

ABSTRACT

Digital transformation is significantly changing the marketing landscape by utilizing internet technology and social media as the primary means of reaching consumers. As digital marketing trends develop, various promotional strategies continue to be developed and adjusted to attract the attention of an increasingly competitive market. However, consumer interest in Whitelab products shows a decline from year to year, so an evaluation of the marketing strategy used is needed.

This study aims to explore and analyze the extent to which online customer reviews, social media advertisements, and influencer endorsements contribute to forming online purchase intent in Whitelab products.

This study uses a quantitative approach with a data collection method through the distribution of questionnaires online through Google Form. The research sample consisted of 200 respondents who were selected using purposive sampling techniques, with certain criteria that were in accordance with the research objectives. The data obtained was analyzed using the Structural Equation Model-Partial Least Square (SEM-PLS) method to test the relationship between the variables studied.

The results of the analysis showed that online customer reviews and social media advertisements had a positive and significant influence on online purchase intent on Whitelab products, while influencer endorsements did not show a significant influence.

The results of the research are expected to provide insights for Whitelab to optimize user reviews by exploring more deeply the types and forms of reviews, as well as optimizing ads that are relevant to audience characteristics. The selection of influencers also needs to be more selective, taking into account the suitability of the image, brand value, and proximity to the target market. Since no significant influence was found between influencer endorsements on online purchase intent, further research is recommended to consider other variables as more relevant factors and potentially have a significant influence on online purchase intention.

Keywords: *online customer review, social media advertisement, influencer endorsement, online purchase intention*