

THE INFLUENCE OF *ELECTRONIC WORD OF MOUTH* AND *BRAND IMAGE* ON CONSUMER PURCHASE DECISIONS FOR COSMETICS WARDAH AT AMELIA OLSHOP IN DISTRICT CIPONDOH CITY TANGERANG

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ABSTRACT

This research aims to investigate The Influence of Electronic Word of Mouth and Brand Image on Consumer Purchase Decisions of Wardah Cosmetics at Amelia Olshop in Cipondoh District, Tangerang City, both partially and simultaneously. The type of research method used is associative with a quantitative approach. The population for this study consists of Wardah cosmetics buyers at Amelia Olshop. The sample was determined using Slovin's formula, resulting in 98 respondents. Data collection was conducted through questionnaires, and data analysis techniques included validity tests, reliability tests, classical assumption tests, linear regression tests, correlation coefficient tests, coefficient of determination tests, partial t-tests, and simultaneous F-tests, utilizing SPSS Version 26. The results showed that Electronic Word of Mouth (X1) had a t-value of 2.546 > t-table value of 1.660 with a significance value of 0.012 < 0.05; therefore, H1 is accepted. This concludes that Electronic Word of Mouth has a significant positive effect on purchasing decisions (accepted). Brand image (X2) had a t-value of 7.267 > t-table value of 1.660 with a significance value of 0.000 < 0.05; thus, H2 is accepted. This concludes that Brand image also has a significant positive effect on purchasing decisions (accepted). The F-test result shows that the calculated F-value of 48.481 > F-table value of 4.74, with a significance probability of 0.000 < 0.05, which means H1 is accepted. It can be stated that both Electronic Word of Mouth and Brand image simultaneously influence purchasing decisions.

Keywords: *Electronic Word of Mouth; Brand image; Purchasing Decision*

INTRODUCTION

Currently, various beauty products, both domestically and internationally produced, are starting to adorn the Indonesian market, causing companies to compete with each other to seize the market share of the industry. Ministry of Industry in 2016-2020 in Siswanti (2020:1) "Sale cosmetics in Indonesia experience improvement sale with average reach 5.56% every the year". Matter This Because moment This, Cosmetics are a vital component for women who pay attention to their appearance. their appearance. Cosmetics have become a very crucial element in the industry. beauty, specifically for Woman Which notice appearance they. Not only for aesthetic purposes, cosmetics are also often associated with professionalism, where workers are required to appear attractive.

Increased interest public to cosmetics play a role important in development industry cosmetics currently in Indonesia. According to Haasiani (2022), In January 2022, sales of cosmetic products managed to record revenue of IDR 34.3 billion, and in the following two months, the figure increased by 39%. Until March 2022, total revenue from sales of facial cosmetics reached IDR 129.1 billion.

The phenomenon of increasing cosmetic sales in the Cipondoh area is also visible clear, including in Shop Amelia Online shop. Shop Amelia Online shop is Wrong One shop Which sell product cosmetics Which is at in subdistrict Cipondoh, City Tangerang. Shop Amelia Online shop provide a number of brand cosmetics one of which is Wardah including foundation, powder, lipstick, and other products maintenance skin.

However, although There is improvement sale Which significant in a way In general, Amelia's Store experiences different fluctuations, where some products cosmetics actually showed a decline in sales. This shows that there is differences in consumer trends in the store compared to market conditions in a way common in Cipondoh.

Table 1.1
Data Amount Consumer Shop Amelia Online shop 2023

Year	Amount Consumer
January	355
February	412
March	776
April	479
May	102
June	259
July	676
August	478
September	204
October	219
November	543
December	367
Amount	4,870

Source : Data sale Shop Amelia Online shop processed writer, 2024

From the table above, it can be seen that the highest number of consumers occurred in April, which was 776 people. Meanwhile, the lowest number of consumers occurred in June, with only 102 people. During the 12-month period, the total number of consumers recorded was 4,870 people.

