

***The Effect of Product Quality, Price, and Online Customer Review on Purchase Decision of Pinkflash Brand Cosmetics on Female Students of Jember State Polytechnic***

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**ABSTRACT**

*This study aims to determine and identify the effect of Product Quality, Price, and Online Customer Review on Purchase Decision of Pinkflash Cosmetics products among Female Students of Jember State Polytechnic. The research employs a quantitative approach with a census sampling technique involving 140 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS 21. The results indicate that: (1) Product quality has not a significant partial effect on purchase decisions; (2) Price and online customer review significantly influence purchase decisions; (3) The three variables collectively have a significant impact, contributing 59,9% to purchase decisions; (4) Online customer review are the most dominant variables. The study suggest that companies should maintain competitive pricing and leverage online reviews, while academics and future researchers could explore additional variables.*

***Keywords : Product Quality, Price, Online Customer Review, Purchase Decision***