

## **Increase Buying Interest through Digital Marketing, Online Customer Review and Trust**

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**ABSTRACT :** *This study aims to analyze and explain the effect of 1) digital marketing on trust; 2) Online Customer Review on trust; 3) digital marketing on buying interest; 4) Online Customer Review on buying interest; 5) confidence in buying interest; 6) digital marketing on buying interest through trust; 7) Online Customer Review of buying interest through trust. The type of research used in this research is explanatory research which is associative in nature, which aims to determine the relationship between two or more variables. The population in this study are Shopee consumers in Makassar City. The sampling technique is based on Hair's theory, namely the minimum number of samples is at least five times more than the number of question items to be analyzed, there are 19 question items. then the minimum required sample size is  $19 \times 10 = 190$  Shopee consumers in Makassar City. The data analysis used in this research is the Structural Equational Modeling Partial Least Square (SEM-PLS) method. The conclusions from this study are (1) digital marketing has an effect on trust, (2) Online Customer Reviews has an effect on trust, (3) digital marketing has an effect on consumer buying interest, 4) Online Customer Reviews has an effect on consumer buying interest, 5) trust has an effect on purchase intention, 6) digital marketing influences purchase intention through trust, (7) Online Customer Reviews influences purchase intention through trust. The data analysis used in this research is the Structural Equational Modeling Partial Least Square (SEM-PLS) method. The conclusions from this study are (1) digital marketing has an effect on trust, (2) Online Customer Reviews has an effect on trust, (3) digital marketing has an effect on consumer buying interest, 4) Online Customer Reviews has an effect on consumer buying interest, 5) trust has an effect on purchase intention, 6) digital marketing influences purchase intention through trust, (7) Online Customer Reviews influences purchase intention through trust. The data analysis used in this research is the Structural Equational Modeling Partial Least Square (SEM-PLS) method. The conclusions from this study are (1) digital marketing has an effect on trust, (2) Online Customer Reviews has an effect on trust, (3) digital marketing has an effect on consumer buying interest, 4) Online Customer Reviews has an effect on consumer buying interest, 5) trust has an effect on purchase intention, 6) digital marketing influences purchase intention through trust, (7) Online Customer Reviews influences purchase intention through trust.*

**KEYWORDS -** *Digital Marketing, Online Customer Review, Purchase Intention, Trust*

### **I. INTRODUCTION**

Along with the development of technology, the use of social media which was originally intended for long-distance communication, has now developed as a marketing medium for a company. The presence of the internet has provided opportunities for global marketers to reach their customers [1]. The internet has great potential for entrepreneurs to market their goods so that they are easily accessible to the public. Today's society is starting to follow a modern lifestyle, from everyday life to fashion to make it look attractive and fashionable. People are more consumptive because they can easily search and find what they want and need without having to leave the house.

Through online shopping, a buyer can preview the goods and services to be purchased through the web promoted by the seller [2]. This shift in lifestyle, which is supported by all the advantages of online shopping, has allowed the birth of website-based online stores that are increasingly mushrooming in Indonesia, such as Tokopedia, Shopee, Lazada, Bukalapak, and others. The following is data on the number of monthly online shop visitors in Indonesia:

