

ABSTRACT

This study aims to analyze the effect of electronic word of mouth, product quality, and price perceptions on purchasing decisions with brand image as an intervening variable for consumers of MS Glow products. This is based on a decline in sales and interest in MS Glow products from 2021 to 2022 by consumers of beauty and body care products, specifically in Indonesia.

This research utilizes a quantitative method with a purposive sampling technique, and was conducted by collecting data from 150 respondents who were collected with the criteria of MS Glow product consumers and users in Semarang. The data collection method in this study used a questionnaire with SEM (Structural Equation Modeling) analysis techniques in the AMOS application as a tool in this research analysis.

The results shows that electronic word of mouth has a positive and significant effect on brand image and purchasing decisions, product quality has a positive and significant effect on brand image and purchasing decisions, price perception has a positive and significant effect on purchasing decisions, and brand image has a positive and significant effect on purchasing decision.

Keywords: electronic word of mouth, product quality, price perception, brand image, purchasing decisions