

ABSTRACT

This research aims to find out how much influence *Influencer Endorsements*, *Online Customer Reviews* and *Perceived Quality* have on purchasing decisions for Skintific skincare products. The research method used is descriptive quantitative. This research was carried out from November 2023 to January 2024 in Bandung City. Data collection techniques include distributing questionnaires and literature studies. The data analysis used is Normality Test, Multicollinearity Test, Heteroscedasticity Test, Partial Test (T Test), Simultaneous Influence Test (F Test), Multiple Linear Regression Analysis Test. The results of this research are that Influencer Endorsements, Online Customer Reviews and Perceived Quality partially have a significant influence on purchasing decisions for Skintific skincare products in Bandung City.

Kata Kunci: Influencer endorsements, online customer review, perceived quality, purchasing decisions.