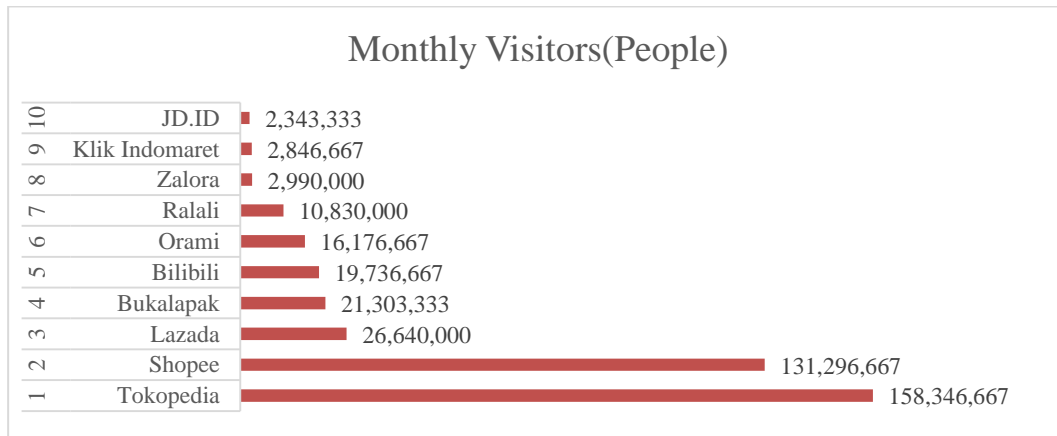


Image 1. Most Popular Online Stores in Indonesia Q2 2022

Source: <https://sasanadigital.com> (2022)

It can be seen that the online store with the most visitors in Indonesia is Tokopedia, but Shopee is one of the marketplaces that has the ambition to lead the customer to customer mobile marketplace sector, namely Shopee. Shopee was once a trending marketplace topic on social media because of its attractive marketing strategy, namely collaborating with several local and international figures as the latest rising ambassador, also supported by flash sale promotions, free shipping promotions and other promos [3]. Currently, Shopee is making a breakthrough that spoils customers with electronic payment instruments such as m-banking, shoppepay, and funds to attract consumers to shop [4]. However, will Shopee be able to increase buying interest and shift its position to become the market place most visited by customers in Indonesia in the future?

Purchase intention is a consumer behavior that shows the extent to which consumers are committed to making purchases [5]. Consumers collect information on their products and then provide interpretations and perceptions which ultimately affect purchase intentions [6]. Then purchase intention will affect consumer willingness to buy [7]. When a consumer wants a product, for example, he will definitely look for as much information regarding the product he wants. Then a perception is formed regarding the product which then influences their interest in taking further action.

The need for fashion products and the lack of free time to shop directly at both shops and malls makes online shopping the right alternative, with the presence of online sites and media. Marketing carried out by sellers is also carried out through web-based media such as blogs, websites, e-commerce mail [8], Adwords, or cultural so that consumers no longer need to spend a lot of time shopping, simply by visiting the site or through e-commerce applications that can be done anywhere and anytime [9].

Digital marketing as a form of modern marketing has significantly influenced the soul of consumers in the form of buying interest thereby increasing the value of online sales. With digital marketing, business owners use digital marketing as an intermediary used to convey information in promoting goods or services from their company using the internet network or through digital media [10]. However, research analyzing digital marketing still leaves some controversy in terms of its role in increasing consumer demand to buy online. Previous research has shown that the influence of digital marketing is very strong on consumer purchase intentions in the fast food industry [11]. Other studies have also shown a significant positive relationship between digital marketing through social media and email and purchase intentions [12]. However, it should also be noted that the possibility of using integrated and interactive technologies and tools in digital marketing has not been explored practically, besides, its inseparable relationship with other cognitive, communication, social and Internet abilities has not received wide coverage [13].

Online purchases have advantages and disadvantages [14]. Some of the advantages are that consumers do not need to go to the store, they only need to have an internet network and a smartphone, they can get information regarding products and services, prices, and choose the nearest store or shipping expedition to save on shipping costs [15]. The drawbacks are: consumers cannot see the product directly, the risk of fraud, the risk of misuse of consumer personal data, the risk of delivery security and the lack of service convenience. To anticipate this, the existing features in the marketplace are now more refined, including the online customer review feature [16].

Online Customer Reviews are positive or negative reviews of products that have been sold at online shops as well as evaluations of information on goods and services placed on third-party sites and retailers, created by consumers [17]. The large number of consumers who choose to transact using e-commerce cannot be separated from the convenience it has, including the large selection of shops and products in a marketplace and the ease of finding product information. This information is obtained by the existence of reviews or reviews that have been written by previous buyers [18]. This information can be accessed, such as in reviews from other consumer blogs or product descriptions provided by the owner of the website/online shop at Shopee regarding specifications, legality,

When customers trust a company, they consider the company to be credible. The world of online business is closely related to the many issues of fraud, dissatisfaction and various forms of dishonesty by marketers. By building good trust, it will make it easier to maintain credibility and a good name, so that it will increase the intensity of purchasing products that are marketed [19]. Objects (Objects) can be products, people, companies, and everything, where someone has beliefs and attitudes [20].

