

## ABSTRACT

*Consumer purchase intention is essential to increase sales. Consumer purchase intention has shifted from direct shopping to online shopping. Shopee leads the online market share in Indonesia with its cheap price advantage. Shopee also leads the online market share for beauty and care products with most millennial female consumers in Java. However, the purchase intention has decreased, so the company needs to re-evaluate its competitive advantage in price, which is an essential factor in influencing purchase intention. There needs to be more consistency in the research results and specific research on certain consumer segments. Therefore, this study aims to determine and analyze the influence of price on the intention to purchase beauty and care products at Shopee for millennial women in Java Island.*

*This study used a quantitative survey research method with a causal associative research type. The data analysis technique used simple linear regression analysis with questionnaire data from 385 samples selected using purposive sampling techniques on the population of millennial women in Java who have purchased beauty and care products at Shopee.*

*The study found that price significantly and positively impacts the intention to purchase beauty and care products at Shopee, accounting for 53% of the influence. The remaining 47% is attributed to factors not explored in this study.*

***Keywords: purchase intention, price, online shopping, beauty, millennials***