

# **PENGARUH GAYA HIDUP DAN ULASAN PELANGGAN *ONLINE* TERHADAP MINAT BELI PELEMBAB WAJAH MEREK THE ORIGINOTE DI SINGARAJA**

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## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh gaya hidup dan ulasan pelanggan online terhadap minat beli pelembab wajah merek The Originote di Singaraja, baik secara simultan maupun parsial. Penelitian ini menggunakan pendekatan kuantitatif kausal. Subjek penelitian adalah perempuan di Kota Singaraja yang berusia minimal 17 tahun dan memiliki minat serta kemampuan membeli produk The Originote. Objek penelitian adalah gaya hidup, ulasan pelanggan *online*, dan minat beli. Metode pengambilan sampel menggunakan teknik *purposive sampling*, dengan jumlah sampel sebanyak 120 responden. Instrumen yang digunakan untuk mengumpulkan data adalah kuesioner dengan skala Likert. Teknik analisis data menggunakan regresi linier berganda dengan aplikasi SPSS versi 25. Sebelum analisis dilakukan uji asumsi klasik seperti uji normalitas, multikolinearitas, dan heteroskedastisitas. Hasil penelitian menunjukkan bahwa (1) gaya hidup berpengaruh positif dan signifikan terhadap minat beli, (2) ulasan pelanggan online juga berpengaruh positif dan signifikan terhadap minat beli, dan (3) secara simultan, kedua variabel tersebut berpengaruh positif dan signifikan terhadap minat beli pelembab wajah merek The Originote di Singaraja. Pelaku usaha disarankan untuk memahami gaya hidup konsumen dan meningkatkan kualitas ulasan pelanggan guna mendorong minat beli.

Kata kunci: gaya hidup, minat beli, dan ulasan pelanggan *online*

# ***THE INFLUENCE OF LIFESTYLE AND ONLINE CUSTOMER REVIEWS ON THE INTEREST IN BUYING THE ORIGINOTE BRAND FACIAL MOISTURIZER IN SINGARAJA***

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## ***ABSTRACT***

*This study aims to examine the influence of lifestyle and online customer reviews on the purchase intention of The Originote brand facial moisturizer in Singaraja, both simultaneously and partially. This study uses a causal quantitative approach. The subjects of the study were women in Singaraja City who were at least 17 years old and had an interest and ability to purchase The Originote products. The objects of the study were lifestyle, online customer reviews, and purchase intention. The sampling method used purposive sampling technique, with a sample size of 120 respondents. The instrument used to collect data was a questionnaire with a Likert scale. The data analysis technique used multiple linear regression with the SPSS version 25 application. Before the analysis, classical assumption tests were carried out such as normality, multicollinearity, and heteroscedasticity tests. The results of the study showed that (1) lifestyle had a positive and significant effect on purchase intention, (2) online customer reviews also had a positive and significant effect on purchase intention, and (3) simultaneously, both variables had a positive and significant effect on purchase intention of The Originote brand facial moisturizer in Singaraja. Business actors are advised to understand consumer lifestyles and improve the quality of customer reviews in order to encourage purchase intention.*

*Keywords: lifestyle, buying interest, and online customer reviews*