Consumer trust can also be created by the honesty of producers or marketers in conveying the characteristics of products or services sold in detail to consumers [21]. In addition, the advance of formula from companies or marketers (such as: exchange or replacement of damaged goods, service for damaged products after use) to consumers after product purchases will also contribute to the level of consumer confidence. The lack of consumer trust in sites/websites results in consumers being afraid to make purchases online [22]. The sustenance of consumers to shop through the Online Shop reduces the level of vigilance in buying and selling transactions. Several modes of fraud are rife in Online Shopping, for example sellers who disappear after buyers make payments [23], items sent do not match what was promised or do not match the pictures in the Online Shop. In online shops, consumers interact through cyberspace [24], so that online shops are perceived to be more at risk for unwanted events or fraud, for example a seller who disappears after the buyer makes a payment, the item sent does not match what was promised or does not match the image in the Online Shop.

Based on the background description, this study aims to analyze and explain the effect of 1) digital marketing on trust; 2) Online Customer Review on trust; 3) digital marketing on buying interest; 4) Online Customer Review on buying interest; 5) confidence in buying interest; 6) digital marketing on buying interest through trust; 7) Online Customer Review of buying interest through trust.

## **II. CONCEPTUAL FRAMEWORK**

### **The Effect of Digital Marketing on Trust**

*Digital marketing* aim is to reach target consumers quickly, precisely and broadly through the use of digital media marketing [25]. In addition, digital marketing allows for more effective and efficient use of advertising funds for business or business interests [26]. Doing business using digital marketing is closely related to websites with clear domain names making it easier for consumers and visitors to access; web hosting reseller services or affiliate programs and social media [27].

Trust has an important role in product marketing [28]. The dynamics of the fast-paced business environment is forcing marketing companies to find more creative and flexible ways to adapt. One way is through the establishment of collaborative relationships with customers [29]. The company's relationship with customers at this time has changed digitally to personalize the shopping experience for millions of customers [30]. Trust is considered the most important way to build and maintain long-term customer relationships [31]. This explains that the initial creation of a relationship with a partner is based on trust.

The accuracy of selecting digital media used for promotion and introducing the goods and services offered will have a positive effect on trust [32]. A company must have a strong social media presence and showcase its business regularly on digital media to gain customer trust [33]. Digital marketing has a significant effect on consumer trust [34]. So the hypothesis put forward is:

H1 : Digital marketing has a positive and significant effect on trust

### **The Effect of Online Customer Reviews on Trust**

Online Customer Review can make a component that is intertwined to make a consideration for customers or consumers in making purchasing decisions for products of interest. Review is one of several factors that determine a person's purchasing decision, indicating that people can take the number of reviews as an indicator of the popularity of a product or the value of a product that will affect the willingness to buy a product [35]. However, it is not certain that more and more reviews mean that the product will definitely be purchased by customers [36]. Prospective consumers have not seen reviews, consumers feel less confident about the decisions to be taken [37]. In addition, potential consumers who see positive reviews from other consumers, make consumers more confident in the product they want to buy.

Trust can be a fundamental factor in determining the use of technology among users [38], Trust has become the basis for online transactions, because it reduces the risk of becoming a victim of opportunistic behavior [39]. When a consumer posts positive comments on a social platform, this opinion positively influences the level of trust other consumers have in their purchase decision during their information search [40]. Trust is manifested when consumers agree to continue the buying process which is reflected in an increase in online purchase intentions [41]. So the hypothesis put forward is:

H2: Online Customer Reviews and Ratings have an effect on trust.

