

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK LUXCRIME DI BANDAR LAMPUNG

Oleh

ANDELA SAFITRI

Adanya pertumbuhan teknologi internet yang terus meningkat dan diiringi dengan meningkatnya populasi penduduk Indonesia yang berusia muda mendorong kesadaran masyarakat akan pentingnya menjaga penampilan dan kesehatan kulit. Internet sangat memudahkan konsumen dalam mencari informasi atau review dan citra produk sebelum membeli suatu produk seperti pada produk kosmetik Luxcrime. Hal ini memungkinkan perusahaan untuk memperhatikan pengaruh *electronic word of mouth* dan *brand image* terhadap keputusan pembelian kosmetik Luxcrime. Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* dan *brand image* terhadap keputusan pembelian produk kosmetik Luxcrime di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dan kuesioner sebagai instrumen untuk mengambil sampel sebanyak 110 responden, yang terpengaruh *electronic word of mouth* dan *brand image* dalam melakukan pembelian kosmetik Luxcrime di Bandar Lampung. Hasil analisis data dengan menggunakan regresi linear berganda menunjukkan bahwa secara positif dan signifikan, variabel *electronic word of mouth* dan variabel *brand image* berpengaruh terhadap keputusan dalam membeli produk kosmetik Luxcrime di Bandar Lampung.

Kata kunci: *electronic word of mouth*, *brand image*, keputusan pembelian.

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON PURCHASE DECISIONS OF LUXCRIME COSMETIC PRODUCTS IN BANDAR LAMPUNG

By

ANDELA SAFITRI

The growth of internet technology that continues to increase and accompanied by the increasing population of Indonesia's young population encourages public awareness of the importance of maintaining appearance and skin health. The internet makes it very easy for consumers to find information or reviews and product images before buying a product such as Luxcrime cosmetic products. This allows companies to pay attention to the influence of electronic word of mouth and brand image on purchasing decisions for Luxcrime cosmetics. This study aims to determine the effect of electronic word of mouth and brand image on purchasing decisions for Luxcrime cosmetic products in Bandar Lampung. This study used a quantitative approach and a questionnaire as an instrument to take a sample of 110 respondents, who were influenced by electronic word of mouth and brand image in purchasing Luxcrime cosmetics in Bandar Lampung. The results of data analysis using multiple linear regression show that positively and significantly, the electronic word of mouth variable and the brand image variable affect the decision to buy Luxcrime cosmetic products in Bandar Lampung.

Keyword: *electronic word of mouth, brand image, purchase decisions.*