

ABSTRACT

This study aims to analyze the influence of online customer reviews and influencers on the purchase decision of skintific moisturizer products in shopee. The increasing popularity of beauty products, especially moisturizers, among Indonesian consumers has encouraged them to seek more information before making a purchase. E-commerce platforms such as Shopee provide a platform for consumers to share experiences through online customer reviews and also a place for influencers to promote products. This study aims to reveal the extent to which these two factors influence the purchase decision of Skintific moisturizer products on Shopee.

The research method used is quantitative descriptive research using nonprobability sampling techniques, involving the participation of 100 respondents as potential buyers of Skintific moisturizer products at Shopee. Data collection was carried out through distributing questionnaires and the collected data was analyzed using multiple regression analysis techniques with the help of SPSS version 27 software for Windows.

The results showed that online customer reviews and influencers partially and simultaneously had a positive and significant effect on purchasing decisions for Skintific moisturizer products at Shopee

Keywords: *Online customer reviews, influencers, purchase decision, skintific, shopee*