Electronic Word Of Mouth, Brand Image, Purchase Intention And Customer Purchase Decisions For Skinceuticals Users

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ABSTRACT

This research is a quantitative study with a causal relationship to determine the direct relationship of electronic word of mouth, brand image, purchase intention and purchase decision as well as determine the indirect relationship of electronic word of mouth, brand image, purchase intention and purchase decision on users of skinceuticals products. Data collection was carried out using the information gathering method through a survey with a questionnaire. The population in this study is someone who already uses skinceuticals products, regularly uses skinceuticals products, lives in Jabodetabek and is at least 20 years old. The sampling method used was non-probability sampling with purpose sampling technique. Based on the research results, 6 hypotheses can be accepted, namely Electronic of Mouth (E-WOM) influences brand image, Brand image influences purchasing intentions, Purchase intentions influence purchasing decisions and those that are not accepted Electronic of Mouth (E-WOM) influences purchasing intentions, Electronic of Mouth (E-WOM) influences purchasing decisions. Brand image influences purchasing decisions. Therefore, it is important for skin ceuticals to improve Electronic of Mouth which can improve purchasing decisions. The aim of this research is to determine the direct relationship of Electronic word of mouth, brand image, purchase intention and purchase decision and also to determine the indirect relationship of Electronic word of mouth, brand image, purchase intention and purchase decision shown to consumers who use skinceuticals products.

***Keywords**: electronic word of mouth,brand image, purchase intention and purchase decision*

INTRODUCTION

Digital marketing describes the management and implementation of marketing using electronic media (Arfan *et al.*, 2022; Rumaidlany *et al.*, 2022; Steven *et al.*, 2023). Digital marketing uses the internet as a tool to drive communication with visibility and online sales channels and social media advertising, is an effective way to reach various markets for business expansion (Izudin *et al.*, 2021; Sagita & Wijaya, 2022). Digital marketing can reach customers in an effective, relevant and efficient manner (Bachtiar *et al.*, 2023; Imran & Ramli, 2019; Situmorang *et al.*, 2023; Utami *et al.*, 2022). Digital marketing consists of interactive and integrated marketing that facilitates relationships between producers, marketers and potential buyers (Diatmono *et al.*, 2020; Febriani *et al.*, 2023; Mariam *et al.*, 2020; Tjahyadi & Mahardhika, 2022). *Electronic Word of Mouth*Very influential with consumers who listen more to advice from people who have experience with a particular product compared to advertisements made by companies (Laksana & Ruswanti, 2023; Sinay & Hussein, 2015).

Brand image will make consumers remember the advantages and disadvantages of the products they have used (Chandra *et al.*, 2019; Mariam *et al.*, 2021; Miati, 2020; Sukarno *et al.*, 2020; Takaya *et al.*, 2019). A brand can be said to have a good image and must have quality products and can easily attract the attention of consumers (Fahrezi and Sukaesih, 2020). Purchase intention arises due to the stimulation that the company offers (Sari, 2020). Purchase decisions arise when consumers are interested and have the desire to use the product (Dinawan, 2010; Ghazmahadi *et al.*, 2020; Imran & Ramli, 2019; S.

Khasanah *et al.*, 2021; Mulyadi *et al.*, 2020). Purchasing Decisions Every individual has almost the same decision making method, but there are several factors that can differentiate these decisions such as age, character, income and lifestyle.(Sari and Prihartono, 2020).

Electronic word-of-mouth(E-WoM) is evidence of whether a product is good or bad based on consumers who have purchased and experienced the product, and shared this information via the internet so that many people can see and may be influenced by the information (Imran *et al.*, 2020; Meidiyanty *et al.*, 2023; Takaya *et al.*, 2020; Khotimah and Sulistyowati, 2022). Electronic word-of-mouth (E-WoM), which arises from consumer satisfaction, will provide positive information about the product and can help the company to improve its image and make marketing wider.(Putranti and Pradana, 2015). The difference between this research and the main journal lies in the addition of consumer attitude variables, brand image, purchasing decisions and research objects which are different from previous research which used citizens of the Al-Karak government.(Mehyar *et al.*, 2020), while this research analyzes the relationship between variables and research objects using skinceuticals products. Based on the explanation above, this research aims to prove that there is a relationship between all the variables shown in the product skinceuticals.

