

## **ABSTRACT**

*The development of science and technology, particularly the internet, has intensified competition in the cosmetic industry. This phenomenon has led to changes in how companies market their products, in line with the evolving ways consumers seek information before deciding to purchase. Make Over as one of Indonesia's leading cosmetic brands with a diverse range of cosmetic products, still needs to refine its marketing strategy to remain competitive, improve brand image, and enhance purchasing decisions by utilizing promotions through social media influencers and electronic word of mouth.*

*This research aimed to analyze the influence of social media influencers and electronic word of mouth on purchasing decision with brand image as an intervening variable among Make Over cosmetic product consumers in the city of Semarang. The sampling method used is purposive sampling with a total of 130 respondents who have purchased Make Over cosmetic products at least once. Five hypotheses are tested in this study using the Structural Equation Model (SEM) analysis technique and the analysis tool used is the Analysis of Moment Structure (AMOS) 24.*

*The findings from testing the five proposed hypotheses show that all five hypotheses are accepted. It was found that social media influencer have a positive and significant effect on brand image, electronic word of mouth has a positive and significant effect on brand image, brand image has a positive and significant effect on purchasing decision, social media influencer have a positive and significant effect on purchasing decision, and electronic word of mouth has a positive and significant effect on purchasing decision.*

**Keywords:** *Social Media Influencer, Electronic Word of Mouth, Brand Image, Purchase Decision*