

ABSTRACT

In this modern era, the makeup and skincare industry has experienced tremendous progress. People are increasingly aware of the importance of taking care of their skin and overall appearance, which has driven rapid growth in the beauty industry. Skintific's success in gaining popularity in Indonesia can be caused by several factors. Apart from offering high quality products, of course the marketing and promotion efforts carried out by Skintific have also contributed to their popularity in Indonesia. With this marketing, it creates a good brand image for Skintific and of course makes consumers believe in the quality of its products.

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 research to get the results that there is a partial and significant influence between Brand Image on Purchase Decisions at Something, there is a partial and significant influence between customer reviews on Purchase Decisions at Something, and there is an effect of Brand Image and Customer Reviews on Purchase Decisions at Something.

Keywords: Brand Image, Customer Reviews, Purchase Decision