

ABSTRACT

The skincare or beauty product market in Indonesia has experienced rapid growth, as indicated by the increasing variety of products and heightened consumer awareness of skin health. Amidst intense market competition, marketing strategies such as advertising appeal, influencer marketing, and online customer reviews have become essential in attracting consumers. Skintific, as one of the fastest-growing skincare brands, has leveraged these trends by offering safe products for sensitive skin, supported by Trilogy Triangle Effect (TTE) technology. This study aims to analyze the influence of advertising appeal, influencer marketing, and online customer reviews on the purchasing decisions of Skintific products on Shopee.

This research employs a quantitative method using non-probability sampling. Data were collected through an online questionnaire distributed to 387 respondents who actively use the Shopee e-commerce platform, have seen advertisements for Skintific products, and have made at least one purchase of Skintific products on Shopee. The data analysis techniques used include descriptive analysis, classical assumption testing, multiple linear regression, and hypothesis testing.

The results of the study show that advertising appeal has a positive influence on purchasing decisions. In addition, influencer marketing has a positive influence on purchasing decisions, and online customer reviews have a positive influence on purchasing decisions.

Keywords: *advertising appeal, influencer marketing, online customer reviews, purchasing decisions.*