

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh positif *Country of Origin* dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Produk Skintific Di Kota Jambi dengan *Brand Image* sebagai Variabel *Intervening*. Populasi pada penelitian ini adalah masyarakat Kota Jambi. Dengan jumlah sampel 96 responden. Teknik pengambilan sampel menggunakan *non-probability sampling* khususnya menerapkan *purposive sampling*. Alat analisis yang digunakan pada penelitian ini yaitu *Partial Least Square* dengan menggunakan SmartPLS 4.0. Hasil penelitian ini yaitu *Country of Origin* dan *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Brand Image* pada produk Skintific. *Brand Image* berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific. *Country of Origin* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific. *Electronic Word of Mouth* tidak berpengaruh positif dan signifikan terhadap keputusan pembelian pada produk Skintific. Dan *Brand image* berperan signifikan dan terbukti mampu memediasi *Country of Origin* dan *Electronic Word of Mouth* terhadap keputusan pembelian produk Skintific.

Kata kunci: *Country of Origin*, *Electronic Word of Mouth*, *Brand Image*, Keputusan Pembelian, Skintific

ABSTARCT

This study aims to determine the positive effect of Country of Origin and Electronic Word of Mouth on Purchasing Decisions for Skintific Products in Jambi City with Brand Image as an Intervening Variable. The population in this study were the people of Jambi City. With a sample size of 96 respondents. The sampling technique uses non-probability sampling, especially applying purposive sampling. The analytical tool used in this research is Partial Least Square using SmartPLS 4.0. The results of this study are Country of Origin has a positive and significant effect on Brand Image on Skintific products. Electronic Word of Mouth has a positive and significant effect on Brand Image on Skintific products. Brand Image has a positive and significant effect on purchasing decisions on Skintific products. Country of Origin has no positive and significant effect on purchasing decisions on Skintific products. Electronic Word of Mouth has no positive and significant effect on purchasing decisions on Skintific products. And Brand image plays a significant role and is proven to be able to mediate Country of Origin and Electronic Word of Mouth on purchasing decisions for Skintific products.

Keywords: Country of Origin, Electronic Word of Mouth, Brand Image, Purchase Decision, Skintific