

ABSTRACT

The WOM model represents independent communication about products among individuals, beyond the company's influence. In today's technological era, such as the internet and social media, WOM is easily and widely disseminated, enabling consumers to quickly access product information. Beauty product like Ms Glow also leverages this trend to introduce and expand product information to consumers. Ms Glow is a local skincare product for facial and body care, founded in 2013 by Shendy Purnamasari and Maharani Kemala. This study analyzes the influence of Electronic Word of Mouth (E-WOM) on the purchasing decisions of Ms Glow products. Through validity and reliability tests, E-WOM demonstrates significant validity in shaping consumer perceptions and attitudes towards the product. Descriptive analysis results indicate that the intensity, attitude, and content of E-WOM have a positive impact on shaping consumer perceptions. Regression analysis confirms a significant relationship between E-WOM and purchasing decisions, with an R² value of approximately 0.866. These findings underscore the role of E-WOM in shaping positive consumer perceptions and enhancing the purchase decisions of Ms Glow products. Recommendations are provided to harness positive E-WOM, create informative content, engage actively with customers, and educate consumers to maximize the positive impact of E-WOM in marketing strategies.

Keywords: *Startup, Business Model Canvas, SWOT Analysis*