*E-WOM*is defined as the flow of message delivery from one individual to another. Because of this information, many people are influenced in making decisions to buy products or services by providing this information(Marini *et al.*, 2022). Electronic word of mouth or e-WOM is a positive and negative statement that is formed due to consumer opinion, which comes from potential and previous consumers of a product that can be widely accessed via the internet.(Izudin *et al.*, 2021). Electronic word of mouth or e-WOM, is an important marketing component that helps create customer expressions of a brand. The impact of online branding also shows the important role of e-WOM in creating and promoting current brand images to encourage sales(Antin Rakhmawati *et al.*, 2019). E-WOM is not part of the company so it is considered very influential because consumer reviews represent personal experiences, so e-WOM is closely related to consumer purchasing decisions and reduces the risk of purchasing decisions (Imran, Mariam, *et al.*, 2020; Indrawati *et al.*, 2023; Mariam *et al.*, 2023; Rizky *et al.*, 2023; Supiati *et al.*, 2021). E-WOM is the exchange of information about products or services that occurs in the virtual world due to the existence of the internet which is spread almost throughout the world (Mariam *et al.*, 2022; Mariam & Ramli, 2023; Utama *et al.*, 2020; Yunus *et al.*, 2023). Based on the definitions above, E-WOM in this research is a source of providing messages that individuals have experienced to find out the facts provided via social media.

Consumer opinion towards a brand which is manifested as brand associations is known as brand image so one of the most significant intangible assets that influences customer perception of a company is its brand image(Agmeka *et al.*, 2019). Brand image defines the extrinsic features of a product or service, including how the brand attempts to meet customers' psychological or social demands (Nurcahyani *et al.*, 2023; Nurdiansyah *et al.*, 2020; M. P. Pratama *et al.*, 2023; Putra & Raharjo, 2021). Brand image refers to the beliefs held by individuals about goods or services that they are familiar with and have used or consumed. So buyers will remember the advantages and disadvantages of the goods they have used (Mariam & Ramli, 2017; Miati, 2020; R. A. Pratama *et al.*, 2023). Manufacturers use brands to convince consumers that a particular brand symbolizes certain qualities and standards*(Siregar et al.*, 2022).Brand image is a description of the characteristics of goods and services from outside, including the brand's efforts to meet consumers' social and mental needs(S. H. Khasanah *et al.*, 2021). Based on the definitions above, the brand image in this research is that a good brand will be known to all consumers whether they have used it or not, and a well-known brand means the product quality is good.

Purchase intention is a state of mind that shows a consumer's plan to buy a certain brand within a certain time period (Komalasari *et al.*, 2021). Purchase intention is a mental

statement made by someone representing their intention to purchase a number of goods from a certain brand. Marketers must understand customer purchasing intentions to forecast future consumer behavior (Ramli, 2013; Sylvia & Ramli, 2023; Yunita *et al.*, 2019). Consumer purchase intention is the behavior of consumers who want to buy or choose a product based on their previous experience with choosing, using, consuming, or even wanting a product.(Putra Laksana and Ruswanti, 2023). High customer purchase intentions will encourage people to buy a product. Conversely, a low consumer purchase intention will stop customers from buying the product(Nurlinda, 2018). Purchase intention can be used to describe customer purchasing behavior for the surrounding environment (Elciano *et al.*, 2023; Nurcahyani *et al.*, 2023; Sari & Ramli, 2023). Based on the definitions above, purchase intention in this research is Purchase intention is an important factor in marketing management because online purchase intention through convenience and consumer trust is very important in increasing sales and business profits.

Purchasing decisions can occur in unexpected situations. Consumers may utilize income projections, estimated costs, and expected profits from a product to develop consumer purchase intentions(Nurfauzi *et al.*, 2023). Purchasing decisions are a unifying process that combines knowledge and attitudes in evaluating and selecting one or more alternative behaviors (Gunawan & Ramli, 2023; Sinurat *et al.*, 2024) (Asnawati *et al.*, 2022). Purchasing decisions are a process of combining all consumer knowledge into value considerations that are useful in choosing between two or more alternatives so that consumers can choose one product (Akbar and Sunarti, 2018). Purchasing decisions are an important aspect of consumer behavior. Consumer purchasing choices are the processes people go through when purchasing products and services. Purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfill their wants and needs (Batee, 2019; Ramli, 2020). Consumer behavior includes all actions directly related to the purchase and identification of goods and services, as well as the purchase decision making process and after these actions(Marbun *et al.*, 2022). Based on the definitions above, the purchasing decision in this research is that several factors, such as need, profit, quality, price, brand preference, other people's attitudes, and circumstances, influence purchasing decisions.

