

# ***Analysis of the Influence of Price Perception, Online Consumer Reviews, and E-WOM on Repurchase Intention for The Originote Skincare Products***

**By Anggita Renanda Puspitasari**

## ***Abstract***

*The growing world of skincare among the public has resulted in more and more skincare companies nowadays. This research was conducted with the aim of analyzing the influence of Price Perception, Online Consumer Reviews, and e-WOM on Repurchase Intention for The Originote skincare products. The research method used is a quantitative approach with random sampling techniques. The number of samples in this study was 100 respondents who were calculated based on the Lemeshow formula. The data collection technique uses a questionnaire via Google Form which is distributed to The Originote consumers. The data analysis technique used is descriptive and inferential analysis which is processed using the SmartPLS version 4.0 measuring instrument. The tests carried out were convergent validity test, discriminant validity test, reliability test, R-Square coefficient of determination test ( $R^2$ ), Q-Square predictive test ( $Q^2$ ), and partial hypothesis test with T-test. Testing this research obtained the results: (1) Price Perception has a positive and significant effect on Repurchase Intention, (2) Online Consumer Review has a positive and significant effect on Repurchase Intention, (3) E-WOM has an effect but is not significant on Repurchase Intention. Based on the test results, the Adjusted R-Square value obtained was 76%, the remaining 24% was influenced by other factors that were not present in this research.*

***Keywords:*** Price Perception, Online Consumer Review, Electronic Word of Mouth, Repurchase Intention

# **Analisis Pengaruh *Price Perception*, *Online Consumer Review*, dan E-WOM Terhadap *Repurchase Intention* Produk *Skincare* The Originote**

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## **Abstrak**

Semakin berkembangnya dunia *skincare* di kalangan masyarakat, menyebabkan makin banyak perusahaan *skincare* saat ini. Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh *Price Perception*, *Online Consumer Review*, dan e-WOM terhadap *Repurchase Intention* produk *skincare* The Originote. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan teknik pengambilan sampel secara *random sampling*. Jumlah sampel pada penelitian ini sebanyak 100 responden yang dihitung berdasarkan rumus *Lemeshow*. Teknik pengumpulan data menggunakan kuesioner melalui *Google Form* yang disebar kepada konsumen The Originote. Teknik analisis data yang digunakan yaitu analisis deskriptif dan inferensial yang diolah dengan alat ukur *SmartPLS* versi 4.0. Pengujian yang dilakukan yaitu uji validitas konvergen, uji validitas diskriminan, uji reliabilitas, uji koefisien determinasi *R-Square* ( $R^2$ ), uji prediktif *Q-Square* ( $Q^2$ ), dan uji hipotesis secara parsial dengan Uji-T. Pengujian pada penelitian ini memperoleh hasil: (1) *Price Perception* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (2) *Online Consumer Review* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (3) E-WOM berpengaruh namun tidak signifikan terhadap *Repurchase Intention*. Berdasarkan hasil uji nilai *R-Square Adjusted* yang didapatkan sebesar 76%, maka sisanya 24% dipengaruhi oleh faktor lain yang tidak ada pada penelitian ini.

**Kata kunci:** *Price Perception*, *Online Consumer Review*, *Electronic Word of Mouth*, *Repurchase Intention*