ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review*, citra merek, dan kualitas produk terhadap minat beli kosmetik Jafra di instagram. Jenis Penelitian yang digunakan adalah penelitian kuantitatif. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sampel sebanyak 100 responden. Hasil penelitian menunjukan bahwa *online customer review*, citra merek, dan kualitas produk secara parsial dan simultan berpengaruh positif dan signifikan terhadap minat beli kosmetik Jafra. Penelitian ini membuktikan bahwa semakin baik *online customer review*, semakin kuat citra merek, dan semakin baik kualitas produk maka akan mendorong peningkatan minat beli kosmetik Jafra di media sosial Instagram.

Kata Kunci : *Online Customer Review*, Citra Merek, Kualitas Produk, Minat Beli

ABSTRACT

This study aims to analyze the influence of online customer reviews, brand image, and product quality on interest in buying Jafra cosmetics on Instagram. The type of research used is quantitative research. The sampling technique used was purposive sampling with a sample size of 100 respondents. The results showed that online customer reviews, brand image, and product quality partially and simultaneously had a positive and significant effect on buying interest in Jafra cosmetics. This research proves that the better the online customer reviews, the stronger the brand image, and the better the product quality, the more interest in buying Jafra cosmetics on Instagram social media.

Keywords*: Online Customer Review, Brand Image, Product Quality, Buying Interest*