

ABSTRACT

The phenomenon of the widespread use of skincare products in the current digital era has created tight market competition in the cosmetics industry. However, the Wardah brand, one of the old players in this industry, has actually experienced a decline in its ranking on the Top Brand Index. This situation indicates a shift in preferences and new factors that influence consumer purchasing decisions. This study aims to analyze the influence of online reviews, viral marketing, and price perception on Wardah consumer purchasing decisions, with purchase intention as a mediating variable.

This study uses a quantitative approach by collecting 126 data through questionnaires distributed to Wardah consumers. The collected data were then analyzed using the Structural Equation Modeling (SEM) method with the help of AMOS software. This analysis allows testing the direct and indirect effects between variables, as well as the mediating role of purchase intention.

The results of the study indicate that online reviews, viral marketing, and price perception have a positive and significant effect on purchase intention and purchase decisions. In addition, purchase intention also shows a positive and significant effect on purchase decisions. The implications of this study indicate that the more positive online reviews, the more effective viral marketing, and the better the price perception, the higher the consumer's purchase intention, which will ultimately drive the purchase decision.

Keywords: *Online Reviews, Viral Marketing, Price Perception, Purchase Intention, Purchase Decision*