

ABSTRACT

The beauty industry has experienced rapid growth, driven by lifestyle changes, product innovations, and technological advancements. Social media and digital platforms play a vital role in influencing consumer purchase decisions through online reviews and recommendations. This study aims to analyze the influence of Electronic Word of Mouth (e-WOM), Brand Image, and Perceived Price on the purchase decision of The Originote products, a skincare brand known for its competitive pricing and superior formulations, such as Hyalucera Gel dan Ceramide. The products attract consumer interest due to their affordability and proven effectiveness, supported by aggressive marketing strategies on social media and influencer endorsements.

Using a quantitative approach, the study collected data through online questionnaires distributed to 100 students at Diponegoro University. The data was analyzed using multiple linear regression methods. The findings reveal that e-WOM has a significant positive impact on purchase decisions, with online reviews serving as a key reference in shaping perceptions of quality. The Brand Image of The Originote, which reflects trust and consumer satisfaction, significantly influences loyalty and purchase decisions. Furthermore, Perceived Price plays a crucial role in aligning consumer expectations of product value and cost.

This study provides practical implications for companies to strengthen marketing strategies through the management of online reviews, enhancement of brand image, and adjustment of competitive pricing. Additionally, the results contribute to the academic literature on consumer behavior in the beauty and personal care industry.

Keywords: e-WOM, Brand Image, Perceived Price, Purchase Decision.