

THE EFFECT OF SOCIAL MEDIA MARKETING, BRAND IMAGE, AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS IN SKINCARE PRODUCTS

ABSTRACT

Appearance has an important role and is of concern to many individuals. Good appearance can be obtained from self-care with the help of using skincare. Skincare is a series of skin care products to maintain skin health, and skin care is also very necessary so that the skin can solve various skin problems. The purpose of this study was to analyze the effect of social media marketing, brand image, and electronic word of mouth on purchasing decisions for Skintific skincare products.

The research method uses a quantitative approach, the type of data used is primary data. The analytical method used is multiple linear regression analysis with the test phases carried out are validity test, reliability test, classic assumption test including normality, heteroscedasticity and multicollinearity tests, multiple linear regression analysis tests, t tests, f tests, and coefficient of determination tests. The instrument used in this study was a questionnaire instrument and valid data were collected by 150 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The test data processing tool used is IBM SPSS.

The results of the study show that the influence variables of social media marketing, brand image, and electronic word of mouth influence the purchasing decisions of skintific skincare products in Jabodetabek. Simultaneously, all independent variables are able to have an impact on purchasing decisions for Skintific skincare in Jabodetabek.

Keywords: brand image, electronic word of mouth, purchasing decisions, social media marketing

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Bibliography (2012-2023)