

## ***ABSTRACT***

The development of technology in modern times is considered as a solution to various existing problems. Technological developments were accompanied by the development of social media which has become a phenomenon in the world of marketing to promote a product, one of which is Somethinc. Somethinc sales position ranks third compared to its competitors, there are many factors that can influence consumers in making purchasing decisions. One factor is a product review. Something received a number of negative product reviews starting from a feeling of dissatisfaction, as well as a feeling of disappointment with the Something product. In this study, researchers used three product review variables to measure perceived product quality, namely using perceived reviewers emotion, perceived cognitive effort, and perceived empathy.

The aim of this research is to find out how much influence perceived reviewer emotion has on purchase decisions with perceived empathy and perceived cognitive effort as moderating variables which are further mediated by perceived product quality variables. The method used in this research is quantitative with the aim of causal research. Data collection used a non-probability sampling method with a purposive sampling type with 400 respondents using skincare products and Somethinc makeup. Data collection techniques in this study used data collection techniques from the results of distributing questionnaires with an ordinal scale, while data analysis techniques in this study used Structural Equation Modeling - Partial Least Structural (SEM-PLS) with SmartPLS 3.2.9 software

Based on the results of data analysis, it can be concluded that perceived reviewers' emotions have a positive and significant effect on the perceived product quality of Somethinc's skincare and makeup products, Perceived empathy has a positive and significant effect on perceived product quality and perceived emotion reviewers' emotions on Somethinc skincare and makeup products. Perceived cognitive effort has a positive and significant effect on perceived product quality and perceived reviewers emotion of skincare and makeup products. Somethinc and perceived product quality have a positive and significant effect on purchase decisions for skincare and makeup products.

The suggestions from this study are for future researchers to examine the same variables but with different objects such as Food and Beverage companies, or companies that sell skincare and makeup products, including Skintific, Bare and Bliss, Azarine, Avoskin, Innisfree, wardah. Thus, one can gain deeper knowledge about the factors that support the relationship between product review dimensions, namely perceived reviewer emotion, perceived empathy, perceived cognitive effort and perceived product quality on purchase decisions.

**Keywords: Product Reviews, Perceived Cognitive Effort, Perceived Empathy, Perceived Product Quality, Perceived Reviewers Emotion, Purchase Decision**