

PENGARUH *ELECTRONIC WORD OF MOUTH (E-WOM)*, *BRAND TRUST*, *BRAND IMAGE*, DAN *BRND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE* SKINTIFIC MELALUI *E-COMMERCE*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth (E-WOM)*, *brand trust*, *brand image*, dan *brand awareness* terhadap keputusan pembelian produk *skincare* Skintific melalui *e-commerce*. Metode pengambilan sampel adalah *simple random sampling* sebanyak 136 responden. Pengumpulan data secara primer dengan menggunakan kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Pengujian hipotesis dilakukan dengan menggunakan model regresi logistik dengan bantuan program IBM SPSS Statistic-26. Hasil penelitian diperoleh bahwa nilai signifikansi $< 0,05$. Hal tersebut membuktikan bahwa terdapat pengaruh *electronic word of mouth (E-WOM)*, *brand trust*, *brand image*, dan *brand awareness* terhadap keputusan pembelian secara parsial dan simultan. Hasil uji koefisien determinasi menunjukkan bahwa variabel independen dalam mempengaruhi keputusan pembelian sebesar 58,3%. Sedangkan sisanya sebesar 41,7% oleh variabel lain di luar model penelitian.

Kata Kunci: *Electronic Word of Mouth (E-WOM)*, *Brand Trust*, *Brand Image*, *Brand Awareness*, *Keputusan Pembelian*.

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THE EFFECTS OF ELECTRONIC WORD OF MOUTH (E-WOM), BRAND TRUST, BRAND IMAGE, AND BRAND AWARENESS ON PURCHASE DECISIONS OF SKINTIFIC SKINCARE PRODUCTS THROUGH E-COMMERCE

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Abstract

This study aimed to examine the effect of electronic word of mouth (E-WOM), brand trust, brand image, and brand awareness on the purchase decisions of Skintific skincare products through e-commerce. The sample was selected using simple random sampling and consisted of 136 respondents. Data collection was primarily conducted using a questionnaire distributed through Google Forms, which was already tested for validity and reliability. Hypothesis testing used logistic regression analysis with the assistance of IBM SPSS Statistics 26 software. The research results revealed that the significance value was $< 0,05$, indicating a significant effect of electronic word of mouth (E-WOM), brand trust, brand image, and brand awareness on purchase decisions partially and simultaneously. The determination coefficient test results showed that the independent variable effected purchasing decisions by 58,3%. The remaining 41,7% was effected by other factors outside the scope of this research.

Keywords: *Electronic Word Of Mouth (E-WOM), Brand Trust, Brand Image, Brand Awareness, Purchase Decisions.*

