

THE INFLUENCE OF PRODUCT QUALITY, ELECTRONIC WORD OF MOUTH, AND BRAND AWARENESS ON THE PURCHASE DECISION GREEN SKINCARE

(study of sensatia botanicals consumer in bandar lampung)

By

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ABSTRACT

The concept of green beauty is currently experiencing significant growth in society, with Sensatia Botanicals being one of the brands embracing this trend. Sensatia Botanicals asserts that its raw materials are ethically sourced and that its production process follows environmentally friendly procedures. This study seeks to analyze the impact of product quality, electronic word of mouth (e-WOM), and brand awareness on consumers' purchasing decisions regarding Sensatia Botanicals' green products in Bandar Lampung. A quantitative explanatory research approach was adopted, utilizing a survey method with questionnaires distributed to 100 respondents. The study's population includes all TikTok consumers of Sensatia Botanicals in Bandar Lampung, with samples selected through non-probability purposive sampling. The findings reveal that, individually, product quality, e-WOM, and brand awareness each have a positive and significant effect on purchasing decisions. Moreover, when analyzed collectively, these three factors also demonstrate a positive and significant influence on purchasing behavior.

Keywords: *product quality, electronic word of mouth, Brand awareness, purchasing decision*

**PENGARUH KUALITAS PRODUK, *ELECTRONIC WORD OF MOUTH*,
DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN
PEMBELIAN *GREEN PRODUCT***

(Studi pada konsumen Sensatia Botanicals di Bandar Lampung)

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ABSTRAK

Pada saat ini sedang berkembang dengan cukup pesat di tengah masyarakat yang dikenal dengan *green beauty*, salah satunya adalah produk dari Sensatia Botanicals. Sensatia Botanicals memiliki klaim bahwa bahan baku yang digunakan adalah material yang *ethically sourced* dan proses produksinya menerapkan prosedur yang *eco-friendly*. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, *electronic word of mouth (e-WOM)*, dan *brand awareness* terhadap keputusan pembelian *Green product* Sensatia Botanicals di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif *explanatory research* dengan metode survei melalui kuesioner yang didistribusikan kepada 100 responden. Populasi dari penelitian ini adalah semua konsumen Sensatia Botanicals melalui TikTok di Bandar Lampung. Teknik pengambilan sampel dilakukan dengan metode non-probabilitas menggunakan *purposive sampling*. Berdasar kan hasil penelitian secara parsial menunjukkan bahwa variabel kualitas produk, *e-WOM* dan *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian. Sementara itu, secara simultan variabel Kualitas produk, *e-WOM* , dan *Brand awareness* menunjukkan berpengaruh positif dan signifikan di anatara semua variabel.

Kata Kunci: kualitas produk, *electronic word of mouth*, *Brand awareness*, *keputusan pembelian*