

ABSTRACT

For every business, consumers are the main source of demand for goods or services and without consumers, a business will not run well. However, along with technological developments and the emergence of the internet, consumer behavior has also undergone changes as well as changing marketing trends towards electronic commerce or commonly known as E-commerce. The variables used in this study consist of 3 independent variables, namely consumer online reviews, live shopping, and brand image, then the intervening variable is consumer trust, and the dependent variable is purchasing decisions. This study aims to examine consumer online reviews, live shopping and brand image on purchasing decisions through consumer trust.

The population in this study were users of Maybelline lipstick products in the city of Semarang. The number of samples used was as many as 110 respondents. The data obtained from the questionnaire were then analyzed using the AMOS program (26).

The results of this study indicate that consumer online reviews, live shopping, and brand image have a positive effect on consumer trust. Furthermore, consumer trust has a positive influence on consumer purchasing decisions.

Keywords: *Consumer Online Reviews, Live Shopping, Brand Image, Consumer Trust, Purchase Decision.*

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