



**ANALYSIS OF PRODUCT QUALITY, ONLINE CUSTOMER
REVIEW, SHOPPING LIFESTYLE, AND CELEBRITY
ENDORSES TOWARDS PURCHASE INTENTION OF ERIGO
IN SHOPEE PLATFORM**

UNDERGRADUATES THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen

By

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM
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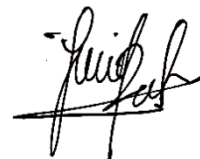
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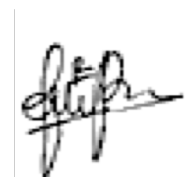
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ABSTRACT

The development of technology and the flow of digitalization cannot be stopped anymore, all sectors in life experience drastic changes as a consequence that is felt, including carrying out activities to fulfill needs or shopping. Activities that were previously carried out offline have now turned online, including shopping for clothing needs, this change has also brought higher competitiveness among business people in the same industry so that a marketing strategy is needed through social media. This study aims to investigate these changes in purchase intention for Erigo products on the Shopee e-commerce platform in Jabodetabek. This research is quantitative by collecting 250 respondents which are then analyzed using multiple linear regression methods in SPSS software. The independent variables used are Product Quality (X1), Online Customer Reviews (X2), Shopping Lifestyle (X3) and Celebrity Endorsement (X4). The results of this study state that all independent variables have a significant effect on Purchase Intention (Y) for the Erigo brand on the Shopee platform.

Keywords: *Erigo, Product Quality, Online Customer Review, Shopping Lifestyle, Celebrity Endorsement*