

ABSTRACT

The Influence of Word of Mouth on Purchase Decision with Brand Image as a Mediating Variable (A Case Study of Wardah Cosmetic Users in Jakarta Pusat)

Rizqi Mustika Pertiwi Chafid¹⁾, Mohamad Trio Febriyantoro²⁾

¹⁾ *Student of Management Department, Pembangunan Jaya University*

²⁾ *Lecturer of Management Department, Pembangunan Jaya University*

This study aims to examine the influence of word of mouth, purchase decision, and brand image on the purchase of Wardah brand cosmetic products. This research utilizes a quantitative research method with the research object being consumers of Wardah products residing in Jakarta Pusat. In this study, the researcher employs purposive sampling method to obtain a minimum sample size of 110. The collected samples are then processed using the Structural Equation Modeling (SEM) data analysis technique based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The data analysis in this study yields results that indicate word of mouth has a positive and significant influence on purchase decision, word of mouth has a positive and significant influence on brand image, brand image has a positive and significant influence on purchase decision, and word of mouth mediated by brand image has a positive and significant influence on purchase decision.

Keywords: *Wardah, Word of Mouth, Brand Image, Purchase Decision*