Erigo customers on Shopee. Secondary data were obtained from previous studies, journals, theses, writings, books, and the internet. The results of the study show that online customer reviews have a positive and significant influence on consumer trust, with a significance value of 0.000 and a coefficient of determination (R^2) of 0.470. These findings suggest that nearly half of the variation in consumer trust can be explained by their perception of customer reviews on Shopee. Based on these findings, the company is advised to encourage more customers to leave reviews by including a thank you card and a polite request for reviews and ratings in each package, as well as offering small gifts as a token of appreciation. In addition, the company should improve reliability and honesty by ensuring consistency between product information and the items received, guaranteeing timely delivery, and providing responsive and transparent customer service to build long-term relationships with consumers.

Keywords: consumer trust, marketplace, online customer review, Shopee, Erigo