Relationship of Electronic of Mouth (E-WOM) on Brand Image

According to researchSaputra and Barus, (2020)E-WOM plays a very important role in influencing the brand image of a product that will be offered. The better the Electronic of Mouth will improve the brand image of the products offered(Nurdin and Wildiansyah, 2021).E-WOM that appears in communication about the Slincare brand will increase brand perception of local skincare products(Manuella and Sander, 2022). E-WOM plays an important role in a brand to attract consumers to have more confidence in the brand they use(Nst, 2023). Consumers now choose e-WOM because it can provide information to the brands they target(Marbun *et al.*, 2022). Research conducted byManuella and Sander, (2022); Marbun *et al.*, (2022); Nst, (2023); Nurdin and Wildiansyah, (2021); Saputra and Barus, (2020)Proving that Electronic of Mouth (E-WOM) has a significant effect on brand image. H1: Electronic of Mouth (E-WOM) has a significant effect on brand image

Relationship of Electronic of Mouth (E-WOM)on Purchase Intention

According to researchNaufal and Sari, (2017)stated that E-WOM plays a very important role in encouraging purchase intentions for long-term customer development relationships. The more often potential consumers collect information with high credibility and good Electronic of Mouth (E-WOM), the more likely they will be to purchase intention.(Lestari and Gunawan, 2021). The existence of e-WOM in the media can create interaction between potential consumers so that they give each other opinions and attract purchasing intentions(Luthfiyatillah *et al.*, 2020). Apart from advertising, promotions using Electronic of Mouth (E-WOM) as their marketing community are based on the success of reviews which are considered more effective in influencing purchasing intention decisions.(Tonida and Dimas, 2016).The better a person's e-WOM

review on the internet regarding a product, the higher the purchase intention will be(Nurdin and Wildiansyah, 2021). Research conducted byLestari and Gunawan, (2021) ; Luthfiyatillah *et al.*, (2020); Naufal and Sari, (2017); Nurdin and Wildiansyah, (2021); Tonida and Dimas, (2016)proves that Electronic of Mouth (E-WOM) has a significant effect on purchase intention. H2: Electronic of Mouth (E-WOM) has a significant effect on purchase intention

Relationship of brand imageon Purchase Intention

Brand image is a very important thing for the company and consumers, with a good brand image it will attract consumer purchase intentions.(Ahmad *et al.*, 2020). Because a good brand image will make it easier for people to recognize a product and enable them to make purchase intentions towards a product(Fauziah and Aziz Mubarok, 2019). Because a good brand image will make it easier for consumers to find out about a product and make them interested in purchasing the product(Benowati and Purba, 2020).If the company's brand image is good and the price is in line with the competitiveness and quality of the product, it will attract purchasing intentions(Zulviani *et al.*, 2019). According to researchSitorus and Hidayat, (2019)The better the consumer's view of the brand image, both the price and quality of the product, the more likely consumers will be to purchase the product. Research conductedAhmad *et al.*, (2020) ; Benowati and Purba, (2020); Fauziah and Aziz Mubarok, (2019); Sitorus and Hidayat, (2019); Zulviani *et al.*, (2019)proves that brand image has a significant effect on purchase intention. H3: Brand image has a significant effect on purchase intention

Relationship of Purchase Intentions on Purchase Decisions

According to researchAdila and Aziz, (2019)The purchase intention that arises in making a purchase creates a motivation that continues to be recorded in his mind to make a purchase decision. Purchase intention can create purchasing decisions for consumers to buy a product they like(SP Sari, 2020). According to researchSriyanto and Kuncoro, (2019)Consumer purchasing intentions that arise as a response to objects that indicate the customer's desire to make a purchasing decision. That the more consumers purchase intentions towards a product, the greater the purchasing decision regarding the product will be(Kumadji *et al.*, 2015). Purchase intent is defined as a customer's tendency to purchase a brand or take actions related to a purchase decision that enables them to do so(Solihin, 2020). Research conductedAdila and Aziz, (2019); Kumadji *et al.*, (2015); Sari, (2020) ; Solihin, (2020); Sriyanto and Kuncoro, (2019)proves that purchase intention has a significant effect on purchasing decisions. H4: Purchase intention has a significant effect on purchasing decisions

