

ABSTRACT

The cosmetic sector in Indonesia is currently undergoing fast growth, particularly in the area of skincare, resulting in fierce rivalry in the industry. In 2021, the use of social media will continue to grow, and tiktok is one of the social media platforms that will grow in popularity. N'pure is an Indonesian skincare brand that was created in 2017. In 2020, N'pure is listed as the most recommended product, particularly on tiktok, where there are numerous reviews about N'pure, generating consumer interest in purchasing. Furthermore, one of the aspects that generates purchasing interest is product quality. As a result, this research was carried out to determine the impact of online customer reviews on the tiktok platform, as well as product quality, on interest in purchasing N'pure items.

The purpose of this study is to determine and assess how online customer reviews on the tiktok platform affect N'pure products, as well as the quality of N'pure products, consumer interest in buying N'pure products, and the impact of online customer reviews on the tiktok platform. This type of research is quantitative and uses descriptive data analysis tools to examine the impact of product quality partially and simultaneously on N'pure buying interest. Purposive sampling using a non-probability sampling method. There could be as many as 100 persons that answer. Multiple linear regression was utilized to analyze the data in this study, which was done with IBM SPSS Statistics 25 software.

The results of this study reveal that online customer reviews on the tiktok platform have a large impact on purchase intention, product quality has a significant impact on purchase intention, and both online customer reviews and product quality have an impact on purchase intention

Keyword: Online Customer Review, TikTok, Product Quality, Purchase Intention