

ABSTRACT

The beauty industry is currently a promising thing considering the enthusiasts are very busy. Indonesia is a developing country that has a role in the beauty industry as much as 51%. MS Glow is one of the local products that produces cosmetic and skin care products whose quality cannot be underestimated from imported products, some of which earn income selling their products through social media. With the increasing popularity of MS Glow products in the community behind this, there are many sales of fake MS Glow products made from mercury and other harmful substances.

The purpose of this study is to find out how much or whether there is an influence of Electronic Word of Mouth and Product Quality on Purchasing Decisions Mediated by Brand Image (Case Study of MS Glow Products for Telkom University Students).

Using a sample of 200 respondents based on the minimum standard of 155 respondents from the Inverse Square Root Method. With a population of active students at Telkom University who have participated in this study and using Structural Equation Model (SEM) data analysis techniques assisted by SmartPLS software.

The results of this study indicate that the variables of Electronic Word of Mouth and product quality, mediated by brand image, have positive and significant results on purchasing decisions for MS Glow products among Telkom University students.

Based on the results of this study, it is hoped that striving for things that can strengthen brand image and purchasing decisions is expected to be able to generate desire and attract consumers in making purchasing decisions. Because this has a close relationship and has an influence on the business of the MS Glow company and it is hoped that further research can use dependent variables that are different from this study, such as using the variable Repurchase Intention or buy interest.

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