

## ABSTRACT

The development of technology in modern times is considered a solution to various problems that exist and is very influential for everyday life. Therefore, various social media is present to be a phenomenon in terms of marketing to promote a product in a company, one of which is Madame Gie. Madame Gie's sales position occupies the lowest three if compared to its competitors, it is possible that many factors can influence purchasing decisions, one of which is product reviews. Madame Gie received some negative product reviews in the form of disappointment, and consumer dissatisfaction with Madame Gie's products. In this study, researchers used three product review variables in measuring perceived product quality, namely perceived reviewers emotion, perceived cognitive effort, perceived empathy.

The purpose of this study was to be able to find out how much influence perceived reviewers emotions have on purchase decisions with perceived empathy and perceived cognitive effort as moderation variables which are further mediated by perceived product quality variables.

The methods used in this study are quantitative with causal research objectives. Data collected using non probability sampling method with convenience sampling type as many as 400 respondents to users of Madame Gie cosmetic products. The data collection technique in this study used data collection techniques from the results of questionnaire dissemination on a ordinal scale and data analysis techniques in this study using Partial Least Structural Equation Modeling (PLS-SEM).

Based on the results of data analysis, it can be concluded that perceived reviewers emotions have a positive and significant influence on the perceived product quality of Madame Gie's products, Perceived empathy has a positive and significant influence on the perceived product quality and perceived reviewers emotion of Madame Gie's products. Perceived cognitive effort has a positive and significant influence on the perceived product quality and the perceived reviewers emotion of Madame Gie's products and perceived product quality has a positive and significant influence on the purchase decisions of Madame Gie's products.

The suggestion from this research is to pay more attention to the perceived product quality of Madame Gie's product reviews, so it can increase purchase decisions on Madame Gie's products because perceived product quality has a higher influence, namely 89.9%. Furthermore, Madame Gie can improve the perceived product quality by making improvements to the product manufacturing process so as to increase consumer reviews about products that are very well made.

**Keyword:** *perceived cognitive effort, perceived empathy, perceived product quality, perceived reviewers emotion, purchase decision*