Table 1.2
Sales Data Consumer Shop Amelia Online shop 2023

Month	Number of Consumers	Sale
January	355	Rp 22,194,955
February	412	Rp 25,758,652
March	776	Rp 48,516,296
April	479	Rp 29,947,559
May	102	Rp 6.377.142
Juni	259	Rp 16.192.939
Juli	676	Rp 42.264.196
Agustus	478	Rp 29.885.038
September	204	Rp 12.754.284
Oktober	219	Rp 13.692.099
November	543	Rp 33.948.903
Desember	367	Rp 22.945.207
Amount	4,870	Rp 304,477,270

Source : Data sale Shop Amelia Online shop processed writer, 2024

Based on Amelia Olshop consumer sales data in 2023, the highest sales occurred in March, with 776 consumers and total sales reaching IDR 48,516,296. Conversely, the lowest sales occurred in May, with only 102 consumers and total sales of IDR 6,377,142. Overall,

total sales for 12 months were IDR 304,477,270, with a total number of consumers of 4,870 people.

Table 1.3
Data Sale Shop Amelia Online shop 2019-2023

Year	Target	Realization	Percentage (%)
2019	Rp 320. 000. 000	Rp 318. 432. 500	99,51%
2020	Rp 340. 000. 000	Rp 315. 673. 450	92,84%
2021	Rp 370. 000. 000	Rp 310. 456. 780	83,90%
2022	Rp 400. 000. 000	Rp . 308,678,900	77 , 16 %
2023	Rp 4 2 0. 000. 000	Rp. 304. 477. 270	72.49 %

Source : Data sale Shop Amelia Online shop processed writer, 2024

Based on Amelia Olshop's sales data for 2019-2023, the highest realization occurred in 2019 with a sales value of Rp318,432,500, which reached 99.51% of the annual target. Conversely, the lowest realization occurred in 2023, which was Rp304,477,270 or only 72.49% of the target. Overall, the total sales realization for five years reached Rp1,557,718,900, or around 84.20% of the total sales target of Rp1,850,000,000. No year managed to achieve the sales target, although the closest achievement occurred in 2019 with an almost perfect percentage.

Literature Review

Management and Marketing

Management is the science and art of managing human resources and other resources to achieve predetermined goals effectively and efficiently (Hasibuan, 2018). Management consists of several main functions, namely planning, organizing, personnel arrangement, directing, and supervision (Hasibuan, 2016). In a business context, management is the basis for determining company strategies and policies, including in the marketing sector.

Marketing has an important role in connecting products with consumers. According to Kotler and Keller (2016), marketing is a series of activities aimed at creating, communicating, and distributing products or services to meet consumer needs and desires. One of the main concepts in marketing is the marketing mix (4P: Product, Price, Place, Promotion). In the digital era, marketing does not only rely on traditional strategies, but must also consider modern communication aspects, such as the use of social media and marketing strategies based on customer recommendations through Electronic Word of Mouth (e-WOM).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is a form of word-of-mouth communication that is carried out electronically, such as through customer reviews on social media, blogs, discussion forums, or e-commerce platforms (Lin & Chen, 2023). e-WOM has a significant impact on purchasing decisions because potential consumers tend to seek information from previous user experiences before making a purchasing decision.

According to Prihadini et al. (2023), there are three main elements in e-WOM that influence purchasing decisions, namely information quality (electronic word of mouth quality), quantity of reviews (electronic word of mouth quantity), and sender's expertise. Relevant and accurate information can increase consumer confidence in a product. On the other hand, negative reviews can reduce purchasing interest, even if the product is of good quality. Therefore, companies need to monitor and manage e-WOM so that the product image remains positive in the eyes of consumers.

Brand Image

Brand image is a perception formed in the minds of consumers about a brand based on the experiences, interactions and information they obtain (Schiffman & Kanuk, 2014). A strong brand image can increase customer trust and loyalty. According to Annisawati & Suarsa (2023), there are several main factors that form a brand image, namely brand superiority, brand strength, and brand uniqueness.

