

ABSTRACT

This study focuses on consumers who have purchased moisturizers under the Citra brand, which is a well-known brand in Indonesia that sells a range of skincare products, including moisturizers. The goal of gathering data from these consumers is to get a clear picture of their experiences and opinions of Citra's products. Additionally, the study intends to examine the impact of electronic word-of-mouth and product quality on consumers' decisions to buy Citra's moisturizers. This goal is motivated by the need to comprehend the variable that affect consumers when selecting and buying moisturizers.

To ensure objective and measurable results, the research uses a quantitative approach. Data collection was carried out using questionnaires that were given to 97 users of Citra's moisturizers. The purpose of the questionnaires was to learn about consumers' experiences with electronic word-of-mouth and their perceptions of the quality of the product. The information gathered was then analyzed using multiple linear regression methods to determine and measure the relationship between the variable of electronic word-of-mouth and product quality on purchase decisions.

The results of the study indicate that both product quality and electronic word of mouth have a significant influence on purchase decisions. High product quality has been proven to increase consumer trust and satisfaction, which in turn drives more positive purchase decisions. Consumers who are satisfied with product quality are likely to continue buying and using the product. Additionally, positive electronic word of mouth, such as recommendations from friends or favorable online reviews, has also been shown to expand the reach of information and recommendations from other consumers, thereby strengthening purchase decisions. These research findings provide valuable input for companies to enhance marketing strategies and product quality, and offer insights for academics and business practitioners regarding the factors influencing consumer purchase decisions.

Keywords: Citra, Electronic Word of Mouth, Moisturizer, Product Quality, Purchase Decision.