

ABSTRACT

This research was conducted based on data on the contribution of UMKM to the GRDP of Bandung Regency from 2020 to 2022, where the fashion industry contributes the largest GRDP each year, but the fashion industry shows a decline in growth from year to year. This study aims to determine the effect of online customer reviews on the consumer decision process and its implications for consumer trust in the shopee marketplace (survey of Twinapparel consumers). The research method used is descriptive and verification method with a sample size of 61 respondents. Testing research instruments using validity and reliability tests. The data analysis method used is path analysis, coefficient of determination analysis, and hypothesis testing using SPSS 29. The results showed that there was a positive influence both directly and indirectly. The magnitude of the influence of online customer reviews on the purchasing decision process is 83.6%, while the influence of the purchasing decision process on consumer confidence is 63.9%, and the influence of online customer reviews on consumer confidence is 31.2%. Then the magnitude of the influence of online customer reviews on the purchasing decision process and its implications for consumer confidence indirectly amounted to 26%.

Keywords: Online customer reviews, Purchasing Decision Process, and Consumer Trust