

***The Influence of Product Quality, Online Consumer Review, and Rating on Purchase Decision of Somethinc's Makeup***

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***Abstract***

*This study aims to analyze and prove the effect of product quality, online consumer reviews, and online consumer ratings on purchasing decisions of Somethinc's makeup. This research used a quantitative approach. The sampling technique used was purposive sampling with 75 female who bought Somethinc makeup and domiciled in Jakarta. Data collection using a questionnaire through Google forms. The data analysis technique used descriptive and inferential analysis and processed by SmartPLS 3.3.3 software. The results of the study stated: (1) there was a significant effect from product quality on purchase decision of Somethinc's makeup; (2) there was a significant effect from online consumer review on purchase decision of Somethinc's makeup; (3) there was a significant effect from online consumer rating on purchase decision of Somethinc's makeup.*

***Keywords:*** *Product Quality, Online Consumer Review, Online Consumer Rating Purchase Decision, Makeup*

# **Pengaruh Kualitas Produk, *Online Consumer Review*, dan *Rating* Terhadap Keputusan Pembelian *Makeup Somethinc***

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## **Abstrak**

Penelitian mempunyai tujuan untuk menganalisis serta membuktikan pengaruh kualitas produk, *online consumer review*, dan *online consumer rating* terhadap keputusan pembelian *makeup Somethinc*. Penelitian menggunakan jenis pendekatan kuantitatif. Teknik sampel yang digunakan adalah *purposive sampling* sebanyak 75 responden wanita yang membeli *makeup Somethinc* dan berdomisili di Jakarta. Pengumpulan data menggunakan kuesioner melalui *Google form*. Teknik analisis data menggunakan analisis deskriptif dan inferensial yang diolah dengan *software SmartPLS 3.3.3*. Hasil penelitian menyatakan, antara lain: (1) terdapat pengaruh signifikan pada kualitas produk terhadap keputusan pembelian *makeup Somethinc*; (2) terdapat pengaruh signifikan pada *online consumer review* terhadap keputusan pembelian *makeup Somethinc*; (3) terdapat pengaruh signifikan pada *online consumer rating* terhadap keputusan pembelian *makeup Somethinc*.

**Kata Kunci :** Kualitas Produk, Online Consumer Review, Online Consumer Rating, Makeup