

ABSTRACT

THE INFLUENCE OF *BRAND IMAGE* AND *ELECTRONIC WORD OF MOUTH (EWOM)* ON THE PURCHASE DECISION OF HANASUI LIPSTICK COSMETIC PRODUCTS

By:

ANNISA NURJANNAH BURNI

The cosmetics industry in Indonesia is growing rapidly with intense competition, including in the lipstick segment. As a local brand, Hanasui faces challenges in building Brand Image and utilizing Electronic Word of Mouth (E-WOM) to enhance purchase decisions. This study aims to analyze the influence of these two variables on the purchase decision of Hanasui lipstick in Bandar Lampung.

This research employs a quantitative approach with descriptive and verification analysis methods. Data were obtained through questionnaires distributed to 100 respondents using purposive sampling techniques and analyzed using multiple linear regression with IBM SPSS 26.

The results indicate that Brand Image and E-WOM have a positive and significant influence on purchase decisions. Consumers feel more confident in purchasing after reading online reviews, while product quality and durability are the main factors in Brand Image. Based on these findings, it is recommended that Hanasui increase consumer interaction and innovate in product design to strengthen its competitiveness in the market.

Keywords: *Brand Image, Electronic Word of Mouth (EWOM), Purchase Decision, Hanasui Lipstick*

ABSTRAK

PENGARUH *BRAND IMAGE* DAN *ELECTRONIC WORD OF MOUTH (EWOM)* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK LIPSTIK HANASUI

Oleh:

ANNISA NURJANNAH BURNI

Industri kosmetik di Indonesia berkembang pesat dengan persaingan ketat, termasuk di segmen lipstik. Hanasui sebagai merek lokal menghadapi tantangan dalam membangun *Brand Image* dan memanfaatkan *Electronic Word of Mouth (E-WOM)* untuk meningkatkan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh kedua variabel tersebut terhadap keputusan pembelian lipstik Hanasui di Bandar Lampung.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis deskriptif dan verifikatif. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden dengan teknik purposive sampling dan dianalisis menggunakan regresi linier berganda dengan IBM SPSS 26.

Hasil penelitian menunjukkan bahwa *Brand Image* dan *E-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian. Konsumen lebih percaya diri membeli setelah membaca ulasan *online*, sementara kualitas dan daya tahan produk menjadi faktor utama dalam *Brand Image*. Berdasarkan temuan ini, disarankan agar Hanasui meningkatkan interaksi dengan konsumen, serta berinovasi dalam desain produk untuk memperkuat daya saing di pasar.

Kata Kunci: *Brand Image*, *Electronic Word of Mouth (EWOM)*, Keputusan Pembelian, Lipstik Hanasui