

## **ABSTRACT**

### ***The Influence of Electronic Of Word Of Mouth (E-WOM), Price, Brand Image On Purchasing Decision***

*(For Users Of Glad 2 Glow Product In Shopee)*

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*This study aims to analyze the influence of Electronic Word Of Mouth (E-WOM), Price, and Brand Image on Purchase Decisions among users of Glad 2 Glow products on Shopee in West Jakarta. The survey method used in this research involves collecting data through questionnaires distributed to respondents. Two variables are examined: the independent variables (E-WOM, Price, and Brand Image) and the dependent variable (Purchase Decision). The results show that E-WOM, Price, and Brand Image have a positive and significant impact on Purchasing Decisions. This study helps the company understand the factors influencing consumer decision-making in this process.*

**Keywords:** *Electronic Word Of Mouth (E-WOM), Price, Brand Image, Purchase Decision*