ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, INFLUENCER AND CUSTOMER REVIEWS ON PURCHASING DECISIONS THROUGH THE TRUST
(Survey of Cafe Visitors in Banjar City)

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This research aims to find out: Customer perceptions about Digital Marketing, Influencers, Customer Reviews, Trust and Purchasing Decisions; The influence of Digital Marketing, Influencers, Customer Reviews on Trust; The influence of Digital Marketing, Influencers, Customer Reviews on Purchasing Decisions; The Influence of Trust on Purchasing Decisions; and The influence of Digital Marketing, Influencers, Customer Reviews, on Purchasing Decisions through Trust at cafes in Banjar City. The sample size in this study was 400 people. This research was quantitative with a descriptive type, using primary data and Partial Least Squares - Structural Equation Model (PLS-SEM) analysis techniques. This research concludes that: Digital marketing, Customer Reviews, Trust, and Purchasing Decisions were very good criteria. Meanwhile, Influencers was good criteria; Digital marketing, Influencers and Customer Reviews have a positive and significant effect on Trust; Digital Marketing, Influencers and Customer Reviews have a positive and significant influence on Purchasing Decisions; Trust has a positive and significant effect on purchasing decisions; and Digital Marketing, Influencers and Customer Reviews have a positive and significant effect on Purchasing Decisions through Trust as an intervening variable. The new finding in this research was the Trust variable as an intervening variable that has a positive and significant effect on purchasing decision variables.

Keywords: Digital Marketing, Influencer, Customer Reviews, Trust, Purchasing Decisions.

ABSTRAK

**PENGARUH *DIGITAL MARKETING, INFLUENCER*
DAN *CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN
MELALUI *TRUST***
(Survey pada Pengunjung *Cafe* di Kota Banjar)

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Penelitian ini bertujuan untuk mengetahui: Persepsi pelanggan tentang *Digital Marketing, Influencer, Customer Review, Trust* dan Keputusan Pembelian; Pengaruh *Digital Marketing, Influencer, Customer Review,* terhadap *Trust;* Pengaruh *Digital Marketing, Influencer, Customer Review* terhadap Keputusan Pembelian; Pengaruh *Trust* terhadap Keputusan Pembelian; dan Pengaruh *Digital Marketing, Influencer, Customer Review,* terhadap Keputusan Pembelian melalui *Trust* pada *Cafe* di Kota Banjar. Ukuran sampel dalam penelitian ini sebanyak 400 orang. Penelitian ini berjenis kuantitatif dengan jenis deskriptif, menggunakan data primer serta menggunakan teknik analisis *Partial Least Square – Structural Equation Model* (PLS-SEM). Penelitian ini menyimpulkan bahwa: *Digital Marketing, Customer Review, Trust*, dan Keputusan Pembelian ada dalam kriteria sangat baik. Sedangkan *Influencer* ada dalam kriteria baik; *Digital Marketing, Influencer* dan *Customer Review* berpengaruh positif dan signifikan terhadap *Trust; Digital Marketing, Influencer* dan *Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian; *Trust* berpengaruh positif dan signifikan terhadap Keputusan Pembelian; dan *Digital Marketing, Influencer* dan *Customer Review* berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui *Trust* sebagai variabel *intervening.* Temuan baru dalam penelitian ini adalah bahwa variabel *Trust* sebagai variabel *intervening* yang berpengaruh positif dan signifikan terhadap variabel Keputusan Pembelian.

Kata kunci: *Digital Marketing, Influencer, Customer Review, Trust,* Keputusan Pembelian.