

THE INFLUENCE OF E-WOM, LIFESTYLE AND QUALITY OF PRODUCT ON THE PURCHASE OF HMNS PERFUME

ABSTRACT

Currently, the growth of the cosmetics industry in Indonesia is experiencing rapid development, this is due to the high public interest in cosmetics and the consumptive lifestyle in Indonesia. The high growth of the cosmetics industry has made the market competition for the cosmetics industry, especially perfumes, the purpose of this study was to determine and analyze the influence of e-wom, lifestyle, and quality of product partially and simultaneously on the purchase decision of HMNS perfume.

Data for this research were collected using a questionnaire. The population of this study consists is all consumers who have purchased and consumed HMNS perfume. Nonprobability sampling was used to select the respondents, employing purposive sampling with a total of 120 respondents. The data were analyzed using SPSS ver. 25, and various tests were conducted, including validity test, reliability test, normality test, multicollinearity test, heteroskedasticity test, multiple linear regression, F-test (simultaneous), t-test (partial), and coefficient of determination

The results showed that partially the quality of product variable did not have a significant effect on the decision purchase of HMNS's perfume, while the e-wom and lifestyle variables partially had a significant effect on the decision purchase of HMNS's perfume. Simultaneously, the variables of e-wom, lifestyle, and quality of product had a significant effect on the decision purchase of HMNS perfume

Keywords: e-wom, lifestyle, purchase decision, quality of product

(xii + 59 + attachment)

Bibliography (2010-2022)