

**FACTORS THAT INFLUENCE CONSUMER PURCHASING
DECISIONS ON SKINCARE PRODUCT
THE ORIGINOTE**

ABSTRACT

Facial skincare has become a necessity in line with the increasing awareness of the importance of skincare to keep skin healthy and well-groomed. The skincare industry in Indonesia varies according to the needs and skin problems of the society, one of the local skincare products in Indonesia that has good quality at an affordable price is The Originote. The purpose of this research to analyze the effect of digital marketing, online customer review, brand image, and product variation on purchasing decisions of The Originote Skincare.

The population in this research were all consumers of The Originote skincare product in Depok city by using quantitative primary data analysis methods. The test stages carried out were research instrument testing (validity and reliability tests), classical assumption tests, multiple linear regression analysis, F-test, T-test, and coefficient of determination test (R^2). Data collection was carried out by distributing online questionnaires via Google forms and there were 125 respondents. The sampling technique used was purposive sampling. Testing tools used SPSS software.

The results of this research show that digital marketing, online customer review, brand image, and product variation simultaneously influence purchasing decisions of The Originote Skincare. Partially brand image, product variation have an effect on purchasing decisions of The Originote skincare product. While, digital marketing, online customer reviews have no effect on purchasing decisions of The Originote skincare product. And the variable that has the most dominant influence on purchasing decisions of The Originote product skincare is variation product.

Keywords: *Brand Image, Digital Marketing, Online Customer Review, Product Variation*

(xiii + 74 + Attachments)

Bibliography (2015 – 2024)