

ABSTRACT

In the current era of digital development, especially information technology has emerged electronic word of mouth (eWOM) as one form of marketing strategy with the form of comments or review word of mouth products from consumers through social media online. One form of eWOM marketing is product testimonials that are disseminated. Customers use information sources derived from eWOM and product testimonials to help improve their brand image and purchase decisions. The purpose of this study is to determine and analyze the effect of eWOM and testimonials on purchasing decisions with brand image as a mediating variable.

In this study, data collection used a questionnaire that was distributed randomly online. The sample in this study amounted to 100 respondents with criteria aged 18-34 years, who are users of social media TikTok and have purchased Avoskin products. Data analysis techniques in this study using SEM (Structural Equation Model) with the help of the Smart PLS 3.3.3 application.

The results of the study show that eWOM has no positive and significant effect on brand image. In addition, testimonials have a positive and significant effect on brand image, brand image has a positive and significant effect on purchasing decisions and eWOM and testimonials have no positive and significant effect on purchasing decisions. In this study it was also found that brand image can significantly mediate the influence of testimonials on purchasing decisions and brand image is not able to mediate eWOM on purchasing decisions.

Keywords: *Electronic Word of Mouth, Testimonials, Brand Image, Purchase Decision*