

ABSTRACT

The increasing competition within the beauty industry in Indonesia has encouraged cosmetic brands to optimize digital marketing strategies in order to influence consumer behavior. Wardah, as one of the leading halal cosmetic brands, faces intensified competition that affects consumer purchase behavior in the digital era. This study aims to analyze the effect of Online Reviews, Viral Marketing, and Price Perception on Purchase Decisions with Purchase Intention as a mediating variable among Wardah consumers in Semarang City.

This study uses a quantitative approach with a survey method. Data were collected through an online questionnaire distributed to 126 respondents who met the criteria, namely consumers who reside in Semarang City, are at least 17 years old, and have purchased Wardah products. The data were analyzed using Structural Equation Modeling (SEM) with AMOS software to examine the relationships between variables in the research model.

The results show that Online Reviews, Viral Marketing, and Price Perception have a positive and significant effect on Purchase Intention. Furthermore, Viral Marketing and Price Perception also have a positive and significant effect on Purchase Decisions, while Online Reviews do not have a significant direct effect on Purchase Decisions. In addition, Purchase Intention is proven to have a positive and significant effect on Purchase Decisions. These findings indicate that purchase decisions are primarily formed through the mediating role of purchase intention, which is influenced by digital marketing factors and price perceptions.

Keywords: Online Reviews, Viral Marketing, Price Perception, Purchase Intention, Purchase Decision, Wardah, SEM