

ABSTRACT

The rapid growth of e-commerce in Indonesia has intensified competition among local fashion brands on the Shopee marketplace. In this competitive environment, customer reviews and website quality are considered important factors in building consumer trust and encouraging purchase intention. However, consumers still hesitate to make purchases despite positive reviews and high-quality websites. Therefore, this study aims to analyze the effect of Customer Review and Website Quality on Purchase Intention through Trust as a mediating variable among consumers of local fashion brands on the Shopee marketplace. The theoretical foundations include Customer Review proposed by Zhao et al. (2023), Website Quality by Suharto and Hariadi (2021), Trust by Oordzen and Samerzy (2020), and Purchase Intention by Alessandro et al. (2023). This research employed a quantitative method using descriptive and verificative approaches. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The results indicate that Customer Review has a positive and significant effect on both Purchase Intention and Trust. Website Quality has a positive and significant effect on Trust, but does not have a significant direct effect on Purchase Intention. Furthermore, Trust has a positive and significant effect on Purchase Intention and mediates the effects of Customer Review and Website Quality on Purchase Intention. The coefficient of determination shows that 74.0% of the variance in Purchase Intention can be explained by Customer Review, Website Quality, and Trust, while the remaining 26.0% is explained by other variables outside this study. Therefore, improving customer reviews, website quality, and consumer trust is essential to increasing consumers' purchase intention toward local fashion brands on the Shopee marketplace.

Keywords: *Customer Review, Website Quality, Trust, Purchase Intention, Local Fashion Brand.*