

## **ABSTRACT**

*Currently, the rise of local beauty brands is proof that the domestic beauty industry is growing and is increasingly trusted by consumers. This can be seen from the emergence of many local beauty brands that offer quality products at affordable prices. Something is a newcomer local brand launched in 2019. Something has succeeded in attracting the hearts of Indonesian consumers with its quality, innovative and suitable products. Somethinc's success as a newcomer local brand has also become an inspiration for other beauty brands to continue to innovate and develop in the increasingly competitive Indonesian beauty industry.*

*This research is a quantitative research with a survey method conducted to people who know Something's product. The sampling technique was carried out using a non-probability sampling technique with a purposive sampling method and obtained as many as 400 respondents. Data analysis was performed by multiple linear regression analysis.*

*After conducting the research, the results showed that there was a partial and significant influence between social media marketing on Purchase Decisions at Something, there was a partial and significant influence between customer online reviews on Purchase Decisions at Something, and there was an effect of social media marketing and customer online reviews on Purchase Decisions at Something.*

***Keywords: Social Media Marketing, Customer Online Reviews, Purchasing Decisions***