

**PENGARUH *ELECTRONIC WORD OF MOUTH (E-WOM)* DAN *PRODUCT QUALITY* TERHADAP *PURCHASE DECISION* DENGAN *BRAND IMAGE* SEBAGAI VARIABEL MEDIASI**

**(Survei Pada Konsumen Produk Avoskin di Daerah Istimewa Yogyakarta)**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *Electronic Word of Mouth (E-WOM)* dan *product quality* terhadap *purchase decision* dengan *brand image* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan pengambilan data menggunakan metode kuesioner. Populasi dalam penelitian ini merupakan seluruh konsumen Produk Avoskin di Daerah Istimewa Yogyakarta dengan pengambilan sampel sebanyak 100 responden. Data yang diperoleh merupakan data primer yang berasal dari jawaban responden sebanyak 100 konsumen Produk Avoskin di Daerah Istimewa Yogyakarta dengan menggunakan teknik *purposive sampling*. Pengumpulan data dalam penelitian ini dihitung menggunakan skala *likert* kemudian di olah dan dianalisis menggunakan PLS pada *software SmartPLS 4.1*. Hasil penelitian menunjukkan bahwa : 1) *Electronic Word of Mouth (E-WOM)* berpengaruh secara positif dan signifikan terhadap *purchase decision*, 2) *Product quality* berpengaruh secara positif dan signifikan terhadap *purchase decision*, 3) *Brand image* berpengaruh secara positif dan signifikan terhadap *purchase decision*, 4) *Electronic Word of Mouth (E-WOM)* berpengaruh secara positif dan signifikan terhadap *brand image*, 5) *Product quality* berpengaruh secara positif dan signifikan terhadap *brand image*, 6) *Electronic Word of Mouth (E-WOM)* berpengaruh secara positif dan signifikan terhadap *purchase decision* dimediasi oleh *brand image*, 7) *Product quality* berpengaruh secara positif dan signifikan terhadap *purchase decision* dimediasi oleh *brand image*.

**Kata Kunci** : *Electronic Word of Mouth (E-WOM)*, *Product Quality*, *Brand Image*, *Purchase Decision*.

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND  
PRODUCT QUALITY ON PURCHASE DECISIONS WITH BRAND  
IMAGE AS A MEDIATING VARIABLE**  
**(Survey on Avoskin Product Consumers in the Special Region of Yogyakarta)**

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**ABSTRACT**

*This study aims to examine the effect of Electronic Word of Mouth (E-WOM) and product quality on purchase decisions with brand image as a mediating variable. This study uses a quantitative approach with data collection using a questionnaire method. The population in this study were all consumers of Avoskin Products in the Special Region of Yogyakarta with a sampling of 100 respondents. The data obtained is primary data derived from respondents' answers as many as 100 consumers of Avoskin Products in the Special Region of Yogyakarta using purposive sampling technique. Data collection in this study was calculated using a Likert scale and then processed and analyzed using PLS on SmartPLS 4.1 software. The results showed that: 1) Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions, 2) Product quality has a positive and significant effect on purchase decisions, 3) Brand image has a positive and significant effect on purchase decision, 4) Electronic Word of Mouth (E-WOM) has a positive and significant effect on brand image, 5) Product quality has a positive and significant effect on brand image, 6) Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions mediated by brand image, 7) Product quality has a positive and significant effect on purchase decisions mediated by brand image.*

**Keyword :** *Electronic Word of Mouth (E-WOM), Product Quality, Brand Image, Purchase Decision.*