


**PENGARUH HARGA, *ELECTRONIC WORD OF MOUTH* (E-WOM) DAN  
CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK  
SKINTIFIC DI YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menguji pengaruh harga, *electronic word of mouth* (e-wom) dan citra merek terhadap keputusan pembelian produk Skintific di Yogyakarta. Pendekatan penelitian yang dilakukan adalah kuantitatif dengan populasi yang digunakan mahasiswa di Yogyakarta, teknik pengambilan sampel menggunakan *purposive sampling* sehingga sampel sebanyak 148 responden. Teknik pengumpulan data menggunakan kuesioner melalui *Google Form* dan data yang terkumpul diuji menggunakan SPSS. Uji yang digunakan dalam penelitian adalah analisis deskriptif, uji instrumen, uji asumsi klasik, regresi linear berganda, uji hipotesis dan uji Adjusted R. Hasil penelitian ini harga, *electronic word of mouth* (e-wom) berpengaruh positif dan signifikan terhadap keputusan pembelian. Citra merek tidak berpengaruh signifikan terhadap keputusan pembelian. Harga, *electronic word of mouth* (e-wom) dan citra merek secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** *Harga, Electronic Word of Mouth, Citra Merek, Keputusan Pembelian*

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***THE EFFECT OF PRICE, ELECTRONIC WORD OF MOUTH (E-WOM)  
AND BRAND IMAGE ON PURCHASING DECISIONS FOR SKINTIFIC  
PRODUCTS IN YOGYAKARTA***

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***Abstract***

*This study aims to examine the effect of price, electronic word of mouth (e-wom) and brand image on purchasing decisions for Skintific products in Yogyakarta. The research approach taken was quantitative with the population of students in Yogyakarta. The sampling technique utilized purposive sampling and the sample taken was 148 respondents. The data collection technique used a questionnaire via Google Form and the data collected was tested using SPSS. The tests used in the study were descriptive analysis, instrument test, classical assumption test, multiple linear regression, hypothesis testing and coefficient of determination test. The results of this study are price, electronic word of mouth (e-wom) has a positive and significant effect on purchasing decisions. Brand image has no significant effect on purchasing decisions. Price, electronic word of mouth (e-wom) and brand image simultaneously have a positive and significant effect on purchasing decisions.*

***Keywords:*** *Price, Electronic Word of Mouth, Brand Image, Purchase Decision*