

## ABSTRAK

Penelitian ini bertujuan untuk mengkaji dan menganalisis pengaruh *Selebgram* dan *Online customer review* terhadap Keputusan Pembelian produk *Barenbliss* dengan *Brand Trust* sebagai variabel intervening. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner online yang disebarakan kepada masyarakat Kota Jambi. Sampel diambil menggunakan teknik purposive sampling non-probabilitas sebanyak 100 responden. Analisis data dilakukan secara deskriptif menggunakan SEM-PLS versi 4.0. Hasil penelitian menunjukkan bahwa *Selebgram* dan *Online customer review* berpengaruh positif dan signifikan terhadap *Brand Trust*. Selain itu, *Online customer review* dan *Brand Trust* juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, sedangkan *Selebgram* tidak berpengaruh signifikan terhadap Keputusan Pembelian. Begitu pula, *Selebgram* tidak berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui *Brand Trust*, namun *Online customer review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui *Brand Trust*.

Kata Kunci : *Selebgram*, *Online Customer Review*, Keputusan Pembelian, *Brand Trust*

## ABSTRACT

*This study aims to examine and analyze the effect of Selebgram and Online customer review on Purchasing Decisions for Barenbliss products with Brand Trust as an intervening variable. This study uses a quantitative approach with data collection through online questionnaires distributed to the people of Jambi City. The sample was taken using non-probability purposive sampling technique as many as 100 respondents. Data analysis was carried out descriptively using SEM-PLS version 4.0. The results showed that Selebgram and Online customer review have a positive and significant effect on Brand Trust. In addition, Online customer review and Brand Trust also have a positive and significant effect on Purchasing Decisions, while Selebgram has no significant effect on Purchasing Decisions. Likewise, Selebgram does not have a positive and significant effect on Purchasing Decisions through Brand Trust, but Online customer review has a positive and significant effect on Purchasing Decisions through Brand Trust.*

*Keywords : Selebgram, Online Customer Review, Purchasing Decision, Brand Trust*