

ABSTRACT

Along with the rapid development of technology, information is very easy to obtain, especially in terms of skin care. Many companies continue to compete with existing facilities on social media, namely building various sources of information related to beauty products. Information about the product has been spread everywhere so it is faster and easier to obtain.

The growing technology has brought quite a lot of changes, one of which is making the exchange of information faster. Therefore, social media is one of many platforms that can be used for business people as an opportunity to introduce products to potential consumers, because it can be reached or accessed directly by many people through smartphone that exist today

This study aims to determine the effect of Electronic Word of Mouth and Social Media Marketing on Avoskin Beauty Purchase Decision by using quantitative causal descriptive method.

This research was conducted by distributing online questionnaires using google form to 400 Avoskin users. The sampling technique used in this study was non-probability sampling with purposive sampling. The data analysis technique was processed using SPSS 25 software with Multiple Linear Regression method.

Based on the results of this study, in descriptive analysis, electronic word of mouth, social media marketing and purchasing decisions are in the good category. In addition, based on the results of multiple linear regression analysis, electronic word of mouth has a positive and significant effect on purchasing decisions partially, social media marketing has a positive and significant effect on purchasing decisions partially, and electronic word of mouth and social media marketing have a positive and significant effect on purchasing decisions significantly to the purchase decision simultaneously.

Keywords: Electronic Word of Mouth, Social Media Marketing, Purchase Decision