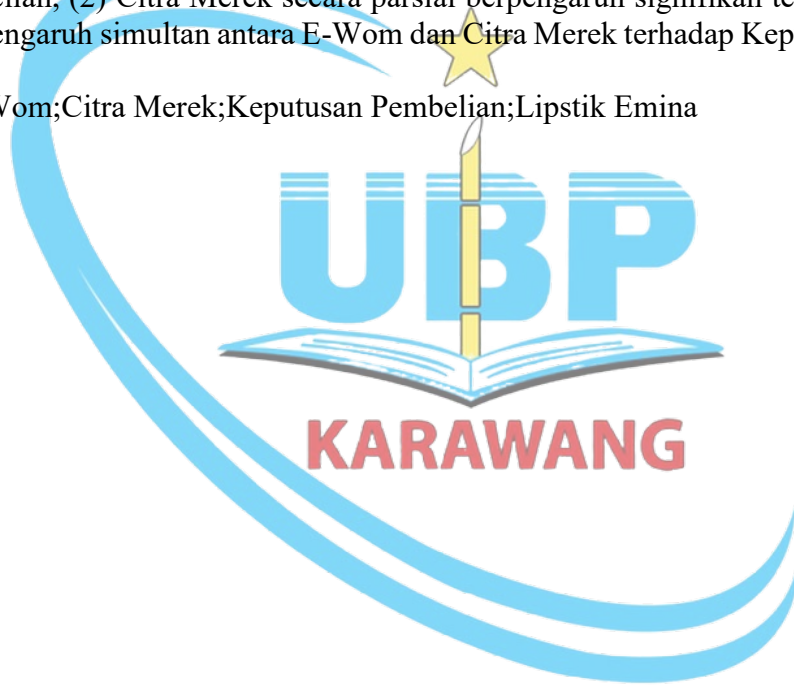


ABSTRAK

Dengan perkembangan zaman pandangan masyarakat terhadap kosmetik semakin meningkat dan sangat dibutuhkan sekali sama dengan hal nya kebutuhan sehari-hari. Semakin banyak industri kecantikan bermunculan dan berlomba-lomba mengeluarkan inovasi baru produk kecantikan seperti bedak padat, foundation, lipstick, eyeshadow dan produk kecantikan lainnya, dengan besarnya antusias masyarakat terhadap kosmetik menjadi peluang besar untuk industri kecantikan. Besarnya peluang pasar bagi mereka yang membuka bisnis kecantikan Sektor kosmetik dinyatakan tumbuh dengan signifikan. Tujuan penelitian ini untuk mengetahui pengaruh E-Wom dan Citra Merek terhadap Keputusan Pembelian. Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif, dengan sample 90 responden. Teknik pengambilan sampel di ambil dengan teknik *Cluster Random Sampling*, instrumen pengumpulan data dengan kuisioner. Analisis data menggunakan analisis Regresi Linear Berganda. Hasil penelitian ini menunjukkan bahwa ; (1) E-Wom secara parsial mempunyai pengaruh signifikan terhadap keputusan pembelian, (2) Citra Merek secara parsial berpengaruh signifikan terhadap Keputusan Pembelian, (3) pengaruh simultan antara E-Wom dan Citra Merek terhadap Keputusan Pembelian.

Kata Kunci : E-Wom; Citra Merek; Keputusan Pembelian; Lipstik Emina



ABSTRACT

With the development of the times, people's views of cosmetics are increasing and are very much needed at the same time as things of daily needs. More and more beauty industries are emerging and competing to issue new beauty product innovations such as solid powder, foundation, lipstick, eyeshadow and other beauty products, with great public interest in cosmetics, becoming a great opportunity for the beauty industry. The size of the market opportunity for those who open a beauty business The cosmetic sector is said to have grown significantly. The purpose of this study was to determine the effect of E-Wom and Brand Image on Purchase Decisions. The research was conducted using a quantitative descriptive method, with a sample of 90 respondents. The sampling technique was taken using the Cluster Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using Multiple Linear Regression analysis. The results of this study indicate that; (1) E-Wom partially has a significant effect on purchasing decisions, (2) Brand Image partially has a significant effect on Purchase Decisions, (3) simultaneous influence between E-Wom and Brand Image on Purchase Decisions.

Keywords : E-Wom;Brand Image;Purchase Decision;Emina Lipstick

