

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN *BRAND IMAGE*
TERHADAP KEPUTUSAN PEMBELIAN
(Studi Pengguna *Hand And Body Lotion* Marina Di Jombang)**

**ABSTRAK oleh:
Puteri Devinda Damayanti
2061292**

**Dosen Pembimbing:
Dr. Nuri Purwanto, S.ST., MM**

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* dan *brand image* terhadap keputusan pembelian. Menggunakan jenis penelitian kuantitatif dengan pendekatan eksplanatori. Populasi dalam penelitian ini adalah pengguna *hand and body lotion* Marina di Jombang dengan jumlah sampel 100 responden. Metode yang digunakan dalam pengambilan sampel adalah *non-probability sampling* dengan menggunakan teknik *convenience sampling*. Metode pengumpulan data dalam penelitian ini dilakukan dengan cara penyebaran angket atau kuesioner. Teknik analisa data yang digunakan dengan bantuan alat SPSS 27 meliputi uji validitas, uji reliabilitas, analisa deskriptif, analisa inferensial, dan uji hipotesis. Hasil penelitian menunjukkan bahwa *electronic word of mouth* dan *brand image* mampu meningkatkan keputusan pembelian *hand and body lotion* Marina di Jombang.

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

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND
IMAGE ON PURCHASING DECISIONS**
(Study of Marina Hand and Body Lotion Users in Jombang)

ABSTRACT by:
Puteri Devinda Damayanti
2061292

Supervisor:
Dr. Nuri Purwanto, S.ST., MM

This research aims to analyze the influence of electronic word of mouth and brand image on purchasing decisions. Using quantitative research with an explanatory approach. The population in this study were Marina hand and body lotion users in Jombang with a sample size of 100 respondents. The method used in sampling was non-probability sampling using convenience sampling techniques. The data collection method in this research was carried out by distributing questionnaires. Data analysis techniques used with the help of SPSS 27 tools include validity testing, reliability testing, descriptive analysis, inferential analysis, and hypothesis testing. The research results show that electronic word of mouth and brand image are able to increase purchasing decisions for Marina hand and body lotion in Jombang.

Keywords: Electronic Word Of Mouth, Brand Image, and Purchasing Decisions