A positive brand image can attract consumers and increase product sales. In the cosmetics industry, brand image plays an important role in building customer loyalty, especially in a competitive market. For example, Wardah as one of the halal cosmetic brands in Indonesia has succeeded in building a positive image by highlighting halal aspects and ingredients that are safe for the skin. However, negative issues that develop on social media can have an impact on reducing consumer trust in a brand. Therefore, brand image management must be carried out strategically to maintain brand reputation in the market.

Buying decision

Purchasing decisions are the final stage in the purchasing process carried out by consumers after going through a series of considerations, starting from recognizing needs to post-purchase evaluation (Kotler, 2016). This process involves several factors that influence consumer decisions, such as product quality, price, promotion, and recommendations from others.

In the digital era, purchasing decisions are increasingly influenced by external factors such as e-WOM and brand image. Consumers tend to read reviews and compare brands before deciding to buy a product. Previous studies have shown that positive reviews and a strong brand image can increase consumers' likelihood of making a purchase, while negative reviews can decrease the level of trust and loyalty towards a product.

Research methods

a. Test Instrument Data

1) Test Validity

Validity used For know level to *Valid* an or validity instrument study. A instrument Which *Valid* or valid has high validity. On the other hand, the instrument is less *valid* means own Validity of the low, (Arikunto, 2017:135).

2) Uji Reliability

Test reliability is so far where results measurement with use the same object will produce the same data (Sugiyono, 2017:177). A instrument can it is said No Good If nature tendentious, direct Respondent to select certain answers.

b. Test Assumptions Classic

1) Test Normality

Ghozali's normality test (2021: 196) aims to determine whether independent variables and dependent variables are normally distributed or not normally distributed. To find out whether a distribution is normal or not, you can use a graph. histogram.

2) Test Multicollinearity

According to Ghazali (2018:82) "test multicollinearity aiming For test whether *Model* regression found existence correlation between variable free (*Independent*)". A good regression *model* should not have any correlation between Independent variables. If the independent variables are correlated with each other, then the variables these variables are not orthogonal.

3) Test Heteroscedasticity

Ghozali's (2021:197) heteroscedasticity test is a test of whether in a regression model there is inequality of variance of the residuals from one observation to observation other. If variance

from residual from one observation to observation Which other still so called homoscedasticity.

4) Test Autocorrelation

According to Ghazali (2018:111) "the autocorrelation test aims to test whether in model regression linear there is correlation between error the bullyon period (Now) with period t-1 (previous)".

c. Test Linear Regression

Sugiyono (2017:270) to put forward that analysis regression on basically is a set method study statistics Which often used to estimate the relationship between the dependent variable and one or more more Independent variables.

d. Test Coefficient Correlation

According to Sugiyono (2017:216) test coefficient correlation used Forto find out the strength of the relationship between the correlation of the two variables where the variables other Which considered influential controlled or made still (as variable control). The correlation that occurs between two variables can be a positive correlation, correlation negative, no There is correlation, or perfect correlation.

e. Test Coefficient Determination (R^2)

According to Ghazali (2018:97), the coefficient of determination test is used to see how big the level of influence of the independent variable is on the dependent variable dependent used coefficient determination. Coefficient determination is a measure to determine the suitability or accuracy between the estimated values or lines regression with data sample.

f. Test Hypothesis

Testing hypothesis intended For determine whether a hypothesis should accepted or rejected. According to Sugiyono (2017:213) A hypothesis is a temporary answer to the formulation of a research problem, by Because That formulation problem study usually arranged in form question sentence.

Results and Discussion

g. Instrument Validity Test

Table 4. 8
Results Test Validity Variables X1

Statement	r count	r table	Information
1	0.234	0.1671	Valid
2	0.505	0.1671	Valid
3	0.505	0.1671	Valid
4	0,640	0.1671	Valid
5	0,688	0.1671	Valid
6	0,476	0.1671	Valid
7	0,575	0.1671	Valid
8	0,459	0.1671	Valid
9	0,582	0.1671	Valid

Sumber: Data diolah, 2024

Based on data Which served in table in on, variable X1 shows that the calculated r value is greater than the table r value, which in context This is 0 ,1671 . Condition This to signify that all Items Whichthere is in questionnaire can stated valid.

