

## **ABSTRACT**

**Laras Argyanti Pramatya, 10821490**

### ***The Effect of @ohmy\_beautybank Online Reviews on Follower's Consumptive Behavior***

*Keywords:* Consumptive Behavior, Online Reviews, Twitter, @ohmy\_beautybank

*(xii + 71 + attachments)*

*This research aims to analyze the effect of @ohmy\_beautybank online reviews on follower's consumptive behavior. The theory used in this research is the Uses and Effect by Sven Windahl. The research method used is quantitative with data collection techniques using questionnaires, with reference to the Slovin formula, a sample of 98 respondents rounded by 100 respondents was obtained using the purposive sampling technique and data analysis using single linear regression analysis. Based on the results of the correlation and coefficient of determination, it is stated that the degree of relationship between the effect of online review and followers' consumptive behavior is in the category of moderate correlation with a coefficient of determination (R Square) of 0,291 indicating that online reviews contribute 29,1% to followers' consumptive behavior, while the remaining 70,9% is affected by other factors outside this research. The variable of online review has a significant impact on followers' consumptive behavior. Future researchers are recommended to analyze a wider scope and include additional variables outside those used in this study.*

*Bibliography (2018-2023)*