**The Relationship of Electronic of Mouth (E-WOM) on purchasing decisions**

E-WOM carried out online through various platforms has an influence on customers before they make virtual purchasing decisions(Nyoko and Semuel, 2021). E-WOM plays an important role in consumer behavior in making purchasing decisions, because it can convince them to choose a product(I Gusti *et al.*, 2022). The existence of e-WOM in the media can create interaction between potential consumers so that they give each other opinions to make purchasing decisions(Himmah and Prihatini, 2021). Dissemination via Electronic of Mouth (E-WOM) makes it easier for consumers to make purchasing decisions when making products(Yulindasari and Fikriyah, 2022).e-WOM is able to attract consumers to make product purchasing decisions because it can attract consumers just by looking at good posts(Ayunita *et al.*, 2021). Research conductedAyunita *et al.*, (2021); Himmah and Prihatini, (2021); I Gusti *et al.*, (2022); Nyoko and Semuel, (2021) ; Yulindasari and Fikriyah, (2022)proves that Electronic of Mouth (E-WOM) has a significant influence on purchasing decisions. H5: Electronic of Mouth (E-WOM) has a significant effect on purchasing decisions

The Relationship of Brand Image on Purchasing Decisions

Building a good brand image reputation in the eyes of customers such as comfort when making purchasing decisions(Auliannisa Gifani and Syahputra, 2017). The company's reputation from its brand image can make consumers make purchasing decisions(Zagoto

and Taryo, 2022). Products with a good brand reputation have a greater chance of being chosen by customers in purchasing decisions(Safitri *et al.*, 2022). According to researchDzulkharnain, (2019)when e-commerce has a good brand image reputation there is a greater possibility that they will choose to make a purchase decision on the item in question. When the brand image is increasingly recognized by customers, they make purchasing decisions to get the goods they need or want(Sitinjak and Arief, 2022). Research conducted Auliannisa Gifani and Syahputra, (2017) ; Dzulkharnain, (2019) ; Safitri *et al.*, (2022); Sitinjak and Arief, (2022); Zagoto and Taryo, (2022)proves that brand image has a significant influence on purchasing decisions. H6: Brand image has a significant effect on purchasing decisions

Based on the hypothesis framework above, the research model can be described as Figure 1 below:
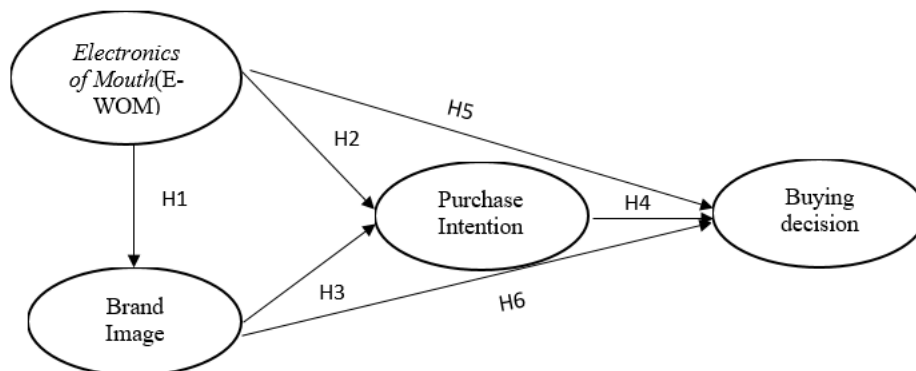
Source: Processed data, 2023

Figure 1. Research Model

RESEARCH METHODS

This research uses a casual (cause-and-effect) design. This research design is used to prove the existence of a cause and effect relationship between one variable and another. The research approach used in this research uses a quantitative approach. In this research there are exogenous variables, namely Electronic of Mouth (E-WOM), brand image and purchase intention variables as well as endogenous variables, namely purchasing decisions. This research uses primary data. Primary data is data that has never been processed by certain parties for certain purposes. Data collection was carried out using data collection techniques through surveys using questionnaires. Distribution of questionnaires using Google Form via social media such as WhatsApp, Instagram.

