

**ANALISIS PENGARUH CITRA MEREK, *INFLUENCER MARKETING*,  
DAN *E-WOM* TERHADAP KEPUTUSAN PEMBELIAN PRODUK  
*SKINCARE* AVOSKIN**

**(Survei pada Konsumen Avoskin di Sleman)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui secara bersama-sama dan secara parsial dari pengaruh dari variabel citra merek, *influencer marketing*, dan *electronic word of mouth* terhadap keputusan pembelian produk *skincare* Avoskin di Sleman, Yogyakarta. Penelitian ini dilakukan dengan cara menyebarkan *Google Form* terhadap konsumen produk *skincare* Avoskin yang berdomisili di Sleman, Yogyakarta. Pemilihan sampel menggunakan teknik *purposive* sampling dari kriteria yang ditentukan sebanyak 110 responden. Alat analisis yang digunakan adalah SPSS 25. Hasil penelitian ini menunjukkan bahwa secara bersama-sama variabel citra merek, *influencer marketing*, dan *electronic word of mouth* memiliki pengaruh positif terhadap keputusan pembelian produk *skincare* Avoskin di Sleman. Secara parsial variabel citra merek, *influencer marketing*, dan *electronic word of mouth* memiliki pengaruh positif terhadap keputusan pembelian produk *skincare* Avoskin di Sleman.

Kata kunci: Citra Merek, *Influencer marketing*, *Electronic Word of Mouth (e-WoM)*

**ANALYSIS THE IMPACT OF BRAND IMAGE, INFLUENCER  
MARKETING, AND E-WOM REGARDING THE DECISION TO  
PURCHASE AVOSKIN SKINCARE PRODUCTS**

**(Survey to Avoskin Consumers In Sleman)**

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**ABSTRACT**

This research aims to determine jointly and partially the influence of brand image, influencer marketing, and electronic word of mouth variables on purchasing decisions for Avoskin skincare products in Sleman, Yogyakarta. This research was conducted by distributing a Google Form to consumers of Avoskin skincare products who live in Sleman, Yogyakarta. Sample selection used a purposive sampling technique from specified criteria of 110 respondents. The analytical tool used is SPSS 25. The results of this research show that together the variables of brand image, influencer marketing, and electronic word of mouth have a positive influence on purchasing decisions for Avoskin skincare products in Sleman. Partially, the variables of brand image, influencer marketing, and electronic word of mouth have a positive influence on purchasing decisions for Avoskin skincare products in Sleman.

Keyword: Brand Image, Influencer marketing, Electronic Word of Mouth (e-WoM)