

## **ABSTRACT**

*Digital transformation has brought significant changes to people's behavior, especially in accessing information, interacting, and making decisions in purchasing or using digital services. This study aims to analyze the influence of online customer reviews and viral marketing on online purchase decisions with customer trust as an intervening variable in Vision+ application users in the city of Bandung. This study uses a quantitative approach with a survey method on users of the Vision+ application. The data analysis techniques used included descriptive analysis, validity and reliability tests, multiple linear regression, path analysis, and simultaneous and partial hypothesis testing.*

*The results of the study show that online customer reviews have a significant effect on online purchase decisions. In addition, viral marketing also has a significant influence on online purchase decisions. Simultaneously, these two variables have a strong influence on the online purchasing decisions of Vision+ users. Furthermore, online purchase decisions are the most dominant factor in forming customer trust compared to the influence of online customer reviews and viral marketing. Overall, online customer reviews, viral marketing, and online purchase decisions have a significant influence on customer trust.*

*The findings of this study show that the quality of user reviews, the effectiveness of the dissemination of promotional messages, and the online shopping experience have an important role in building consumer trust in digital streaming services. This research is expected to be the basis for evaluation for Vision+ in improving digital marketing strategies and service quality in order to strengthen customer image and loyalty.*

**Keywords: Online Customer Review, Viral Marketing, Online Purchase Decision, dan Customer Trust**