

ABSTRACT

In the continuously evolving digital era, the use of the internet has played a significant role in the introduction, selection, and utilization of cosmetic products. Cosmetics have become an integral part of everyday life, regarded as elements that enhance appearance and instill confidence. The need for cosmetic use is not only related to aesthetic aspects but also reflects a motivation for self-care and attention to skin health.

This research employs a quantitative method. The sampling was conducted using non-probability sampling with a total of 100 respondents. The objective of this study is to determine the influence of electronic word of mouth and product quality on purchase intention. Data analysis techniques include descriptive analysis and multiple linear regression analysis processed using SPSS Ver. 26 software.

The results of the study indicate that the descriptive analysis of electronic word of mouth (X1) and product quality (X2) variables reveals positive responses from respondents falling into the good category. The multiple linear regression analysis results show that both electronic word of mouth and product quality variables have a positive influence on the purchase intention variable of Luxcrime products among students in Bandung. It was found that the electronic word of mouth and product quality variables collectively influence purchase intention by 34.1%, while the remaining 65.9% is explained by other variables not included in this research model.

Key Words : *Electronic word of mouth, Quality of product, Purchase intention*