In this research, a questionnaire was used to collect data. The scale used to compile the questionnaire was the Likert scale. The Likert scale is a research scale used to measure attitudes and opinions. In this study, five levels of the Likert scale were used, namely Strongly Disagree (STS), Disagree (ST), Neutral (N), Agree (S), and Strongly Agree (SS). This research uses four variables consisting of Electronic of Mouth (E-WOM), brand image, purchase intention and purchase decision. Electronic of Mouth (E-WOM) measurement uses dimensions Marini *et al.*, (2022)which consists of intensity, valence of opinion, content. To measure brand image According toAzmi *et al.*, (2021)in his research stated that brand image is influenced by four dimensions, namely *Functionality, Quality, reliability,* and Fellings.Then to measure the purchase intention variable according toPicaully, (2018)states that the purchase intention has lThe five dimensions of purchase intention are: Transactional Intention, Referential Intention, Preferential Intention, and Explorative Intention. Then to measure purchasing decision variables according to(Mappesona *et al.*, 2020)There are 4 dimensions in measuring purchasing decisions including:*product choice*, dealer's choice, time of purchase, and purchase amount.

The study involved users of unspecified skinceuticals products. Data were collected using a Likert scale questionnaire; each questionnaire contains three questions about Electronic of Mouth (E-WOM), four questions about brand image, four questions about

purchasing intentions, and four questions about purchasing decision preferences. So a total of fifteen questions. To determine the number of samples in this study, it was determined that the minimum sample size was 5 times the number of utterances, and there were 19 questions in the questionnaire(Hair *et al*, 2021). Therefore, the intended sample for receiving the questionnaire must be at least 100 people. Sampling used a non-probability technique, namely purposeful sampling. The sample selection criteria for this research areHave you used and purchased skincare products, have you used skincare regularly for the last 6 months, live in JABODETABEK and are aged 20 years or over?

This study uses Structural Equation Modeling (SEM) data analysis, which is a combination of analysis and regression or trajectory factor analysis, according toSarstedt *et al.*, (2021). Using Smart PLS, data analysis is carried out in two stages. The first stage includes the outer model, where validity tests are carried out. The convergent validity test consists of (1) convergent validity test with a standard loading factor value of more than 0.70 and (2) extraded average variation (AVE) test with an AVE cut-off value of more than 0.50.Then a discriminant validity test was carried out (2). If the standardized correlation of a construct with a measurement item is greater than that for other measures of the construct, the latent construct indicates that the measures in the other blocks are predicted. The reliability test uses combined reliability and Cronbrach alpha, with a minimum reliability standard value of 0.70. The second stage is to check the inner model. With R-square values of 0.75, 0.50, and 0.25, we can know that the inner model is strong, moderate, and weak. Testing shows that the model meets the SRMR standard > 0.1. Hypothesis testing also looks at the calculated path coefficient. The statistical T value is greater than the T table 1.96 (α 5%), which indicates that the hypothesis can be accepted or proven if the statistical T value is greater than the T table.
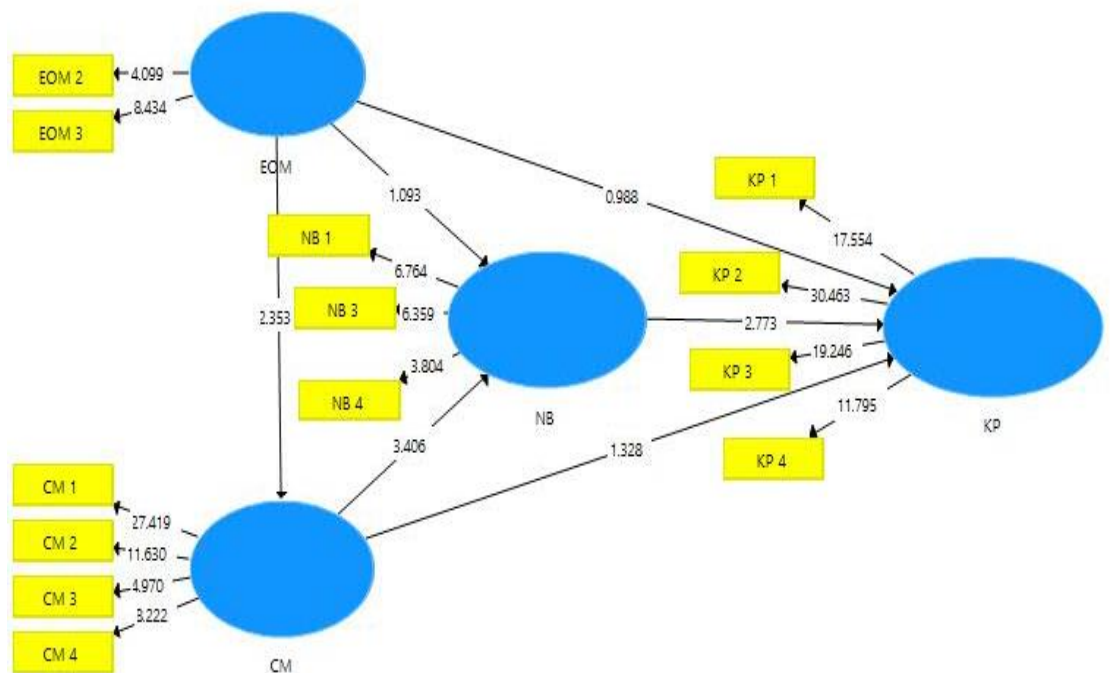
FINDING AND DISCUSSION

