

ABSTRACT

Currently, the development of technology and the internet is increasingly affecting society. One of the industries affected is beauty and personal care. It has experienced rapid development and has the fastest growing market segment. This growth occurs due to a shift in the consumer generation towards a younger generation of consumers, as well as the increasing use of e-commerce as a supporting facility. Sociolla is a breakthrough e-commerce platform specializing in beauty products. Sociolla is ranked number one according to the iprice website in the cosmetics category based on Q4 2020 data. This research aims to determine the effect of e-service quality, perceived e-wom, e-satisfaction and intention to purchase beauty products on Sociolla. This research uses a quantitative method by distributing questionnaires to 150 respondents aged 18-45 years who have visited the Sociolla website, using a non-probability sampling method with a convenience sampling technique. The analytical technique used is partial least squares-structural equation modeling (PLS SEM) using SmartPLS software Version 3.3.3. The results of this research indicate that e-service quality has a positive but not significant effect on purchase intention, while perceived e-wom and e-satisfaction have a positive and significant effect on purchase intention. Lastly, e-service quality has a significant positive effect on e-satisfaction and e-service quality mediated by e-satisfaction has a significant positive effect on Sociolla. So it can be concluded that the indirect relationship is full mediation.

Keywords: *e-service quality, perceived e-wom, e-satisfaction, purchase intention*