

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh *Online Consumer Review*, *Digital Payment*, *Social Media Advertisement*, dan *Influencer Endorsement* terhadap *Purchase Intention* pada produk skincare Y.O.U Beauty. Pengumpulan data primer dilakukan selama 1 minggu dengan menggunakan sampel penelitian sebanyak 89 responden. Penelitian ini menggunakan pendekatan desain penelitian deskriptif dengan data empiris yang dikumpulkan melalui survei online. Data empiris kemudian diolah menggunakan pendekatan Structural Equation Modeling untuk menguji sejumlah hipotesis yang diajukan.

Hasil penelitian ini *Social Media Advertisement* dan *Influencer Endorsement* berpengaruh positif terhadap *Purchase Intention*. *Online Consumer Review* berpengaruh negatif terhadap *Purchase Intention*. Namun, *Digital Payment* tidak berpengaruh terhadap *Purchase Intention*.

Kata Kunci: *Social Media Advertisement; Influencer Endorsement; Online Consumer Review; Digital Payment; Purchase Intention.*

ABSTRACT

This study aims to test and analyze the influence of Online Consumer Review, Digital Payment, Social Media Advertisement, and Influencer Endorsement on Purchase Intention in Y.O.U Beauty skincare products. Primary data collection was carried out for 1 weeks using a research sample of 89 respondents. This study used a descriptive research design approach with empirical data collected through online surveys. Empirical data is then processed using the Structural Equation Modeling approach to test a number of hypotheses proposed.

The results of this study Social Media Advertisement and Influencer Endorsement have a positive effect on Purchase Intention. Online Consumer Reviews negatively affect Purchase Intention. However, Digital Payment has no effect on Purchase Intention.

Keywords: *Social Media Advertisement; Influencer Endorsement; Online Consumer Review; Digital Payment; Purchase Intention.*