Figure 2. Data processed by the author, 2024
Figure 2. Outer Model

Outer Model
Validity test
In this research, we will test a validity test which is useful for determining a measurement of a statement on the questionnaire used in this research which aims to measure the

indicators and variables studied. There are 15 statements that will be tested in this research. The validity test in this research is as follows:

Convergent Validity

Outer Loading (Loading Factor)

Outer loading analysis to determine the magnitude of the correlation between indicators and their latent constructs so that it can be determined whether the indicators are valid or invalid. The indicator can be declared valid if the value is >0.70. Based on the outer loading image above, all indicators in the 15 questions have an Outer Loading valueEOM 1 = 0.136 and NB 2 = 0.312 are smaller than 0.7 so they will be removed for further processing (the results are presented in the attachment).

Average Varience Extraded (AVE)

AVE results can show the ability of latent variables to represent the original score. A larger AVE value indicates that the explanatory power of the indicator measuring the latent variable increases. The AVE threshold value is usually 0.50, with a minimum AVE value of 0.50 to indicate good convergent values. The average extracted (AVE) results are shown below.

Table 1. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Image	0.695
Electronics of Mouth	0.827
Buying decision	0.799
Purchase Intention	0.625

Source: data processed by the author, 2023

From the results of the AVE value, it shows that all constructs are > 0.5, this shows that they meet the requirements for convergent validity and reliability.

Discriminant Validity

Cross Loading DiscriNent Validity is a model for measuring where the reflectance index evaluated comes from the results of cross load testing when measuring structures. If the correlation of one structural item is higher compared to other structures, then it can be concluded that these results can indicate that the latent structure can predict the size of one block well compared to the size of other blocks. The results show that all variables are declared good and exceed 0.7. (Results can be seen in the attachment).

Reliability Test

In research, reliability tests are carried out to find out whether the measuring instrument really has consistency and can be used at the next stage. The reliability test results were evaluated using the Composite Reliability and Cronbach's Alpha measurement provisions.

Table 2. Reliability Test

	Cronbach's Alpha	Composite Reliability
Brand Image	0.853	0.901
Electronics of Mouth	0.793	0.906
Buying decision	0.915	0.941
Purchase Intention	0.700	0.833

Source: data processed by the author, 2023

Based on the outer loading image above, all indicators in the 15 questions have an Outer Loading valueEOM 1 = 0.136 and NB 2 = 0.312 are smaller than 0.7 so they will be removed for further processing (the results are presented in the attachment).

Inner Model

Measurements in the model are carried out with the aim of measuring model suitability and calculating direct and indirect effects. The research model must be boosted to obtain inner model analysis results. To analyze the inner model, R-Square (Goodness Fit Model), Path Coefficient, and Indirect Effect are used.

