

ABSTRACT

Indonesia's F&B (food and beverage) industry is currently experiencing growth, particularly in the beverage sector, namely coffee shops. The rise of coffee shops aligns with the trend of drinking coffee among the public, which has become a lifestyle. One of the most popular coffee shop brands in Indonesia is Fore Coffee, which currently has 217 outlets. The intense competition in the coffee shop market has prompted coffee shop business owners to compete in utilizing effective marketing strategies to increase sales and make their coffee shops become the public's favorite. The purpose of this study is to analyze the effects of celebrity endorsements, online customer reviews, and trust on purchase decisions in the coffee shop business in Indonesia.

This study was conducted on 133 respondents who are Fore Coffee consumers in Semarang. The data collection techniques used were non-probability sampling with purposive sampling and an online questionnaire was distributed using Google Forms. The data that has been collected is then analyzed using the Structural Equation Modeling (SEM) with the AMOS 24 analysis tool.

The results showed that online customer reviews and celebrity endorsements positively and significantly affect trust. In addition, it was found that online customer reviews and celebrity endorsements also positively and significantly affect purchase decisions. It was also proven that trust positively and significantly affect purchase decisions.

Keywords: online customer review, celebrity endorsement, trust, purchase decision.