

ABSTRACT

The COVID-19 pandemic that began in 2020 has changed people's lifestyles, especially in Indonesia, with increased use of digital technology, including online shopping and social media. This has had a major impact on consumer behavior, especially in the local skincare industry, which is growing rapidly. The phenomenon of Electronic Word of Mouth (e-WOM) is an important aspect that influences purchasing decisions, especially local skincare products that are no less competitive than international brands. This study aims to see how people talk online, their lifestyles, and how much they trust a brand can influence their decision to buy local skincare products. Researchers asked people in Semarang who are in the age group that usually buys skincare products to help in this study.

The researchers applied a quantitative approach with a survey method, where data was collected through a questionnaire involving a sample of 100 respondents who had been selected as productive residents in the city of Semarang. To analyze the data, the Structural Equation Modeling method (SEM AMOS 2.1) was used to identify the relationship between variables. To test the results of the respondent sample using Validity Test, Construct Reliability, Data Normality Test, and analyzing the confirmatory factors (CFA) of Exogenous and Endogenous Constructs, using SEM AMOS The results of the Goodness of Fit Full Model can be available.

This study found that online reviews, lifestyle, and brand trust have a major impact on how people decide to purchase a skincare product, in addition, brand image plays a role in strengthening the relationship between online reviews, lifestyle, and brand trust in making purchase decisions, although the results of this study showed that all variables had significant relationships except brand image on purchase decisions, which means that brand image is not a consideration in purchase decisions. The practical implications of this study provide insight to local skincare industry players to improve brand image through e-WOM-based digital marketing strategies, as well as product suitability with consumers' preferred lifestyles and values. This study is expected to be a guide for subsequent studies that will examine other factors that influence shopping decisions when purchasing local skincare products.

Keywords: *E-WOM, lifestyle, brand trust, brand image, purchasing decisions, local skincare products*