R-Square

The calculation results in table 3 can be seen that the R-Square value above shows that the Brand Image variable can be explained by 0.218 or 21.8% by the variableby

variables*Electronics of Mouth*amounted to 78.2% from other studies. Meanwhile, the R-Square value of the Purchase Decision Variable can be explained by 0.792 or 79.2% by the variables Brand Image, Purchase Intention and*Electronics of Mouth*the remaining 20.8% came from other variables outside this research. The Purchase Intention variable can explain 0.511 or 51.1% by the Brand Image, Purchase Decision and*Electronics of Mouth*the remaining 48.9 came from other variables outside this research.

Table 3. R-Square results

	R Square	Adjusted R Square
Brand Image	0.226	0.218
Buying decision	0.798	0.792
Purchase Intention	0.520	0.551

Source: data processed by the author, 2024

Based on the T-Value Path Diagram in Figure 2 above, the research model hypothesis testing can be presented as follows:

Table 4. Research Model Hypothesis Testing

Hypothesis	Statement Hypothesis	Sample Original	T Statistics	P Values	Description n
H1	*Electronics of Mouth*(E-WOM)> brand image	0.475	2,353	0.019	Supported
H2	*Electronics of Mouth*(E-WOM)> purchase intention	-0.253	1,093	0.275	Not supported
H3	Brand image > Purchase Intention	0.806	3,406	0.001	Supported
H4	Purchase intention > purchase decision	0.537	2,773	0.006	Supported
H5	*Electronics of Mouth*(E-WOM) > purchasing decisions	0.184	0.988	0.323	Not supported
H6	Brand image > Purchase decision	0.355	1,328	0.185	Not supported

In hypothesis testing it can be said to be significant when the T-Value value is greater than 1.96, or the P-value is smaller than 0.05, whereas if the T-Value value is less than 1.96 then it is considered not significant(Ghozali, 2018). Based on the hypothesis testing table above, it is known that Hypotheses 1, 3, and 4 are accepted as proven by the T-value > 1.96 and pValue < 0.05. Based on the hypothesis testing table above, it is known that for indirect relationships, hypotheses 2, 5 and 6 are also all accepted.

This research explores and empirically tests the relationship of Electronic of Mouth (E-WOM)on Brand Image. In the first hypothesis (H1), there is a relationship between Electronic of Mouth (E-WOM) which has a significant positive effect on Brand Image which is discussed in more depth through this study. This statement is in line with the study put forward bySaputra and Barus (2020), which shows that Electronic of Mouth (E-WOM) on Brand Image has a significant positive influence. Consumers now choose Electronic of Mouth because it can provide information to the brands they are

targeting(Marbun *et al.*, 2022). The better the Electronic of Mouth will improve the brand image of the products offered(Nurdin and Wildiansyah, 2021).

Contrary to the first hypothesis, this research shows that the results of a different hypothesis (H2) on the Electronic of Mouth (E-WOM) variable have a significant and negligible influence on purchase intention. Suggests that E-WOM plays a very important role in encouraging purchase intentions for long-term customer development relationships (Naufal and Sari, 2017). Different from researchLuthfiyatillah *et al.*, (2020), The existence of e-WOM in the media can create interaction between potential consumers so that they give each other opinions and attract purchasing intentions.The better the reviews*Electronics of Mouth*(E-WOM)someone on the internet about a product will create a high purchase intention(Nurdin and Wildiansyah, 2021).

This study empirically examines the relationship of brand image on purchase intention. The third hypothesis (H3) shows a relationship between brand image that has a significantly positive impact on purchase intention. It is very important for companies and consumers to have a good brand image; A company's good brand image and prices that match its competitiveness will attract purchasing intentions(Ahmad *et al.*, 2020). This is because a good brand image will make it easier for consumers to find out about a product and make them interested in intending to buy*(Zulviani et al.*, 2019).Because a good brand image will make it easier for consumers to find out about a product and make them interested in purchasing the product(Benowati and Purba, 2020).

