

ABSTRACT

This research is influenced by the problems related to the brand equity and online consumer review on Wardah's sunscreen products. Based on data from Top Brand Award in 2019 in the Sun Care Category, Wardah was ranked fourth where previously Wardah was always in the top three with index score that fluctuated. There are some negative reviews for Wardah sunscreen written by users on the Female Daily and Soco Review websites, when compared to other sunscreen products that already have 2000 more reviews on Female Daily and Soco Review websites, Wardah sunscreen have the lowest score. In addition, when compared with other sunscreen products such as Emina, Loreal, and Biore Wardah has the lowest number of sales Shopee and Tokopedia. This study was conducted to determine the effect of brand equity and online consumer review towards purchase intention Wardah's sunscreen product. The purpose of this study was to determine and analyze brand equity in Wardah's sunscreen product, online consumer review in Wardah's sunscreen product, purchase intention Wardah's sunscreen product, the influence of the brand equity and online consumer review simultaneously and partially towards purchase intention Wardah's sunscreen product.

This study uses quantitative descriptive research-causality. Sampling technique used was incidental sampling type under non-probability sampling, with the total number of 100 respondents. The data was analysed descriptively, and the hypothesis were tested by using descriptive analysis and multiple linear regression analysis. Based on the results of simultaneous hypothesis testing, brand equity and online consumer review significantly influence purchase intention of Wardah's sunscreen product.. Based on the partial hypothesis test (t-test), the results showed that brand equity and online consumer review significantly influenced purchase intention of Wardah's sunscreen product. The variable that has the most influence is brand equity, in the second position is online consumer review.

Keywords : *Brand Equity, Online Consumer Review, Purchase Intention*