

ABSTRACT

This study aims to determine the influence of influencer marketing and online customer reviews on consumers' purchasing decisions for Glad2Glow products. This phenomenon is driven by the increasing use of e-commerce and the growing importance of digital strategies in attracting consumer attention. As a local skincare brand, Glad2Glow utilizes promotional efforts through influencer Sandrinna Michelle and customer reviews on e-commerce platforms to boost consumer interest in purchasing.

The research adopts a quantitative approach with a descriptive analytical method. The sampling technique used is non-probability purposive sampling, involving 385 respondents. Data were collected through questionnaires distributed to individuals who had seen Glad2Glow promotions on social media and had made online purchases of the product. The data were analyzed using descriptive analysis, classical assumption tests, multiple linear regression, and hypothesis testing with the assistance of SPSS version 20.

The results of the study show that influencer marketing and online customer reviews have a positive and significant effect on purchasing decisions, both partially and simultaneously. These findings suggest that well-executed digital strategies can be a crucial factor in influencing consumer behavior, particularly for local skincare products targeting younger demographics.

Keywords: *influencer marketing, online customer review, purchase decisions*