

ABSTRAK

Penelitian ini bertujuan mengkaji dan menganalisis peran *electronic word of mouth* (E-WOM) memediasi pengaruh kualitas produk terhadap keputusan pembelian *skincare* azarine. Dengan menggunakan metode kuantitatif, teknik pengambilan data yang digunakan melalui kuisioner. Pengujian hipotesis dilakukan dengan menggunakan teknik Structural Equation Model (SEM) dengan program SmartPLS 4.1.0.0. Hasil penelitian menunjukkan bahwa : 1) kualitas produk berpengaruh secara positif dan signifikan terhadap keputusan pembelian, 2) kualitas produk berpengaruh secara positif dan signifikan terhadap E-WOM, 3) E-WOM berpengaruh secara positif dan signifikan terhadap keputusan pembelian, 4) kualitas produk terhadap keputusan pembelian melalui E-WOM berpengaruh positif dan signifikan.

Kata Kunci : Kualitas Produk, E-WOM, Keputusan Pembelian

ABSTRACT

The study aims to examine and analyze the role of electronic word of mouth (E-WOM) in mediating the influence of product quality on purchasing decisions for azarine skincare. By using quantitative methods, data collection technique used through questionnaires. Hypothesis testing was carried out using the Structural Equation Model (SEM) technique with the SmartPLS 4.1.0.0 program. The results showed that: 1) product quality has a positive and significant effect on purchasing decisions, 2) product quality has a positive and significant effect on E-WOM, 3) E-WOM has a positive and significant effect on purchasing decisions, 4) product quality on purchasing decisions through E-WOM has a positive and significant effect.

Keywords : *Product Quality, E-WOM, Purchasing Decisions*