Table 4.9
Results Test Validity Variables X2

Statement	r count	r table	Information
1	0.557	0.1671	Valid
2	0.584	0.1671	Valid
3	0.482	0.1671	Valid
4	0.666	0.1671	Valid
5	0,310	0.1671	Valid
6	0,499	0.1671	Valid
7	0,673	0.1671	Valid
8	0,518	0.1671	Valid
9	0,567	0.1671	Valid

Sumber: Data diolah, 2024

Based on information Which stated in table in on, variable X2 show that mark r count more big than mark r table, Which in matterthis is 0 .1671 .

Table 4.10
Results Test Validity Variables Y

Statement	r count	r table	Information
1	0.584	0.1671	Valid
2	0.390	0.1671	Valid
3	0.548	0.1671	Valid
4	0.450	0.1671	Valid
5	0.405	0.1671	Valid
6	0,419	0.1671	Valid
7	0,354	0.1671	Valid
8	0,617	0.1671	Valid
9	0,550	0.1671	Valid
10	0,302	0.1671	Valid
11	0,481	0.1671	Valid
12	0,548	0.1671	Valid
13	0,563	0.1671	Valid
14	0.547	0.1671	Valid
15	0.587	0.1671	Valid

Source: Data processed, 2024

Based on the data listed in the table above, the Y variable shows that the calculated r value exceeds the table r value, which in this case is 0.1671 . Thus, it can be concluded that all items in the questionnaire used for this variable have met the established validity standards.

h. Test Reliability Instrument

Reliability Statistics

Cronbach's	
Alpha	BY self
	Items
,739	10

Reliability Statistics

Cronbach's Alpha	BY self Items
,729	10

Reliability Statistics

Cronbach's Alpha	BY self Items
,726	16

Source: Data processed, 2023

Based on the test results shown in the table above, it can be concluded that all variable Which researched, that is X1, X2, And Y, has been proven to be reliable. This is supported by the fact that each variable has a Cronbach's alpha value that exceeds 0.60. This finding indicates that instrument Which used For measure variables the has high internal consistency, which means that the questionnaire is able to provide stable and reliable results. In other words, reliability Which measurable This ensure that tool gauge Which applied in This research is effective and reliable in producing accurate data, so that increase trust in research results that obtained.

i. **Test Assumptions Classic**

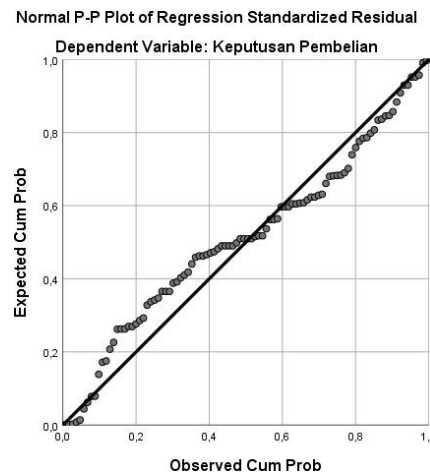
1) Normality Test

Table 4.12 Results Test Normality

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	-,0009556
	Std. Deviation	,09083318
Most Extreme Differences	Absolute	,055
	Positive	,050
	Negative	-,055
Test Statistic	,055	
Asymp. Sig. (2-tailed)	,200 ^{c,d}	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Sumber: Output SPSS 26

Based on information Which there is in table 4.12 in on, results analysis show that model Which used in study This own normal distribution. This is proven by the significance value obtained of 0.200, > 0.05. In other words, this level of significance shows that the residual distribution meets the required normality assumptions. Therefore, can concluded that model regression Which applied in study This in accordance with the expected normality criteria, thus supporting the reliability of the resultsanalysis.