### **The Effect of Digital Marketing on Repurchase Intention**

*Digital marketing* is a medium that is used as a platform for building the brand image of a company or product and also supports the sales function for target consumers [42]. The goal of digital marketing is to maintain a

communication process with customers, where customers get information about products, characteristics, prices and terms of sale [43]. The purchasing decision process begins when the consumer realizes there is a need for a desired product [44]. Previous research has shown that digital marketing has an influence on purchasing decisions [45]. Other research states that there is a positive influence between the social media marketing variable and the SME product purchasing decision variable [46]. Furthermore, other research proves the significant impact of digital marketing carried out with social networks and email on purchase intentions [47]. So the hypothesis put forward is:

H3: Digital marketing has a positive and significant influence on repurchase intention

#### **Influence Online Customer Review of Repurchase Intention**

Online customer reviews are related to consumer buying interest because reviews are one of several factors that determine the emergence of online buying interest. With online consumer reviews, consumers will consider shopping more at the online marketplace Shopee because it will generate beliefs, attitudes and most importantly the will or interest in buying [35]. Online Customer Reviews are considered to have influence on the decision making of prospective buyers. When a potential buyer sees a good review, it will automatically trigger and give a positive impression on the product so that it has a greater chance of being purchased [48]. Still, if the reviews from buyers are bad, new prospective buyers will hesitate to buy the product. Reviews can be interpreted as a feature contained in the Marketplace application to describe the advantages and disadvantages of a product [49]. Online Customer Reviews, which are always present on every product sold in e-marketplaces, are also considered to have an influence on buying interest.

Pramudya et al., (2018) in his research on the effect of online customer reviews and ratings on trust and purchase intention in online marketplaces in Indonesia. Meltareza & Redyanti (2022) in their research entitled the influence of online consumer ratings and reviews on consumer buying interest in the Tokopedia marketplace in the DKI Jakarta area and the results of online customer reviews have a significant effect on purchase intention. So the hypothesis put forward is:

H4: Online Customer Reviews have a positive and significant influence on repurchase intention

#### **The Effect of Trust on Repurchase Intention**

Online trust refers to the position of customers who are very at risk of fraud that may occur when transacting online, hoping that sellers act honestly without exploiting customer vulnerabilities [51]. Lack of trust is considered to be a major barrier that can reduce e-commerce adoption [52].

Trust can be a fundamental factor in determining the use of technology among users [53]. When a consumer posts positive comments on a social platform, this opinion positively influences the level of trust other consumers have in their purchase decision during their information search [54]. Evidence of a positive trust relationship has been found to lead to a positive effect in online purchase intention in developing market Kuwait [55]. Trust has a positive effect on online purchase intentions, trust in e-commerce developing markets encourages the desire to buy online [56]. So the hypothesis put forward is:

H5: Trust has a positive and significant effect on repurchase intention

#### **The Effect of Digital Marketing on Repurchase Intention Through Trust**

*Digital marketing* is the essence of an e-business, by getting a company closer to customers and understanding them better, adding value to a product, expanding distribution networks and also increasing sales figures by carrying out e-marketing activities based on digital media such as marketing through machines searchers [57]. Implementation of marketing strategies through digital marketing uses more of the use of electronic media to promote products or services to consumers with the aim of attracting customer buying interest [58] and enabling interactions with brands through digital media to increase consumer confidence in conducting online transactions, because consumers who transact online rely on information, obtained from websites that sell these products and services [59]. So the hypothesis put forward is:

H6: Digital marketing has a positive and significant influence on repurchase intention through trust

#### **The Effect of Online customer reviews on Repurchase Intention Through Trust**

Online customer reviews conducted by other consumers make it easier for potential customers to shop online and find the product information they need [60]. Consumers read online reviews to minimize consumer risk for products on Shopee e-commerce. Information obtained by consumers can lead to trust, the better the assessment given, the more confidence in the product will increase. Increased consumer trust due to reviews from other consumers can increase buying interest at Shopee [61]. The results of this study are supported by research from Hermanda et al., (2019) which shows that trust as an intervening variable strengthens the effect of online customer reviews on purchase intention because if online customer reviews increases, then it will increase consumer confidence and consumer trust will also increase online shopping intentions. So the hypothesis put forward is:

H7: Online customer reviews have a positive and significant effect on repurchase intention through trust

### III. METHODOLOGY

The type of research used in this research is explanatory research which is associative in nature, which aims to determine the relationship between two or more variables. The population in this study are Shopee consumers in Makassar City. The sampling technique is based on Hair's theory, namely the minimum number of samples is at least five times more than the number of question items to be analyzed, there are 19 question items, so the required sample size is a minimum of  $19 \times 10 = 190$  Shopee consumers in Makassar City. The data analysis used in this research is the Structural Equational Modeling Partial Least Square (SEM-PLS) method.

