

ABSTRACT

THE EFFECT OF DIGITAL MARKETING, E-WOM, AND BRAND IMAGE ON INTEREST IN CHOOSING THE DIGITAL BUSINESS STUDY PROGRAM AT THE INSTITUTE OF INFORMATICS AND BUSINESS DARMAJAYA

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This research aims to evaluate the influence of online customer reviews and trust in the platform (e-trust) in product purchasing decisions clothes in the Shopee marketplace. The research gap includes limitations from previous research that has not specifically focused on these factors in the context of clothing products on Shopee. Apart from that, the relationship between online customer reviews and e-trust is not yet fully understood as they continue to develop technology and change consumer behavior. By closing this gap, this research is expected to provide a better understanding of consumer behavior and digital marketing strategies on the Shopee platform. This research used a quantitative approach and analyzes the relationship between variables with SPSS analysis tools. The population of this research was in Indonesia and the sample consisted of 107 respondents. Research results showed that partially online customer reviews and e-trust have a positive and significant effect on online purchasing decisions, simultaneously online customer reviews and e-trust has significant and positive affect on online purchasing decisions.

Keywords: *Online Customer Review, E-Trust, Online Purchasing Decisions.*