

ABSTRACT

PENGARUH CITRA MEREK, WORD OF MOUTH DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE SKINTIFIC PADA E – COMMERCE SHOPEE

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This study aims to analyze the influence of brand image, word of mouth, and price on consumer purchase decisions on the Shopee e-commerce platform. The background of this research is based on the intense competition within the e-commerce industry, which requires companies to understand the factors that influence consumer behavior. This research employs a quantitative method with a survey approach, where data was collected through questionnaires distributed to Shopee users. The data was analyzed using multiple linear regression to examine both the simultaneous and partial effects of the independent variables on purchase decisions. The results indicate that brand image, word of mouth, and price have a positive and significant effect on purchase decisions. These findings suggest that to improve consumer purchase decisions, Shopee should strengthen its brand image, encourage positive word of mouth, and maintain a competitive pricing strategy.

Keywords: *Brand Image, Word of Mouth, Price, Purchase Decision, Shopee, E-Commerce*