

ABSTRACT

The development of the internet today has changed the way consumers search for the goods and services they want to buy and the way companies promote their products. Electronic word of mouth is one of the effective and efficient communication strategies to influence potential consumers. Positive electronic word of mouth can form a good brand image and become one of the considerations of consumers in making purchases. In addition to communication strategies through social media, celebrity endorsers can also be used to promote products. Celebrity endorsers can communicate with the public to build and enhance brand image. When the brand image increases, purchasing decisions will also increase, because consumers are trusting and willing to buy products that could give off a positive impression.

This study aims to analyze the effect of electronic word of mouth, celebrity endorser on purchasing decisions of MS Glow products mediated by brand image. In addition, the inconsistency of the results of previous studies is also the reason this research was conducted. The sample used is as many as 130 respondents with purposive sampling method. The population in this study are MS Glow consumers who live in Semarang, are at least 18 years old and have made a purchase at least once. The data were then analyzed using the structural equation modeling (SEM) method with analysis moment of structural (AMOS) version 24.

The findings of this study indicate that electronic word of mouth has a positive and significant effect on purchasing decision, celebrity endorser has a positive and significant effect on purchasing decision, electronic word of mouth has a positive and significant effect on brand image, celebrity endorser has a positive and significant effect on brand image, and brand image has a positive and significant effect on purchasing decision. Therefore, it can be concluded that all research hypotheses are accepted and expected to be a consideration for MS Glow to improve brand image and consumer purchasing decision.

Keywords : *Electronic Word of Mouth, Celebrity Endorser, Brand Image, Purchase Decision*