

ABSTRACT

The rapid development of digital technology and the increasing use of e-commerce in Indonesia have significantly changed consumer behavior, particularly in making purchasing decisions for beauty products. Somethinc, as a leading local brand, has successfully adapted to this trend by utilizing marketing strategies based on online customer reviews and celebrity endorsements. However, previous studies have shown inconsistent findings regarding the effectiveness of these factors in influencing purchase decisions. Therefore, this study aims to analyze the effect of online customer reviews and celebrity endorsements on purchase decisions with customer trust as an intervening variable among Somethinc consumers in Semarang.

A quantitative research method was employed, with data collected through online questionnaires distributed to respondents who had purchased Somethinc products. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results indicate that online customer reviews and celebrity endorsements positively and significantly affect customer trust. Furthermore, customer trust positively influences purchase decisions and mediates the relationship between online customer reviews, celebrity endorsements, and purchase decisions. These findings emphasize that credible consumer reviews and the use of appropriate celebrity endorsers enhance consumer trust, which ultimately drives purchase decisions. This study is expected to provide theoretical contributions to the literature on digital marketing as well as practical implications for local brands in optimizing their marketing communication strategies in the digital era.

Keywords: Online Customer Review, Celebrity Endorsement, Customer Trust, Purchase Decision, Somethinc