

**The Influence of E-WOM, Brand Image, and Perceived Quality on
Samsung Smartphone Purchase Decisions among
Jember State Polytechnic Students**

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ABSTRACT

The following research aims to examine and analyze the influence of Electronic Word of Mouth (e-WOM), Brand Image, and Perceived Quality on Samsung smartphone purchase decisions among Jember State Polytechnic students, motivated by fluctuations in Samsung's brand index amidst intense market competition. Using a quantitative approach using multiple linear regression analysis on data collected through questionnaires distributed to respondents using purposive sampling, the research findings indicate that, partially, only the e-WOM variable has a positive and significant contribution to driving purchase decisions. Conversely, Brand Image and Perceived Quality do not show a significant impact individually on respondents' purchasing behavior. Nevertheless, the simultaneous test results confirm that the three variables simultaneously have a strong correlation and a significant impact on purchasing decisions, with a correlation coefficient (R) score of 0.669 and an impact contribution of 40.1%, as demonstrated by the Adjusted R Square score.

Keywords: Brand Image ,Electronic Word of Mouth (e-WOM), Perceived Quality, Purchasing Decisions.