

**THE INFLUENCE OF E-WOM, SOCIAL MEDIA MARKETING AND
ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISION OF
LOCAL BRAND PERFUME IN THE TOKOPEDIA MARKETPLACE
WITH BRAND IMAGE AS A MODERATION VARIABLE**

ABSTRACT

Technology plays a crucial role in the digital marketing strategy of companies especially for the increasingly growing local brands. This is further supported by marketplace like Tokopedia, which has become the primary option for local companies to sell their products. One of these products is local perfumes, which have gained sales. The purpose of this research is to determine the influence of eWOM (electronic Word of Mouth), social media marketing, and online customer reviews on the purchase decision of local perfume brands in the Tokopedia marketplace with brand image as a moderation variable.

This research uses primary data with a quantitative approach. The sampling method employed in this research is non probability sampling with purposive sampling technique. The primary data was collected through questionnaires that were distributed to 172 respondents online, with an initial sample of 30 respondents. The analytical methods used include multiple linear regression tests and moderation regression analysis (MRA). The stages of testing conducted are validity test, reliability test, classical assumption test including normality test, multicollinearity test, and heteroscedasticity test, and hypothesis testing including the coefficient of determination test, t-test, f-test, multiple linear regression test and moderation regression analysis test, supported by the SPSS software.

The results show that ewom and social media marketing have a significant partial effect on purchase decision. Online customer review and brand image do not have a partial effect on the purchase decision. Ewom, social media marketing, online customer reviews and brand image simultaneously influence the purchase decision of local perfume brands on the Tokopedia marketplace. Brand image successfully moderates the influence of social media marketing and online customer reviews on the purchase decision of local perfume brand on the Tokopedia marketplace.

Keywords: Brand Image, E-WoM, Online Customer Reviews, Purchase Decision, Social Media Marketing

(xiii + 76 + attachments)

Bibliography: (2017 - 2024)