

ABSTRACT

The Effect of Product Quality, Electronic Word of Mouth and Price on Purchasing Decisions (Case Study of Pond's Product Users in South Tangerang)

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The purpose of this study was to analyze the effect of Product Quality, Electronic Word of Mouth, and Price on Purchasing Decisions for Ponds facial cleansing products. The analysis method in this study uses quantitative research with sampling using non probability sampling techniques with purposive sampling research methods and data collection using primary data. Several test stages were carried out including validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, coefficient of determination test, F test, and T test. The data used in this study used primary data and were obtained through distributing questionnaires online, valid data were collected as many as 128 respondents. The results showed that the results of the F test of the variables of Product Quality, Electronic Word of Mouth, and Price simultaneously influenced the decision to purchase Ponds products. The T test results show that the Electronic Word of Mouth variable has no significant effect on purchasing decisions. Meanwhile, the variables of Product Quality, and Price partially have a significant and significant effect on purchasing decisions for Ponds products.

Keywords: *Ponds, Product Quality, Electronic Word of Mouth, Price, Purchase Decision.*