

ABSTRACT

THE INFLUENCE OF PRICE PERCEPTIONS, PEER INFLUENCE, AND E-WOM ON INTEREST IN BUYING SOMETHINC SKINCARE PRODUCTS (Case Study of Shopee Consumers, South Tangerang City)

Nabila Fitri 1), Windarko, S.T., M.M.2)

1) Management Study Program Student, Pembangunan Jaya University

2) Lecturer in the Management Study Program, Pembangunan Jaya University

This research analyzes the influence of Price Perception, Peer Influence, and E-WOM on Purchase Interest in Somehinc Skincare products. Using quantitative methods, by collecting data through questionnaires distributed to 118 Shopee user respondents in the city of South Tangerang. Data analysis was carried out using multiple linear regression analysis with the help of SPSS (Statistical Package for the Social Sciences) software using SPSS version 2.9 software. Based on the results of the analysis, it shows that the data is valid and reliable, and the data is normally distributed. The research results show that Price Perception has a positive and significant effect on Buying Interest, Peer Influence has a positive and significant effect on Buying Interest, and E-WOM has a significant positive effect on Buying Interest.

Keywords: *Price perception, Peer Influence, E-WOM, Purchase Interest.*