

ABSTRACT

In today's all-digital era, business development is expanding in various fields, including the beauty industry. Scarlett is a newcomer beauty brand that was created in 2017, but has already managed to rank high compared to its competitors. This success is influenced by many factors, including the power of online reviews conducted by influencers so that customer buying interest can increase. This study aims to determine the effect of Online Reviews and Influencers on Purchase Intention on Scarlett. This type of research is quantitative research using descriptive analysis. The number of samples in this study were 400 respondents with the criteria of having purchased Scarlett products. The sampling technique used is non-probability sampling and the questionnaire uses a Likert scale. Data analysis was performed using IBM SPSS 26 software, including classic assumption tests (tests for normality, multicollinearity, and heteroscedasticity), multiple regression tests, and hypothesis tests (t tests and F tests). The results of the study stated that Online Review (X1) had a positive effect on Purchase Intention (Y), Influencer (X2) had a positive effect on Purchase Intention (Y), and Online Review (X1) and Influencer (X2) simultaneously had a positive effect on Purchase Intention (Y).

Keywords : *Online Review, Influencer, Purchase Intention*