### IV. RESULTS AND DISCUSSION

#### Validity and Reliability Test

**Table 1.** Validity and Reliability Test Results

Variable	Instrument	Outer Loading	Average (AVE)	Variance	Extracted
<b>Digital Marketing (X1)</b>	DM. 1	0.753	<b>0.757</b>		
	DM. 2	0.724			
	DM. 3	0.818			
	DM. 4	0.808			
<b>Online Customer Reviews (X2)</b>	OC. 1	0.823	<b>0.731</b>		
	OC. 2	0.747			
	OC. 3	0.734			
	OC. 4	0.740			
	OC. 5	0.765			
<b>Trust (Z)</b>	Q.1	0.708	<b>0.749</b>		
	Q.2	0.744			
	Q.3	0.702			
	Q.4	0.824			
<b>Repurchase Intention (Y1)</b>	RI. 1	0.765	<b>0.755</b>		
	RI. 2	0.734			
	RI. 3	0.761			
	RI. 4	0.832			
	RI. 5	0.807			
	<b>RI.6</b>	<b>0.867</b>			

Source: Data processed, 2022

From the table above it is found that the outer model value or the correlation between the construct and the variable is above the loading factor value of 0.50, meaning digital marketing, online customer reviews, trust and purchase intention meet the validity criteria.

**Table 2. Composite Reliability and Cronbach alpha**

Variable	Composite Reliability	Cronbach's Alpha
<b>Digital Marketing (X1)</b>	0.840	<b>0.757</b>
<b>Online Customer Reviews (X2)</b>	0.864	<b>0.713</b>
<b>Trust (Z)</b>	0.853	<b>0.749</b>
<b>Repurchase Intention (Y1)</b>	<b>0.833</b>	<b>0.757</b>

Source: Primary data processed, 2022

Composite reliability and Cronbach alpha results show value digital marketing, online customer reviews, trust and buying interest each above the value of 0.70 means that all instruments are reliable variables.

**Table 3. R Square Test**

Construct	R Square	Adj. R Square
<b>Trust (Z)</b>	0.555	0.536
<b>Repurchase Intention (Y1)</b>	0.958	0.956

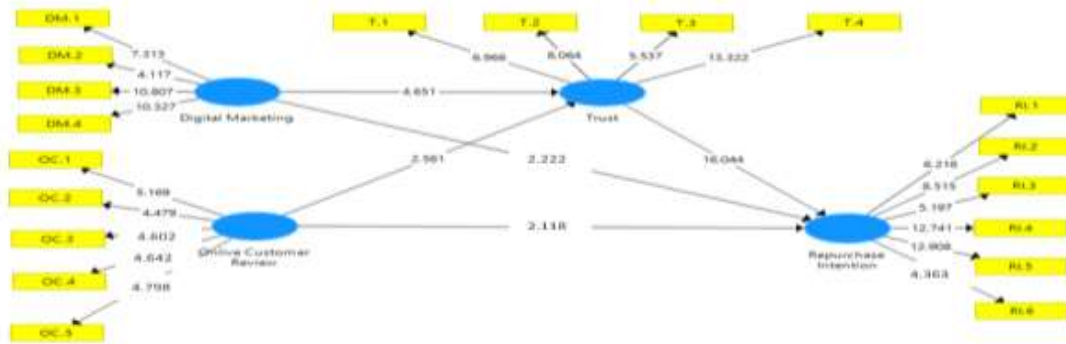
Source: Processed data (PLS, 2022).

The R-Square value for the trust variable is 0.555 or 55.50% which means that the trust variable can be



explained by the digital marketing and online customer reviews of 55.50% while the remaining 44.50% can be explained by other variables not present in this study. Then, The R-Square value for the Repurchase Intention variable is 0.958 or 95.80% which means that the Repurchase Intention variable can be explained by the variables digital marketing, online customer reviews and trust of 95.80% while the remaining 4.20% can be explained by other variables not present in this study.

