

ABSTRACT

The development of e-commerce provides convenience for consumers in making online purchases. However, there are still various problems related to electronic word of mouth, online purchase decision, and customer satisfaction among Raecca Glow Up Tint consumers on Shopee in Bandung City. The problem identified in this study concerns customer satisfaction, which is influenced by electronic word of mouth and online purchase decision. This study aims to determine the effect of electronic word of mouth on online purchase decision and its impact on customer satisfaction (A Survey of Raecca Glow Up Tint Consumers on Shopee in Bandung City), both directly and indirectly. The research method used was descriptive and verificative research with a sample of 98 respondents. Data collection techniques used were observation, interviews, and questionnaires. The data analysis methods used were path analysis, coefficient of determination analysis, and hypothesis testing. The results showed that in Structure I, there was a direct effect of electronic word of mouth on online purchase decision of 41.7%. In Structure II, there was a direct effect of electronic word of mouth on customer satisfaction of 12.6%, a direct effect of online purchase decision on customer satisfaction of 35.7%, and an indirect effect of electronic word of mouth on customer satisfaction through online purchase decision of 34.1%.

Keywords: Electronic word of mouth, Online Purchase Decision, and Customer Satisfaction.