ABSTRACT

The presence of the internet makes it easy for users to do activities, such as one of them for business people with e-commerce. Shopee is an e-commerce that offers various product categories and one of them is beauty products. Somethinc skincare is a beauty product that still has shortcomings in several aspects, making Somethinc unable to superior in the competition. This research is to find out how much influence the brand image and electronic word of mouth variables have on the purchase decision of Somethinc skincare products in Shopee e-commerce. The type of research used in the study was descriptive and causal associative research using quantitative methods. The sampling of 100 respondents used a non-probability sampling technique with a purposive sampling method. The data were analyzed by descriptive analysis and multiple linear regression analysis using IBM SPSS Version 25 software. Based on the results of the descriptive analysis, the overall brand image variable of 84.7% is in the very good category. The overall electronic word of mouth variable of 83.7% is in the good category. As well as the overall purchasing decision variable of 89.4% is in the excellent category. The results of multiple linear regression analysis on the influence of brand image and electronic word of mouth on purchasing decisions by 31.4% and the rest were influenced by other variables that were not studied in this study.

Keywords: *Brand Image, Electronic Word of Mouth, Purchase Decision.*