

THE EFFECT OF BRAND IMAGE, PRICE, AND ELECTRONIC WORD OF MOUTH (e-WOM) ON PURCHASE DECISIONS FOR AZARINE SUNSCREENING PRODUCTS IN JEMBER REGENCY

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ABSTRACT

This study was motivated by the rapid growth of the beauty industry in Indonesia, which has led to increased public awareness of the importance of using skincare products. The purpose of this study was to examine the influence of brand image, price, and electronic word of mouth (e-wom) on the purchase decision of Azarine sunscreen products in Jember Regency. This study employed a quantitative approach using a purposive sampling technique involving 97 respondents. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The findings revealed that brand image (X1), price (X2), and e-wom (X3) each had a positive and significant effect on purchase decisions. Furthermore, these three variables simultaneously exerted a significant influence on the purchase decision of Azarine sunscreen products in Jember Regency.

Keywords : *brand image, price, e-wom, purchasing decisions*