

ABSTRACT

Attention to skin and facial care needs is very important for all women, from various walks of life. Skin and face are very visible parts of your appearance, so they need to be cared for and looked after properly. To maintain a confident appearance, skin and body care is an important choice and is often sought after by women. This is what encourages beauty companies to innovate in producing quality skin and body care products that meet the desires of consumers on the market. This research aims to analyze the influence of viral marketing and online customer reviews on purchasing interest in Scarlett Whitening products through Tiktok media.

This research uses quantitative methods with descriptive and causal research types. Sampling was carried out using the probability sampling method with the sample type using slovin for data collection and the number of respondents was 401 respondents. The data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Partial research results show that viral marketing has a positive and significant influence on purchasing interest. Online customer reviews have a positive and significant influence on purchasing interest. Simultaneously, viral marketing and online customer reviews have a significant influence on purchasing interest. This shows that the influence of the independent variables, namely viral marketing and online customer reviews, on the dependent variable, namely buying interest, is 79%, while the remaining 21% is influenced by other factors not examined in this research.

Keywords: Viral Marketing, Online Customer Review, Purchase Intention, Skincare Products.