

## ABSTRACT

*Beauty products at this time already have a variety of brands and have differences according to their uses by following the needs of their consumers. One of these products is Emina Bright Stuff, by following existing developments Emina Bright Stuff can compete in the marketing world like other brand products.*

*This study aims to determine the effect of online customer reviews and ratings on consumer confidence and purchasing decisions for Emina Bright Stuff products through the Shopee marketplace. The data collection technique used in this study was a questionnaire. The sample collection technique used purposive sampling with 143 respondents collected. Data analysis techniques using the structural equation modeling (SEM) method and using the AMOS 24 software program.*

*The results of this study indicate that online customer reviews have no influence on consumer confidence. Rating has an influence on consumer confidence. Online customer reviews have an influence on purchasing decisions. Rating has no influence on purchasing decisions. Then consumer confidence has an influence on purchasing decisions.*

*Keywords: Online customer review, rating, consumer confidence, purchasing decisions*