

ABSTRACT

Advances in internet technology have a huge impact on the economy and industry in the current era of globalization. Business marketing initiatives are starting to use digital marketing strategies. In the list of top 10 skin care brands sold online, Azarine ranks sixth. Given the competition, Azarine's low total sales indicate that consumers' online purchase intentions are still low. Online consumer reviews, social media advertisements and influencer endorsements are factors that influence online purchase intention for Azarine products.

The research objective was to measure the direct effect of online consumer reviews, social media advertisements and influencer endorsements on online purchase intention.

The research method uses quantitative methods with non-probability sampling techniques on 130 respondents who use Azarine products in the city of Bandung. Data was collected through an online questionnaire via the Google form. The data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM).

Based on the results of data analysis, it can be concluded that online consumer reviews, social media advertisements, and influencer endorsements have a significant influence on online purchase intention for Azarine products.

Advice that can be given to Azarine is to always pay attention to online consumer reviews of their products, pay attention to the quality of images, information and promotions on social media advertisements and increase cooperation with beauty influencers. Suggestions for future researchers are to examine the effect of other variables on online purchase intention of Azarine products or using research objects other than skincare products.

Keywords: *Influencer Endorsement, Online Consumer Review, Online Purchase Intention, Social Media Advertisement*