

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review*, *beauty influencer*, dan rating produk terhadap *brand love* Wardah di Shopee khususnya di kalangan mahasiswa di kota Palembang. Penelitian ini menggunakan pendekatan kuantitatif dengan memanfaatkan data primer dan sekunder. Populasi yang diteliti adalah mahasiswi perguruan tinggi negeri di Palembang yang merupakan pengguna dan pembeli produk Wardah di platform Shopee. Sampel yang digunakan dalam penelitian ini berjumlah 96 responden, yang dipilih dengan teknik *non-probability sampling* melalui metode *purposive sampling*. Data dikumpulkan menggunakan kuesioner (angket) dan dokumentasi. Untuk menganalisis data, dilakukan uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, serta uji hipotesis dengan bantuan aplikasi IBM SPSS. Hasil penelitian ini menunjukkan bahwa secara parsial maupun simultan faktor-faktor seperti *online customer review*, *beauty influencer*, dan rating produk memiliki pengaruh yang signifikan terhadap pembentukan *brand love* terhadap produk Wardah di platform e-commerce Shopee.

**Kata Kunci:** *Online Customer Review, Beauty Influencer, Rating Produk, Brand love, dan Wardah*

## **ABSTRACT**

*This research aims to analyze the impact of online customer reviews, beauty influencers, and product ratings on brand love for Wardah on Shopee, specifically among university students in Palembang. This research uses a quantitative approach by utilizing both primary and secondary data. The population in this study consists of female university students in Palembang who are users and buyers of Wardah products on the Shopee platform. The sample used in this study includes 96 respondents, selected through non-probability sampling with a purposive sampling method. Data were collected using questionnaires (surveys) and documentation. To analyze the data, validity tests, reliability tests, classical assumption tests, multiple linear regression, and hypothesis tests were conducted using the IBM SPSS application. The results of this study show that both partially and simultaneously, factors such as online customer reviews, beauty influencers, and product ratings have a significant impact on the formation of brand love for Wardah products on the Shopee e-commerce platform.*

**Keywords: Online Customer Review, Beauty Influencer, Product Ratings, Brand love, dan Wardah**