

ANTECEDENTS OF LOCAL PERSONAL CARE PRODUCT PURCHASE DECISION IN THE DIGITAL ERA

By Maheswari Cahyarani Widyadana

ABSTRACT

The vast potential of the personal care product market in the digital era has intensified competition in this sector. Businesses are encouraged to give due consideration on marketing, particularly to purchasing behavior and the factors influencing it, such as brand ambassadors, electronic word of mouth (E-WOM), and brand image. Using the SmartPLS 4.0 application, the entire research was carried out by processing data with the SEM-PLS (Structural Equation Modeling – Partial Least Square) method. The purpose of this research is to analyze the effects of brand ambassadors and E-WOM on purchasing decisions, both directly and indirectly through brand image, in the context of local personal care products produced by Wardah Beauty. The research findings indicate: (1) Brand ambassadors influence purchasing decisions for local personal care items produced by Wardah Beauty; (2) E-WOM influences purchasing decisions for local personal care items produced by Wardah Beauty; (3) Brand ambassadors influence purchasing decisions through the brand image of local personal care items produced by Wardah Beauty; and (4) E-WOM influences purchasing decisions through the brand image of local personal care items produced by Wardah Beauty.

Keywords: purchasing decisions, brand image, brand ambassadors, E-WOM.

**ANTESEDEN KEPUTUSAN PEMBELIAN
PRODUK PERAWATAN DIRI LOKAL PADA ERA DIGITAL**

Oleh Maheswari Cahyarani Widyadana

ABSTRAK

Besarnya potensi pasar produk perawatan diri di era digital meningkatkan persaingan pada sektor tersebut dan perusahaan perlu memerhatikan pemasaran secara khususnya pada perilaku pembelian dan faktor-faktor yang dapat memengaruhinya, seperti duta merek, *electronic word of mouth* atau E-WOM, serta citra merek. Dengan menggunakan program aplikasi SmartPLS 4.0, penelitian dilaksanakan melalui pengolahan data dengan metode SEM-PLS (*Structural Equation Modeling – Partial Least Square*). Temuan penelitian mengindikasikan: (1) Duta merek berpengaruh terhadap keputusan pembelian produk perawatan diri lokal Wardah Beauty; (2) E-WOM berpengaruh terhadap keputusan pembelian produk perawatan diri lokal Wardah Beauty; (3) Duta merek berpengaruh terhadap keputusan pembelian melalui citra merek produk perawatan diri lokal Wardah Beauty; serta (4) E-WOM berpengaruh terhadap keputusan pembelian melalui citra merek produk perawatan diri lokal Wardah Beauty.

Kata kunci: keputusan pembelian, citra merek, duta merek, E-WOM.