

ABSTRACT

This study aims to determine the effect of perceived quality and online consumer reviews on purchase intention on Maybelline lip balm products in the city of Padang. This study chose Maybelline products because Maybelline products were ranked first in the top brand selling lip cosmetics at Shopee.

This research uses quantitative method with descriptive-causality research type. Sampling used a non-probability sampling technique , namely purposive sampling with 100 respondents who were selected as residents in the city of Padang, knew Maybelline lip balm, had used Maybelline lip balm, had read reviews about Maybelline lip balm.

The data analysis technique used is descriptive analysis and multiple linear regression analysis. The results of the research based on descriptive analysis on the perceived quality variable, has a percentage value of 70.34% which is included in the good category, the online consumer review variable, has a percentage value of 76.00% which is included in the good category, the purchase intention variable, has a percentage value of 68.85% which is included in the good category.

Based on the results in this study, partially the relationship between perceived quality and online consumer review on purchase intention has a significant effect. Meanwhile, it is simultaneously concluded that the perceived quality and online consumer review are together positive and significant effect on purchase intention.

Keywords : *Perceived Quality, Online Consumer Review, Purchase Intention*