In the fourth hypothesis (H4)Purchase intention has a significant influence on purchasing decisions. This statement is in line withSriyanto and Kuncoro, (2019)Consumer purchase intentions that arise as a response to objects that indicate the customer's desire to make a purchasing decision. Purchase intent is defined as a customer's tendency to purchase a brand or take actions related to a purchase decision that enables them to do so(Solihin, 2020). That the greater the consumer's purchase intention towards a product, the greater the purchasing decision regarding the product will be(Kumadji *et al.*, 2015). Contrary to the first hypothesis, this research shows that the results of a different hypothesis (H5) on the Electronic of Mouth (E-WOM) variable have a significant and negligible influence on purchasing decisions. The existence of e-WOM in the media can create interaction between potential consumers so that they give each other opinions to make purchasing decisions(Himmah and Prihatini, 2021). E-WOM carried out online through various platforms has an influence on customers before they make virtual purchasing decisions(Nyoko and Semuel, 2021). Dissemination via Electronic of Mouth (E-WOM) makes it easier for consumers to make purchasing decisions when making products(Yulindasari and Fikriyah, 2022).

In the sixth hypothesis (H6)Brand image does not significantly influence purchasing decisions. The company's reputation from its brand image can make consumers make purchasing decisions(Zagoto and Taryo, 2022). According to researchDzulkharnain, (2019)when e-commerce has a good brand image reputation there is a greater possibility that they will choose to make a purchase decision on the item in question. When the brand image is increasingly recognized by customers, they make purchasing decisions to get the goods they need or want(Sitinjak and Arief, 2022).

CONCLUSION

Based on research results, the direct relationship of Electronic of Mouth (E-WOM) has a significant effect on brand image. Then Electronic of Mouth (E-WOM) has no significant effect on purchase intention. Furthermore, brand image has a significant effect on purchase intention. Then purchase intention has a significant effect on purchasing decisions. Then Electronic of Mouth (E-WOM) does not significantly influence purchasing decisions. Furthermore, brand image does not significantly influence purchasing decisions.

These results indicate that overall, brand image, Electronic of Mouth, purchase decisions, and purchase intentions are related to each other. A good brand reputation and

high levels of Electronic of Mouth from customers will ensure successful use of skincare. In this case, company management must work hard to improve and maintain product quality in consumer purchasing choices, as well as implement strong use strategies to increase consumer confidence and increase purchasing intentions.

This research proves that there is a direct influence between electronic word of mouth, brand image, purchasing decisions and purchasing intentions. The results of this research also say that e-WOM has a big influence in improving brand image. This means that the more respondents feel the benefits of using a smartphone anywhere and anytime, the more their purchase intention, especially for skincare products, increases, resulting in an increase in purchase intention for skincare products. Brand image does not have a significant effect on purchasing decisions, it can be said that brand image does not affect purchasing decisions. When respondents intend to use skinceuticals products, they don't need to believe in the product first because they already believe in the brand image offered, especially in providing a guarantee of 100% protection for all beauty product users.

Some limitations in this research are that this research only discusses electronic word of mouth variables, brand image, purchasing decisions and purchase intentions, even though there are many other variables that can influence intention to use. This research only focuses on someone who uses skinceuticals products and who is in the JABODETABEK area, where if the distribution is carried out more widely they will get different or better results

Based on the results of research on electronic word of mouth, brand image and purchase intention on purchasing decisions, the aim is to create a healthy ecosystem between customers and users of skincare products. Increasing electronic word of mouth aims to increase the level of brand image. By creating more active and sustainable interactions between customers and skinceuticals products, it is hoped that they can strengthen emotional connections and positive interactions. Purchase intention Increasing the level of purchasing decisions is a crucial goal. Every interaction with customers should be designed to provide a positive experience. This goal can be measured through electronic word of mouth surveys, feedback, and ongoing monitoring of purchasing intent indicators.

The aim of this research is to determine the direct relationship of electronic word of mouth, brand image, and purchase intention on purchasing decisions and also to determine the indirect relationship of electronic word of mouth, brand image, and purchase intention on purchasing decisions shown to consumers who use the product. skinceuticals. In this research, skinceuticals products need to focus on improving the quality of electronic services provided to users. These include ordering speed, responsiveness, easy navigation and product quality. By ensuring a positive and smooth user experience, skinceuticals can influence skincare users' positive perceptions, which in turn can increase purchase intentions. Furthermore, the user brand image of skinceuticals products and electronic word of mouth needs to be improved. Management must take steps to improve skinceuticals products, resolve product issues, and provide transparency in transactions. Increased trust in skincare brands will have a positive impact on purchasing decisions. And finally, skinceuticals management can design promotional programs that focus on the use of skincare products. This may include special discounts for customers using skinceuticals products. This kind of program can encourage users to purchase intentions towards skincare products and increase purchasing decisions.

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