

***The Influence of Brand Image, Electronic Word of Mouth, and Product Quality
on Purchase Decisions of Tuku Coffee***

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Abstract

This research aims to investigate the impact of brand image, electronic word of mouth (E-WOM), and product quality on consumer purchasing decisions at Kopi Tuku. The study utilizes primary data and employs a quantitative approach, targeting the consumer population of Kopi Tuku. A purposive sampling method was implemented, yielding a total of 100 respondents. Data analysis was conducted using SmartPLS 4.0 to evaluate the relationships among variables. The results reveal that brand image does not significantly influence purchasing decisions, whereas electronic word of mouth and product quality have a significant positive effect on purchasing decisions.

Keywords: Brand Image, Electronic word of mouth, product quality, purchasing decision

**Pengaruh Citra Merek, Electronic Word of Mouth, dan Kualitas produk
terhadap Keputusan pembelian Kopi Tuku**

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh citra merek, electronic word of mouth (E-WOM), dan kualitas produk terhadap keputusan pembelian konsumen di Kopi Tuku. Penelitian ini menggunakan data primer dengan pendekatan kuantitatif, yang menasar populasi konsumen Kopi Tuku. Metode purposive sampling diterapkan, menghasilkan total 100 responden. Analisis data dilakukan menggunakan SmartPLS 4.0 untuk mengevaluasi hubungan antar variabel. Hasil penelitian menunjukkan bahwa citra merek tidak memiliki pengaruh signifikan terhadap keputusan pembelian, sedangkan electronic word of mouth dan kualitas produk memiliki pengaruh positif yang signifikan terhadap keputusan pembelian.

Kata kunci: Citra merek, electronic word of mouth, kualitas produk, keputusan pembelian