

ABSTRACT

The development of internet technology is currently growing every day, making marketing trends in the business world also developing, one of which is the emergence of social media marketing trends that are used by companies to attract the attention of buyers, Whitelab is one of the companies that uses social media marketing strategies to carry out promotions. its products, but Whitelab's sales position is the lowest compared to its competitors. This may be caused by several factors that influence purchasing decisions, one of which is product reviews, Whitelab received several complaints related to dissatisfaction with the quality of Whitelab products that did not match previous product reviews. In this study the researcher used four product review dimensions to measure purchasing decisions, namely the reviewer's emotional perception, perceived cognitive effort, perceived empathy, perceived product quality

This study aims to determine how much influence the online customer review dimension has, namely the reviewer's emotional perception of purchasing decisions with cognitive effort perception and perceived empathy as moderating variables and the influence of product quality perceptions on purchasing decisions

This research uses quantitative methods with the aim of this research that is causal. Data collection using the non-probability sampling method with the type of convenience sampling as many as 400 Whitelab user respondents. This study used a questionnaire data collection technique with an ordinance scale and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS software.

Based on the results of data analysis, it was concluded that perceived review emotion has a significant and positive effect on perceived product quality. Perceived cognitive effort and perceived empathy moderate the relationship between perceived emotion review and perceived product quality. Perceived product quality has a positive and significant effect on purchase decisions.

The advice in this study is that Whitelab needs to pay attention to and maintain the quality of its products so that consumers provide good product-related reviews and make consumer perceptions of good product quality and be able to improve consumer purchasing decisions

Keywords: *perceived cognitive effort, perceived empathy, perceived product quality, perceived reviewers emotion, purchase decisions*