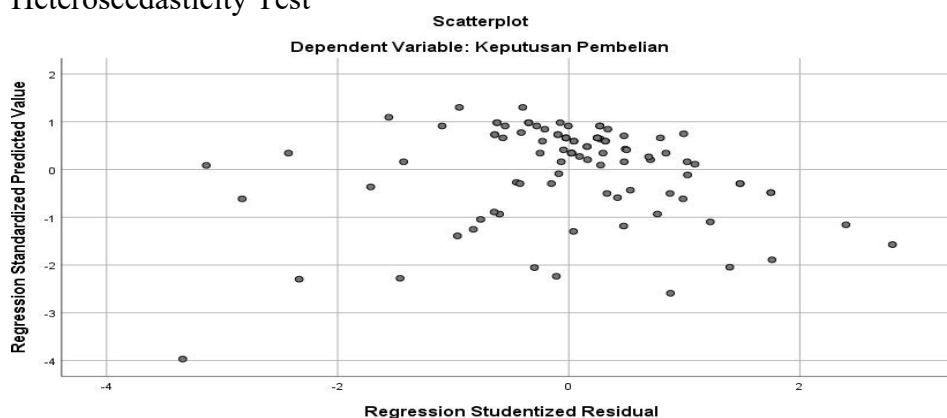
2) Uji Multikolinearitas

Collinearity Statistics		Tolerance	VIF
1	<i>Electronic Word of Mouth</i>	,787	1,270
	<i>Brand image</i>	,787	1,270

Sumber: Output SPSS 26

Based on the information listed in Table 4.13, the results of the Tolerance value calculation show that no independent variables have a Tolerance value below 0.10. Specifically, the Electronic Word of Mouth and Brand Image variables both have a Tolerance value of 0.787. This finding indicates that there is no problem of multicollinearity between the independent variables in this study. In addition, the results of the Variance Inflation Factor (VIF) analysis further strengthen this conclusion, because no independent variables have a VIF value of more than 10, the generally accepted limit. The VIF values for the Electronic Word of Mouth and Brand Image variables were each recorded at 1.270. Thus, this confirms that there are no symptoms of multicollinearity in the regression model used in this study. This condition is very important because it ensures that the analysis carried out remains valid and reliable, so that the results provide an accurate picture of the relationship between the variables studied.

3) Heteroscedasticity Test



Source: Output SPSS 26

Based on the analysis shown in Figure 4.2 above, it appears that there is no clear pattern in the distribution of the resulting points. The dots appear to be spread above and below the line, with some in among others gather in around number 0 on axis Y. Findings This indicates that in study This, No there is symptom heteroscedasticity. In other words, the residual variance in the regression model that used show consistency, Which is indication that model the reliable for further analysis.

4) Autocorrelation Test

The autocorrelation test aims to test whether in the regression model linear there is a correlation between the disturbance error in period t with the error on period t previously. In study This Wrong One method Which used for detect existence autocorrelation This is test *run test* (Ghozali, 2021).

Tabel 4.15
Hasil Uji Autokorelasi

Run Test	
Unstandardized Residual	
Test Value ^a	,00398
Cases < Test Value	49
Cases ≥ Test Value	49
Total Cases	98
Number or Runs	54
Z	,812
Asymp. Sig. (2-Tailed)	,417
a.median	

Source: Data processed (2023)

Based on table 4.15, the autocorrelation test shows that the value *sig* is $0.417 > 0.05$. So can concluded No there is symptom autocorrelation.

