

ABSTRAK

Produk perawatan kulit seperti *Sunscreen* menjadi semakin penting di negara tropis seperti Indonesia, di mana paparan sinar matahari tinggi menyebabkan perlunya perlindungan ekstra. Salah satu caranya dengan menggunakan *Sunscreen* secara teratur. *Sunscreen* menunjukkan kemajuan dalam melindungi kesehatan kulit di Indonesia. Penelitian ini untuk mengetahui gambaran serta pengaruh baik parsial maupun simultan mengenai *Online Review* dan *Media Influence* terhadap *Willingness to Buy*. Penelitian ini menggunakan metode deskriptif, verifikatif dengan menggunakan pendekatan Kuantitatif, dengan populasi sebanyak 5,1 juta pengikut shopee *Wardahbeauty* dengan sample 68 responden yang diperoleh dengan menggunakan rumus isaac and michel. *Online Review* berada pada kategori cukup baik dan *Media Influence* berada pada kategori baik, *Willingness to Buy* berada pada kategori cukup tinggi. *Online Review* berpengaruh terhadap *Willingness to Buy* sebesar 20,7%, *Media Influence* berpengaruh terhadap *Willingness to Buy* sebesar 36,7%, *Online Review* dan *Media Influence* secara bersama – sama berpengaruh terhadap *Willingness to Buy* sebesar 21,2%.

Kata Kunci : *online review, media influence, willingness to buy, sunscreen*

ABSTRACT

Skincare products like Sunscreen are becoming increasingly important in tropical countries such as Indonesia, where high sun exposure necessitates extra protection. One way to achieve this is through regular use of Sunscreen. Sunscreen has shown progress in protecting skin health in Indonesia. This study aims to understand both the partial and simultaneous effects of Online Review and Media Influence on Willingness to Buy. The research adopts a descriptive and verification method using a quantitative approach, with a population of 5.1 million followers of Wardahbeauty's Shopee account and a sample of 68 respondents, determined using the Isaac and Michael formula. Online Review falls into the 'fair' category, and Media Influence is categorized as 'good', while Willingness to Buy is rated as 'fairly high'. Online Review influences Willingness to Buy by 20.7%, Media Influence impacts Willingness to Buy by 36.7%, and Online Review and Media Influence together influence Willingness to Buy by 21.2%.

Keywords : online review, media influence, willingness to buy, sunscreen