

ABSTRACT

In all-digital era, business development is increasingly widespread in various fields, including the sunscreen beauty industry Azarine is a newcomer beauty brand created in 2002, but has managed to achieve high rankings in sales in e-commerce compared to its competitors, this is because Azarine is able to keep up with the times in the skincare world. This success is influenced by many factors, including the power of online customer reviews conducted by influencers so that customer buying interest can increase. This study aims to determine the effect of Online Customer Review and Influencers on Purchase Intention on Azarine sunscreen. 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 bought Azarine sunscreen products. The sampling technique used was non-probability sampling and the questionnaire used a Likert scale. Data analysis was carried out through IBM SPSS 27 software, including classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), multiple regression tests, and hypothesis testing (t test and F test). The results stated that Online Customer Review (X1) has a positive effect on Purchase Intention (Y), Influencer (X2) has a positive effect on Purchase Intention (Y), and Online Customer Review (X1) and Influencer (X2) simultaneously had a positive effect on Purchase Intention (Y).

Keywords: *Online Customer Reviews, Influencers, Purchase Intention*