

ABSTRACT

Choosing a product today tends to be very critical. Until finally to make a decision to make a purchase of the product. On the other hand, consumers are given the ease in choosing products that suit the tastes of certain economic capabilities. More and more competitiveness and increasingly intense competition companies should be able to win the market by building and improving the Brand Image of the products marketed. In consideration of marketing determination, the company can pay attention to Electronic Word of Mouth as one of the strategies that can be applied. Because purchasing decisions are important for the company to pay attention to.

This study to find out (1) the influence of Brand Image on purchasing decisions (2) the influence of Electronic Word of Mouth on purchasing decisions (3) the influence of Brand Image and Electronic Word of Mouth together on purchasing decisions

Sampling techniques using purposive sampling with primary data in the form of questionnaires made for the generation of Samsung Brand smartphone users. The population in this study is people domiciled in South Tangerang with the characteristic age of respondents 21-40 years and above, and the number of respondents as many as 110 people. By using SPSS *vers* 28. The data analysis methods used are data quality tests, classic assumptions, hypotheses, T-tests and multiple regression tests.

Based on the results of the study, it is known that brand image (X1) and electronic word of mouth (X2) have a positive and significant influence on purchasing decisions (Y) on the Samsung smartphone brand both simultaneously and partially. The Brand Image variable has a Tcount of 8,217 (positive value). Where Tcount > Ttable (8.217 > 1.982) and the significance level has a value of 0.001 <0.05. And the Electronic Word of Mouth variable has a Tcount of 5.819 (positive value). Where Tcount > Ttable (5.819 > 1.982) and the significance level has a value of 0.001 <0.05. Brand image and electronic word of mouth variables have a value for r square of 66%. While the remaining 34% is influenced by other variables not examined in this study.

Keywords: Brand Image, Electronic Word Of Mouth, And Purchase Decision.