Hypothesis testing which can be seen from Figure 1 and Table 4 below:



**Figure 1. PLS outputs**  
Source: Processed data (PLS, 2022).

The results of processing the PLS data in Figure 1 above are summarized in the results of the hypothesis test in table 4 below:

**Table 4. Hypothesis Test Results**

Iner Variable	Original Sample	std. Deviation	T Statistics	P Values
Digital marketing on trust	0.548	0.118	4,651	0.000
Online customer reviewson trust	0.377	0.147	2,561	0.011
Digital Marketing on Repurchase Intention	0.378	0.124	2,222	0.022
Online customer reviewson Repurchase Intention	0.336	0.141	2.118	0.037
Trust on Repurchase Intention	0.907	0.057	16,044	0.000

Source: Processed data (PLS, 2022).

Figure 1 and Table 4 give the information that Digital Marketing has a significant, positive effect on trust which is seen from the path coefficient value of 0.548 and p-value 0.000 (supported). Online customer reviews has a significant positive effecton trust as indicated by the path coefficient value of 0.377 and p-value 0.011 (supported). Digital Marketing has a significant, positive effect on Repurchase Intention which is seen from the path coefficient value of 0.378 and p-value 0.022 (supported). Online customer reviews has a significant positive effecton Repurchase Intentionas indicated by the path coefficient value of 0.336 and p-value 0.037 (supported). Trust has a significant positive effect on Repurchase Intentionas indicated by the path coefficient value of 0.907 and p-value 0.000 (supported).

**Table 5. Hypothesis Test Results**

Iner Variable	Original Sample	std. Deviation	T Statistics	P Values
Digital Marketing on Repurchase Intention	0.497	0.101	4,911	0.000
Online customer reviewson Repurchase Intention	0.342	0.138	2,488	0.013

Source: Processed data (PLS, 2022).

Figure 1 and Table 4 provide the information that Digital Marketing has a significant, positive effect on

Repurchase Intention through trust which is seen from the path coefficient value of 0.497 and p-value 0.000 (supported). Online customer review has a significant positive effect on Repurchase Intention through trust as indicated by the path coefficient value of 0.342 and p-value 0.013 (supported).

## V. DISCUSSION

### **Relationship between Digital Marketing and Trusts**

The result of this study indicates that Digital Marketing has a significant, positive effect on trust. That is, the more often digital marketing is carried out by the seller, the more trust the buyer will have. Consumer trust is important in online marketing, with the use of internet marketing used by sellers will provide information to consumers about the products they are looking for according to their needs. For this reason, the accuracy of selecting digital media used for promotion and introducing the goods and services offered will have a positive effect on trust [32]. The result this supports Poon & Alba (2019) is digital marketing has a significant effect on consumer trust, must maximize digital marketing because it can help companies reach their consumers.

### **Relationship between Online Customer Reviews and Trusts**

The results of this study indicate that online customer reviews have a significant, positive effect on trust. That is, the more reviews customers share their experience of shopping online, it will increase consumer confidence. Reviews contain a lot of information about Shopee products that consumers are looking for, this can make it easier for consumers with features online customer reviews that is on Shopee does not confuse consumers because it is facilitated to share photos and videos of products that have been purchased, so that this information can influence the trust of potential consumers. As the main source of direct information about the goods to be purchased, reviews and ratings from customers can provide a more accurate and emotional assessment because they are given by fellow customers so they have a value of trust. The results of this study are supported by research from Hernández-Ortega (2018); Zahara et al., (2021) which shows that online customer ratings and reviews have an effect on trust because consumers feel helped by having Online customer reviews in accordance with product information higher.

### **Relationship between Digital Marketing and repurchase intention**

The result of this study indicates that Digital Marketing has a significant, positive effect on Repurchase Intention. That is, the more sellers do online marketing, the more consumers' interest in buying will increase. Seller on the Shopee app must be able to adjust marketing strategies with technological developments to provide convenience for transactions, ordering and information search to make people more interested in shopping online. Išoraitė (2016) argues that the more digital media is used by consumers, the easier it will be for companies to achieve their targets. Digital marketing has a good impact on companies. In line with research conducted by Zulfikar et al., (2022) states that digital marketing influences consumer buying interest. Consumers feel motivated to buy products as a result of digital marketing carried out by companies. Consumers consider digital marketing to be more informative in explaining products, easy to browse and more attractive so as to attract the interest of potential consumers. The result this supports Al-zam & Al-Mizeed (2021) is previous research has shown that digital marketing has an influence on purchasing decisions. Other research states that there is a positive influence between the social media marketing variable and the SME product purchasing decision variable [46].

