

ABSTRACT

The rapid development of digital technology has encouraged cosmetic brands to provide interactive features that enhance consumers' online shopping experience. Maybelline utilizes features such as Virtual Try-On and Online Reviews on the Shopee platform to support this experience. However, many users have not fully utilized these digital features, and a positive brand perception has not been completely formed—resulting in purchase decisions that are not strongly influenced by the available digital tools. This study aims to analyze the influence of Virtual Try-On and Online Reviews on consumers' Purchase Intention, and to identify the mediating role of Brand Image in this relationship.

This research adopts a quantitative approach using Partial Least Square Structural Equation Modelling (PLS-SEM). Data were collected from 250 respondents who had purchased Maybelline products on Shopee through an online questionnaire. The analysis involved hypothesis testing, mediation analysis, and descriptive statistics.

The results show that Virtual Try-On and Online Reviews have a significant influence on Purchase Intention, both directly and indirectly through Brand Image. Furthermore, Brand Image has a strong influence on Purchase Intention and acts as a partial mediator within the proposed model.

Keywords: *Purchase Intention, Brand Image, Virtual Try-On, Online Review, E-Commerce*