

ABSTRACT

THE INFLUENCE OF E-WOM AND PRODUCT QUALITY ON PURCHASE DECISIONS MEDIATED BY BRAND IMAGE (Case Study on Consumers of Skintific Skincare Products in Jabodetabek)

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This study aims to examine the effect of electronic word of mouth, product quality, purchasing decisions and brand image on Skintific skincare products. This study uses quantitative methods with the object of research on purchasing decisions for Skintific skincare products for people who live in the Greater Jakarta area. The population in this study is unknown and in this study using purposive sampling technique in sampling with a total sample size of 226 samples. The data was obtained through distributing questionnaires and using Partial Least Square (PLS) based Structural Equation Modeling (SEM) data analysis techniques using SmartPLS 3.0 software for data processing. The results of this study indicate that E-WOM and product quality have a significant effect on Brand Image and purchasing decisions. Brand image has a significant effect on purchasing decisions, and Brand image mediates the indirect effect of E-WOM and product quality on purchasing decisions.

Keywords: *Skintific, Electronic Word of Mouth, Product Quality, Brand Image, Purchase Decisions*