

## **ABSTRACT**

The experience of people who have used the product is one the important thing for Purchasing Decision Process. The more people know about the positive thing for a product, the greater for costumer's trust to buy a product. Comments of the consumer can be divided by using online media, this is called Online Consumer Review. One of them is a Beauty Vlogger Suhay Salim in Youtube reviewed about the using of Freeman Feeling Beautiful Facial Masks.

The objective of this research is about the influence of Online Consumer Review by Beauty Vlogger Suhay Salim on the Process Decision to Buy a Product of Freeman Feeling Beautiful Facial Masks. The kind of this research used quantitative research by using multiple linear regression analysis techniques. The sample of this research used simple random sampling method who the population is the viewer of Freeman Masks Collection Review by Suhay Salim account that the total was 860.374 viewers on the 07 November 2018. By using of Slovin formula, the amount of sample was 100 viewers. Independent variable was Online Consumer Review with the sub variables of Attractiveness, Trustworthiness, and Expertise. Dependent variable was Purchasing Decision Process. The collecting data was conducted by questioner online randomly to the social media. This research used SPSS 16.

The research result showed that Online Costumer Review by Beauty Vlogger by Suhay Salim is significance to the Purchasing Decision Process of Freeman Feeling Beautiful Facial Masks product as 32%. While 68% is influenced by the variable and sub variable that are not in this research.

**Keywords:** Online Consumer Review, Purchasing Decision Process, Beauty Vlogger, Freeman Feeling Beautiful, Facial Mask