

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Brand Image* dan *Electronic Word Of Mouth* (EWOM) terhadap Keputusan Pembelian *Emina Cosmetics* baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel 100 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara dan menyebarkan kuesioner. Pengujian instrumen penelitian menggunakan uji validitas dan uji reliabilitas. Teknik analisis data menggunakan analisis regresi linier berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh *brand image* dan *electronic word of mouth* terhadap keputusan pembelian baik secara simultan maupun parsial. Secara simultan variabel *brand image* dan *electronic word of mouth* berpengaruh secara bersama-sama dan signifikan terhadap keputusan pembelian sebesar 83,4%. Secara parsial variabel *brand image* berpengaruh secara positif dan signifikan terhadap keputusan pembelian sebesar 48,3%, sedangkan *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 35,1%.

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

ABSTRACT

This research aims to determine the effect of influence of brand image and electronic word of mouth on Emina Cosmetics purchasing decisions. The research method used is descriptive and verification with a sample size of 100 respondents. Data collection techniques used were observation, interviews and distributing questionnaires. Testing research instrument using validity test and reliability test. The data analysis technique used multiple linear regression analysis and the coefficient of determination. The results showed that there was an effect of brand image and electronic word of mouth on purchasing decisions either simultaneously or partially. Simultaneously, the variables of brand image and electronic word of mouth have a joint and significant effect on purchasing decisions by 83.4%. Partially the brand image variable has a positive and significant effect on purchasing decisions by 48.3%, while electronic word of mouth has a positive and significant effect on purchasing decisions by 35.1%.

Keywords: brand image, electronic word of mouth, purchasing decision