

ABSTRACT

Business development at present is starting to grow rapidly as evidenced by the following technological developments. An industry that is well-developed and moves relatively quickly is the cosmetics industry. One skincare brand, Scarlett Whitening, has joined the market.

This study aims to determine the influence of product quality, electronic word of mouth, and influencers to encourage purchase intention in making purchasing decisions. Methods of data collection using purposive sampling. This study tested using 173 samples obtained from the questionnaire. The data obtained were processed using SEM analysis from the AMOS 22 program.

The results of this research data processing indicate that product quality, electronic word of mouth, and influencers have a positive influence on purchase intention. In addition, this study also shows that buying interest has a positive influence on purchasing decisions.

Keywords: Product Quality, Electronic Word of Mouth, Influencers, Purchase Intention, Purchase Decision

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