

ABSTRACT

This research was conducted to find out how much influence electronic word of mouth (e-wom), brand image and brand trust have on purchasing decisions for Wardah powder in Indonesia. Where in this study aims to determine the effect of each variable electronic word of mouth (e-wom), brand image and brand trust and the influence of electronic word of mouth (e-wom), brand image, brand trust variables on purchasing decisions.

This study uses a quantitative method with a descriptive research type and uses a Likert scale as a measurement. The sampling was carried out using the side non-probability method with the Bernoulli formula with the desired accuracy level (e) of $\pm 5\%$ with a level of confidence of 95%. and produce 385 respondents. The analysis technique used in this study is descriptive and multiple linear regression analysis processed using SPSS.

Based on the results of the descriptive analysis, the results of the respondents' responses showed that electronic word of mouth on Wardah powder was going well, the brand image of Wardah powder was good, there was consumer trust in Wardah powder products and there were purchasing decisions that had gone well for Wardah powder products.

So that in this study it can be concluded that electronic word of mouth on Wardah powder is going well, the brand image of Wardah powder is good, there is consumer trust in Wardah powder products, there is a purchasing decision that has gone well on Wardah powder products, there is an influence significantly between electronic word of mouth on purchasing decisions of Wardah powder products, there is a significant influence between brand image on purchasing decisions of Wardah powder products.

Keywords: *electronic word of mouth (e-wom), brand image, brand trust and purchasing decisions.*