5) Multiple Regression Analysis

Coefficients ^a

Unstandardized Coefficients		Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.
1					
(Constant)	19,728	4,690		4,206	,000
<i>Electronic Word of Mouth</i>	,255	,100	,207	2,546	,012
<i>Brand image</i>	,925	,127	,591	7,267	,000

a. Dependent Variables: Decision Purchase

From this regression equation, we can draw several important conclusions as follows:

- The constant of 19.728 indicates that the initial value of the Purchase Decision variable is 19.728, which occurs when both independent variables, namely Electronic Word of Mouth and Brand Image, have a value of 0. This constant reflects the basic value of the Purchase Decision before the influence of the two variables is considered.
- The regression coefficient for the Electronic Word of Mouth variable of 0.255 is positive, which means that if the Electronic Word of Mouth value increases by 1 point (assuming other variables remain constant), then the Purchase Decision value will

increase by 0.255 points.

c) The regression coefficient for the Brand Image variable, which is also 0.255 and positive, indicates that if Brand Image increases by 1 point (assuming other variables remain constant), then the Purchase Decision will increase by 0.255 points.

6) Correlation Coefficient Test

Analysis coefficient correlation used For know direction And strong relationship between two or more variables. Direction is expressed in the form of a relationship positive And negative, whereas strong or weakness connection stated in magnitude coefficient correlation (Sugiyono, 2018:).

Electronic Word of Mouth		Keputusan Pembelian	
Electronic Word of Mouth	Pearson Correlation	1	,480**
	Sig. (2-tailed)		,000
	N	98	98
Keputusan Pembelian	Pearson Correlation	,480**	1
	Sig. (2-tailed)	,000	
	N	98	98

Table 4.17

Partial Correlation Coefficient Results of *Electronic Word of Mouth* against Buying decision

Correlations			
		Electronic Word of Mouth	Decision Purchase
Electronic Word of Mouth	Pearson Correlation	1	,480 **
	Sig. (2-tailed)		,000
	N	98	98
Keputusan Pembelian	Pearson Correlation	,480**	1
	Sig. (2-tailed)	,000	
	N	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed (2024)

Based on table 4.17, mark efficiency correlation *Electronic Word Mouth* on Purchase Decisions is worth 0.480, which is medium. So *Electronic Word Mouth* positive influence on Purchasing Decisions

Table 4.18

Results Coefficient Correlation Partial *Brand image* to Decision Purchase

Correlations			
		Decision Purchase	Brand Image
Decision Purchase	Pearson Correlation	1	,687 **
	Sig. (2-tailed)		,000

	N	98	98
Brand Image	Pearson Correlation	,687**	1
	Sig. (2-tailed)	,000	
	N	98	98
**. Correlation is significant at the 0.01 level (2-tailed).			

Sumber: Data diolah (2024)

Based on table 4.17, the correlation coefficient value of *brand image* against The Purchase Decision value is 0.687, which means it is strong. So that *the Brand image* influential positive towards the Decision Purchase.

7) Determination Coefficient Test (R Test)

1. Coefficient Determination Partial

Table 4.15**Results Test Coefficient Determination Partial Electronic Word of Mouth**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,480 ^a	,230	,222	4,58625
a. Predictors: (Constant), Electronic Word of Mouth				

Sumber: Output SPSS 26

Based on information Which listed in table 4.15, mark Adjusted R² obtained is 0.222. This figure shows that the variable independent, that is *Electronic Word of Mouth* own ability For explain variation Which happen on variable dependent, that is Decision Purchase, as big as 22.2%. However, the rest, that is 77.8%, originate from factors besides *Electronic Word of Mouth*.

Table 4.15**Results Test Coefficient of Determination Partial**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687 ^a	,471	,466	3,80025
a. Predictors: (Constant), Brand Image				

Sumber: Output SPSS 26

Based on information Which listed in table 4.15, mark Adjusted R² The value obtained is 0.466. This figure shows that the variable independent, that is *Brand Image* own ability For explain variation

Which happen on variable dependent, that is Decision Purchase, as big as 46.6%. However, the rest, namely 53.7%, comes from the factors Besides *Brand Image*

2. Coefficient Determination Simultan

Table 4.15**Results Test Coefficient Simultaneous Determination**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 ^a	,505	,495	3.69616

a. Predictors: (Constant), <i>Brand image</i> , <i>Electronic Word of Mouth</i>
b. Dependent Variable: Keputusan Pembelian

