

ABSTRACT

There has been a significant increase in the skincare and cosmetic industry sector in Indonesia, with many local brands trying to meet the market's needs for skincare products. Dear Me Beauty experienced a downward trend in sales during 2022, indicating a decline in purchasing decisions. Both positive and negative reviews about Dear Me Beauty products can influence consumers' perceptions in making purchasing decisions. Additionally, Dear Me Beauty must confront the challenge of maintaining a positive brand image and dealing with the impact of negative reviews and consumer criticisms. This study aims to determine the extent of the influence of electronic word of mouth and brand image on the purchasing decisions of Dear Me Beauty. The method used in this research is a survey method with a descriptive-verification research type. The population in this study is the community of Bandung City who have made purchases of Dear Me Beauty products, with an unknown total number. The sample size in this study is 100 respondents, taken using non-probability sampling technique with an purposive sampling method. Data analysis techniques include multiple linear regression analysis, coefficient of determination, multiple correlation coefficient, as well as simultaneous and partial hypothesis testing. The research results indicate that there is a positive and significant relationship between electronic word of mouth and brand image towards the purchasing decisions of Dear Me Beauty. Brand image has a greater influence on purchasing decisions compared to electronic word of mouth.

Keywords: Electronic Word Of Mouth, Brand Image, Purchasing Decisions