### **Relationship between Online Customer Reviews and repurchase intention**

The result of this study indicates that Online Customer Reviews have a significant, positive effect on Repurchase Intention. That is, the more online consumers review a product at Shopee, the more consumers will consider shopping at the online marketplace Shopee because it will bring up beliefs, attitudes and behavior and most importantly the will or interest in buying [67]. Someone's purchase because of a review comes from the direct experience of someone who has bought a product in an online marketplace. The result this supports Pramudya et al., (2018) in his research on the effect of online customer reviews and ratings on trust and purchase intention in online marketplaces in Indonesia. And Al-Abbadi et al., (2022) online customer reviews and ratings on trust and purchase intention.

### **Relationship Between Trusts And Repurchase Intention**

The results of this study indicate that trust has a significant, positive effect on Repurchase Intention. This shows that Shopee consumers' trust is in security when making electronic transactions and the guarantee that Shopee provides to stores. Information on products sold on Shopee e-commerce is also very adequate, starting from product categories, color choices, store locations, prices, shelf life, free online promos, ratings through ratings to original guarantees at shops provided by Shopee. These are things that consumers pay attention to and influence buying interest at Shopee. Apart from that, the Shopee application also provides complete information regarding sellers, such as information about when they last logged in, how many items have been sold, the seller's address, a definite contact number, and so on. By doing this, it is hoped that it will increase customer trust in sellers, which means trust in Shopee

itself. The results of this study are supported by research from Saprikis et al., (2018) is evidence of a positive trust relationship has been found to lead to a positive effect in online purchase intention in developing market Kuwait. Then, Kühn & Petzer (2018) found trust has a positive effect on online purchase intentions, trust in e-commerce developing markets encourages the desire to buy online.

#### **Relationship between Digital Marketing and repurchase intention through Trust**

The result of this study indicates that Digital Marketing has a significant, positive effect on Repurchase Intention through Trust. It means, digital marketing plays an important role in influencing consumer trust so that it can generate interest in buying products offered at Shopee. Digital marketing carried out by sellers with Submission of information by uploading photos and videos on Shopee with captions containing the product name, material, size and price can increase consumer confidence and can generate interest in buying the products offered. Enabling interactions with brands through digital media to increase consumer confidence in conducting online transactions, because consumers who transact online rely on information, obtained from websites that sell these products and services [59].

#### **Relationship between Online Customer Reviews and repurchase intention through Trust**

The result of this study indicates that Online Customer Reviews have a significant, positive effect on Repurchase Intention through Trust. It means, consumers read online reviews to minimize the risk of ordering products that don't suit consumers' wishes on Shopee e-commerce. Information obtained by consumers can lead to trust, the better the assessment given, the more confidence in the product will increase. Increased consumer trust due to reviews from other consumers can increase buying interest at Shopee. The results of this study are supported by research from Mukhsin (2022) which shows that trust as an intervening variable strengthens the effect of online customer reviews on purchase intention because if Online Customer Reviews increases, it will increase consumer confidence, and consumer trust will also increase online shopping intentions. The results of this study are supported by research from Hermanda et al., (2019) which shows that trust as an intervening variable strengthens the effect of online customer reviews on purchase intention because if online customer reviews increases, then it will increase consumer confidence and consumer trust will also increase online shopping intentions.

## **VI. CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

The conclusions from this study are (1) digital marketing has an effect on trust, (2) Online Customer Reviews influences trust, (3) digital marketing influences consumer buying interest, 4) Online Customer Reviews has an effect on consumer buying interest, 5) trust has an effect on buying interest, 6) digital marketing has an effect on buying interest through trust, (7) Online Customer Reviews influence on purchase intention through trust. The advice given based on the results of the research is promotion through social media and creating flyers, optimizing replying to messengers from Facebook or Instagram direct messages, and prioritizing the products being sold must have high product durability.

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