

ABSTRACT

Indonesia has many internet users worldwide, reaching 276.4 million people. Technological advancements have created opportunities for business people to utilize e-commerce in online buying and selling transactions. Shopee is one of the most popular e-commerce in Indonesia. At this time, the beauty industry is experiencing promising developments for business people in the beauty industry. One of the best-selling skincare brands in e-commerce is Skintific, with its flagship product, Skintific 5X Ceramide Barrier Repair Moisturizer Gel.

This study aims to determine how much influence factors such as electronic word of mouth and product quality have on purchase intention with the brand image as a mediator through Shopee e-commerce for Skintific moisturizer products in Bandung. The method used is the quantitative method. The population in this study amounted to 150 samples using non-probability sampling with a purposive sampling technique—data collection using a questionnaire distributed via Google Forms. The data analysis technique used is SEM-PLS with SmartPLS 3.0 software.

Based on the research results, electronic word of mouth has a significant effect on purchase intention, product quality has a significant effect on purchase intention, brand image has a significant effect on purchase intention, electronic word of mouth has a significant effect on brand image, product quality has a significant effect on brand image, electronic word of mouth has a significant effect on purchase intention through brand image, and product quality has a significant effect on purchase intention through brand image.

Suggestions can be given to Skintific to pay attention to reviews/reviews from consumers so that they could improve the quality of Skintific moisturizer products. Electronic word of mouth and product quality factors could provide a positive brand image and purchase intention for Skintific moisturizer products. By paying attention to the suggestions above, Skintific can continue to improve its marketing strategy on Shopee and take advantage of electronic word of mouth, product quality, and brand image to increase purchase intention on Skintific moisturizer products.

Keywords: *Electronic Word of Mouth (E-WOM), Product Quality, Brand Image, Purchase Intention*