

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Electronic Word of Mouth* dan *Brand Image* terhadap *Online Purchase Decisions* Esqa Cosmetics secara simultan maupun parsial. Metode Penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 101 responden. Pengujian instrumen penelitian ini menggunakan Smart PLS 4.0 dengan outer model dan inner model. Metode analisis data yang digunakan adalah uji validitas, uji reabilitas, F-square, R-square, dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara *E-wom* dan *Brand Image* secara simultan yaitu sebesar 88,5% dan sisanya sebesar 11,5% dipengaruhi variabel yang tidak diteliti. Secara parsial *E-wom* memiliki hasil positif sebesar 97,37%, namun *brand image* dinyatakan mendapatkan hasil negatif sebesar -8,83%. Dapat disimpulkan bahwa *E-wom* memiliki pengaruh terhadap *Online purchase decisions*.

Kata Kunci: *Electronic Word of Mouth, Brand Image, dan Online Purchase Decisions*

ABSTRACT

This study aims to determine how much influence Electronic Word of Mouth and Brand Image have on Online Purchase Decisions Esqa Cosmetics simultaneously and partially. The research method used is descriptive and verification method with a sample size of 101 respondents. Testing this research instrument uses Smart PLS 4.0 with the outer model and inner model. The data analysis methods used are validity test, reliability test, F-square, R-square, and hypothesis testing.

The results of this study indicate that there is a significant influence between E-wom and Brand Image simultaneously, which is 88.5% and the remaining 11.5% is influenced by variables not examined. Partially, E-wom has positive results of 97,37%, but brand image is stated to have negative results of -8,83%. It can be concluded that E-wom has an influence on online purchase decisions.

Keywords: *Electronic Word of Mouth, Brand Image, and Online Purchase Decisions.*