

The Influence of Brand Image, Product Innovation, and Electronic Word of Mouth on Purchasing Decisions

(Case Study on Sari Ayu Cosmetics in Jabodetabek)

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ABSTRACT

This research is quantitative research which aims to determine the influence of Brand Image, Product Innovation, and Electronic Word of Mouth on Purchasing Decisions. This research uses primary data with a population of consumers aged at least 17 years who live in Jabodetabek and have purchased or used Sari Ayu cosmetic products. The observation data for this research amounted to 104 respondents. The data analysis method was carried out using Structural Equation Modeling (SEM), which is usually called partial least squares (PLS) as a data analysis method using Smart PLS 3.2.9. The results of hypothesis testing show that (1) Brand Image has a significant effect on Purchasing Decisions, (2) Product Innovation has a significant effect on Purchasing Decisions, (3) Electronic Word of Mouth has no effect and is not significant on Purchasing Decisions.

Keywords: Purchase Decision, Brand Image, Product Innovation, Electronic Word of Mouth

**Pengaruh *Brand Image*, Inovasi Produk, dan *Electronic Word of Mouth*
Terhadap Keputusan Pembelian
(Studi Kasus Pada Produk Kosmetik Sari Ayu di Jabodetabek)**

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ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *Brand Image*, Inovasi Produk, Dan *Electronic Word of Mouth* terhadap Keputusan Pembelian. Penelitian ini menggunakan data primer dengan populasinya yaitu konsumen berusia minimal 17 tahun yang berdomisili di Jabodetabek dan pernah membeli atau menggunakan produk kosmetik Sari Ayu. Data observasi penelitian ini berjumlah 104 responden Metode analisis data dilaksanakan dengan memakai *Structural Equation Modeling (SEM)*, yang biasa disebut dengan *partial least squares (PLS)* sebagai metode analisis data memakai Smart PLS 3.2.9. Hasil pada pengujian hipotesis menunjukkan bahwa (1) *Brand Image* berpengaruh signifikan terhadap Keputusan Pembelian, (2) Inovasi Produk berpengaruh signifikan terhadap Keputusan Pembelian, (3) *Electronic Word of Mouth* tidak berpengaruh dan tidak signifikan terhadap Keputusan Pembelian.

Kata Kunci : Keputusan Pembelian, *Brand Image*, Inovasi Produk, *Electronic Word of Mouth*