

ABSTRACT

This study aims to analyze the effect of electronic word of mouth communication, brand image, and brand trust on Avoskin skincare purchasing decisions in Semarang, as well as to determine the most influential variabels on Avoskin skincare consumer purchasing decisions.

The population in this study were Avoskin skincare consumers in Semarang. Data was obtained through a questionnaire from a sample of 130 people using a non-profitability approach, purposive sampling. Then, the data was processed and analyzed using the SPSS version 25 program.

The results showed that electronic word of mouth communication, brand image, and brand trust had a significant positive effect on purchasing decisions for Avoskin consumers in Semarang.

Keywords: Electronic word of mouth communication, Brand Image, Brand Trust, Purchasing Decision Making.

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