

## **ABSTRACT**

### **THE EFFECT OF PRODUCT QUALITY, BRAND LOVE, ONLINE CUSTOMER REVIEW, AND PRODUCT VARIETY ON THE PURCHASING DECISION OF THE ORIGINOTE PRODUCT ON THE TIKTOK SHOP APPLICATION**

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The purpose of the research was to find the effect of product quality, brand love, online customer review, and product variety on the purchasing decision. The research employed a causal associative type with nonprobability sampling technique using the purposive sampling method. The sample size consisted of 145 respondents who had purchased The Originote products on the TikTok Shop application. The quantitative data analysis technique used Structural Equation Modeling Partial Least Square (SEM-PLS) with the smart PLS 4.0 software. The research result showed that product quality affected the purchasing decision, Brand Love did not affect the purchasing decision, Online Customer Review affected the purchasing decision, and product variety affected the purchasing decision.

**Keyword:** Product Quality, Brand Love, Online Customer Review, Product Variety, Purchasing Decision, The Originote, Partial Least Square (PLS)