

ABSTRACT

Online Customer review presents as a liaison between consumers and online product information that can be seen through pictures and descriptions provided by other consumers. This research aims to develop an empirical research model to overcome the gap between online customer review and consumer trust to create more consumer through purchase decision.

This research started with developing a research model to analyse the relations between online customer review, brand image, purchase decision, and consumer trust based on the theory of consumer culture theory and expectation confirmation theory from the previous research. Then, data were collected from 147 respondents using questionnaire consisting of open and closed questions. The criteria of respondents are user of Tokopedia, residing in Semarang city, and above eighteen years old, and have made at least one purchase on Tokopedia. The data were then analyzed quantitatively and structurally using Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) program ver.24 as the analysis tool.

Result from this research indicates that online customer review give a significant and positive impact towards purchase decision. Brand image also positively & significantly impact purchase decision. A significant and positive relation was also found between purchase decision and consumer trust. Hence, all of the hypotheses are accepted. The findings could be taken into consideration by PT Tokopedia to improve consumer's level of trust and purchase decision.

Keywords: Online Customer Review, Brand Image, Consumer Trust, Purchase Decision.