

## ABSTRACT

The study was used to determine and analyze electronic word of mouth, brand image, purchase decision at Nature Republic Aloe Vera 92% Soothing Gel, to know and analyze the effect of electronic word of mouth on the purchase decision of Nature Republic Aloe Vera 92% Soothing Gel, to know and analyze the magnitude of the influence of the brand image on the decision to purchase Nature Republic Aloe Vera 92% Soothing Gel, and find out and analyze the magnitude of the influence of electronic word of mouth and brand image on the purchase decision of Nature Republic Aloe Vera 92% Soothing Gel.

This research was conducted using quantitative methods and descriptive studies through questionnaire media from the consumer population of Nature Republic Aloe Vera 92% Soothing Gel with a sample of 100 respondents, using the Likert measurement scale equipped with various data collection techniques. this research uses validity test and reliability test with the method used is multiple linear regression.

Based on the research that has been done, the percentage of the influence of electronic word of mouth is 78.88% which falls into the good category, the percentage of the influence of brand image is 77.55% in the good category, the percentage of purchasing decisions is 75.31% so that it falls into the good category. electronic word of mouth and brand image have an effect on purchasing decisions with the value of each variable influence is electronic word of mouth by 0.382 from 2,286 brand image. Electronic word of mouth partially has a significant effect on purchasing decisions with a tcount of 3.729 and a brand image partially has a significant effect on purchasing decisions with a tcount of 10.165. Electronic word of mouth and brand image influence purchasing decisions of 71.8% and 28.2% are influenced by other variables not examined.

**Keywords:** Electronic Word Of Mouth, Brand Image, Purchasing Decision, Multiple Linear Regression