

ABSTRACT

This study aims to determine the effect of Brand Image, Price and Electronic Word Of Mouth on the Purchase Decision of MS Glow Skincare Products in Sugio Lamongan District. This study uses quantitative methods and nonprobability sampling techniques with incidental sampling techniques. Data collection using a questionnaire via google form. The sample in this study was 96 consumers of MS Glow skincare products in Sugio Lamongan District.

This study uses the help of the Microsoft Excel Program and IMB SPSS Statistics version 25 to carry out Validity Tests, Reliability Tests, Normality Tests, Multicollinearity Tests, Heteroscedasticity Tests, Multiple Linear Regression Tests, T Tests (partial), F Tests (simultaneous), and Coefficient Tests Determination (R^2). This can be seen from the results of the fcount value of 33.457 greater than $> f$ table 2.70 with a significant value of $0.000 < 0.05$. Based on these values, it can be concluded that the variables Brand Image (X1), Price (X2), E WOM (X3) simultaneously or simultaneously have an influence on the purchasing decision of MS Glow skincare products in Sugio Lamongan District.

Keywords: Brand Image, Price, Electronic Word Of Mouth, Purchasing Decision.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image*, Harga dan *Electronic Word Of Mouth* terhadap keputusan Pembelian Produk *Skincare* MS Glow di Kecamatan Sugio Lamongan. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel *Nonprobability Sampling* dengan teknik sampling insidental. Pengumpulan data menggunakan kuesioner melalui google form. Sampel pada penelitian berjumlah 96 konsumen produk *skincare* MS Glow di Kecamatan Sugio Lamongan.

Penelitian ini menggunakan bantuan Program Microsoft Excel dan IMB SPSS Statistic versi 25 untuk melakukan Uji Validitas, Uji Reliabilitas, Uji Normalitas, Uji Multikolinearitas, Uji Heteroskedastisitas, Uji Regresi Linier Berganda, Uji T (parsial), Uji F (simultan), dan Uji Koefisiensi Determinasi (R^2). Hal ini dapat dilihat dari hasil nilai f_{hitung} 33,457 lebih besar dari f_{tabel} 2,70 dengan nilai signifikan sebesar $0,000 < 0,05$. Berdasarkan nilai tersebut dapat disimpulkan bahwa variabel *Brand Image* (X1), Harga (X2), *E WOM* (X3) secara bersamaan atau secara simultan memiliki pengaruh terhadap keputusan pembelian produk *skincare* MS Glow di Kecamatan Sugio Lamongan.

Kata Kunci : *Brand Image*, Harga, *Electronic Word Of Mouth*, Keputusan Pembelian.