Sumber: Output SPSS 26

Based on the information listed in table 4.15, the Adjusted R^2 value obtained is 0.495. This figure shows that the independent variables, namely Electronic Word of Mouth and Brand Image, can explain about 49.5% of the variation that occurs in the dependent variable, namely Purchase Decision. In other words, almost half of the changes that occur in Purchase Decision can be attributed to the influence of these two variables. However, the rest, namely 50.5 % , is caused by other factors not included in this research model. This finding confirms that although Electronic Word of Mouth and Brand Image have a significant influence on Purchase Decision, there are still many other variables that influence consumer decisions. Therefore, further research may be needed to explore other factors that may play a role in changes in Purchase Decision.

j. Hypothesis Testing

Table 4.16**Results Test Partial T-Statistics Variables X1 to Y**

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	43,064	4,241		10,153	,000
Electronic Word of Mouth	,590	,110	,480	5,355	,000

a. Dependent Variable: Keputusan Pembelian

Sumber: Output SPSS 26

Based on the results of partial testing using SPSS version 26 in table 4.16 above it is known that *Electronic Word of Mouth* (X 1) has a calculated t value of 5.355 > t table value of 1.660 Sig. as big as 0,000 < 0.05 And By Because That, H 1 accepted, so that can It is concluded that partially Electronic Word has a significant positive effect. to Purchase Decision (accepted).

Table 4.16**Results Test Partial T-Statistics Variables X2 to Y**

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	23,635	4,557		5,187	,000
Brand Image	1,074	,116	,687	9,251	,000

a. Dependent Variables: Decision Purchase

Source: Output SPSS 26

Based on the results of partial testing using SPSS version 26 in table 4.16 above it is known that *Brand Image* (X2) has a calculated t value of 9.251 > t table 1.660 Sig. value of 0.000 < 0.05 and therefore, H 1 is accepted, so it can be concluded that Partially, Brand Image has a significant positive effect on Decisions Purchase (accepted).

Table 4.17
Results Test Statistics F

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1324,649	2	662,324	48,481	,000 ^b
	Residual	1297,851	95	13,662		
	Total	2622,500	97			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), <i>Brand image</i> , <i>Electronic Word of Mouth</i>						

Sumber: Output SPSS 26

Based on table 4.17 above, it shows that $f_{\text{count}} > f_{\text{table}}$ or value $f_{\text{count}} 48,481 > \text{Mark } f_{\text{table}} 3.94$ mark probability sig more small from level significance ($0.000 < 0.05$) which means H_1 is accepted. In this case it can be said that *Electronic Word of Mouth* and *Brand image* have an influence on Decision Purchase in simultaneous.

Conclusion

This study analyzes the influence of Electronic Word of Mouth (E-WOM) and Brand Image on purchasing decisions of Wardah cosmetics at Amelia Olshop, Cipondoh District, Tangerang City. With the multiple linear regression analysis method using SPSS version 26, this study involved 105 respondents, with 98 relevant samples.

The results of the study show that:

- Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchasing decisions. With the regression equation $Y = 43.064 + 0.590 X_1$, the correlation value of 0.480 indicates a moderate relationship between the two variables. This influence is significant with a calculated t value ($5.355 > t_{\text{table}} 1.660$) and a significance of $0.000 < 0.05$.
- Brand Image also has a positive and significant effect on purchasing decisions, with a regression equation of $Y = 23.635 + 1.074 X_2$. The correlation value of 0.687 indicates a stronger relationship compared to E-WOM.
- Simultaneously, Electronic Word of Mouth and Brand Image influence purchasing decisions, with a calculated F value ($48.481 > F_{\text{table}} 3.94$) and a significance of $0.000 < 0.05$. The regression model shows that these two variables explain 49.5% of the variation in purchasing decisions, while 50.5% is influenced by other factors not studied.

The more positive the online reviews and brand image of Wardah, the higher the likelihood of consumers making purchases. Therefore, marketing strategies should focus on improving the quality of E-WOM and strengthening Brand Image to increase consumer purchasing decisions.

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