

ABSTRACT

The most significant changes that occurred during the COVID-19 pandemic were the restrictions on activities both regionally and globally. Restrictions that occur require everyone to shift physical activity to digital to minimize encounters and break the chain of virus spread. As a result, social media is widely used to connect, and business activities and skin care products are experiencing rapid development because of the many trends in taking care of yourself when you are at home.

Therefore, this study was conducted to examine the factors that influence Viral Marketing, Online Customer Reviews, and Price Perception of Purchase Decisions on Avoskin skincare products at Diponegoro University, Semarang. Researchers used a sample of 100 people from all faculties at Diponegoro University which were then processed using the SPSS 25 program.

The results of this study state that Viral Marketing, Online Customer reviews, and Price Perception have a positive and significant effect on Purchase decisions.

Keywords : Viral Marketing, Online Customer Review, Price Perception, Purchase Decision