

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh citra merek dan online customer review terhadap keputusan pembelian Scarlett Whitening di Beaute Monde Kota Jambi. Metode penelitian yang digunakan adalah pendekatan kuantitatif deskriptif. Sampel dalam penelitian ini terdiri dari 97 orang responden. Hasil penelitian ini dapat disimpulkan bahwa variabel Citra Merek berpengaruh positif signifikan. Kemudian variabel *online customer review* juga memiliki pengaruh positif signifikan. Selanjutnya, berdasarkan hasil perhitungan statistik Uji Simultan, menunjukkan bahwa Citra Merek dan *Online Customer Review* berpengaruh secara simultan terhadap Keputusan Pembelian Scarlett Whitening di Beaute Monde Kota Jambi.

Kata Kunci : Citra Merek, *Online Customer Review*, Keputusan Pembelian

ABSTRACT

This study aims to determine and analyze the effect of brand image and online customer reviews on purchasing decisions for Scarlett Whitening at Beaute Mondee Jambi City. The research method used is a descriptive quantitative approach. The sample in this study consisted of 97 respondents. The results of this study can be concluded that the Brand Image variable has a significant positive effect. Then the online customer review variable also has a significant positive effect. Furthermore, based on the results of the Simultaneous Test statistical calculation, it shows that Brand Image and Online Customer Review simultaneously influence the Scarlett Whitening Purchasing Decision at Beaute Mondee Jambi City.

Keywords: *Brand Image, Online Customer Review, Purchase Decision*