

**PENGARUH KUALITAS PRODUK, *ELECTRONIC WORD OF MOUTH* (E-WOM), DAN
SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK
SKINCARE THE ORIGINOTE DENGAN *BRAND IMAGE* SEBAGAI VARIABEL
MEDIASI**

(Survei Pada Konsumen Produk Skincare The Originote di Yogyakarta)

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ABSTRAK

This study aims to understand, know, obtain empirical data, and analyze how much influence product quality (X1), Electronic word of mouth (X2) and Social media marketing (X3) have on Purchase Decision (Y) with Brand image (Z) as mediating variabel. The type of research conducted in this study used a survey by collecting information using a questionnaire. The approach used in this research is quantitative. The sample in this study were consumers of The Originote skincare products who made purchases for 6 months as many as 100 respondents. The data analysis technique in this study uses Partial Least Square (PLS). The results of the study found that product quality, Electronic word of mouth, Social media marketing, had a positive and significant effect on the brand image of The Originote skincare products in the Yogyakarta. Product quality, Electronic word of mouth, Social media marketing and Brand image have a positive and significant impact on purchasing decisions for The Originote skincare products in the Yogyakarta. Product quality, Electronic word of mouth and Social media marketing have a positive and significant effect on purchasing decisions through the brand image of The Originote skincare products in the Yogyakarta.