

**Pengaruh *Online Customer Review, Brand Awareness* dan *Sales Promotion*
terhadap *Online Purchase Intention* Produk *Skincare Azarine* pada
Konsumen *Marketplace Shopee* Generasi *Z* di Daerah Istimewa
Yogyakarta**

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ABSTRACT

This study aims to determine the influence of Online Customer Review, Brand Awareness and Sales Promotion on Online Purchase Intention on Azarine skincare products. The population of this study is all Generation Z in Yogyakarta who have the intention to buy Azarine skincare products online on the Shopee marketplace. The sample in this study was 116 respondents using the purposive sampling method. The data analysis method in this study uses multiple regression analysis techniques using SPSS 25. The results of this study revealed that: 1) Online customer review, brand awareness, and sales promotion together have a significant effect on the online purchase intention of Azarine skincare products, 2) Online customer reviews have a positive and significant effect on online purchase intention of Azarine skincare products, 3) Brand awareness has a positive and significant effect on online purchase intention of Azarine skincare products, 4) Sales promotion has a positive effect and significant to online purchase intention of Azarine skincare products

Keywords: *Online Customer Review, Brand Awareness, Sales promotion, Online Purchase Intention*