

ABSTRACT

The growing technology has an impact on the Indonesian economy, especially in buying and selling transactions. The marketplace platform exists as an effective and efficient place to facilitate the connection between sellers and buyers. On the marketplace platform, there is an online consumer review feature with text-based reviews and image-based reviews to support buyers' shopping activities. This study aims to examine consumer image reviews and consumer confidence in purchase intentions.

The population in this study are Shopee marketplace users in Semarang City who know and understand the Shopee marketplace and know the level of sellers (Non-Star Seller, Star Seller and Shopee Mall) in the Shopee marketplace. The number of samples used is 100 respondents and selected by purposive sampling. The data obtained from the questionnaire data were then analyzed using the SPSS Statistics 25 program.

The results of this study indicate that consumer image reviews on the Shopee Non-Star Seller marketplace have a positive effect on purchase intention. Furthermore, trust in the Non-Star Shopee Seller marketplace has a positive effect on purchase intention.

Keywords : Online Consumer Review, Consumer Image Reviews, Consumer Trust, Purchase Intention