

ABSTRACT

This research focuses on the effect of product quality and Pernyataan Dari Mulut Ke Mulut Secara Elektronik through brand image on customer purchase decision with a case study on Indosat Ooredoo users in Semarang City. Involving 102 respondents, the study used an online questionnaire. Data analysis was carried out using purposive sampling method with non-probability sampling method in sampling.

The results showed that product quality has a significant positive effect on purchase decision. This shows that brand image can mediate the effect of product quality on purchase decision. In addition, Pernyataan Dari Mulut Ke Mulut Secara Elektronik has a positive and significant influence on brand image and purchase decision. This result means that the perception of more intensive Pernyataan Dari Mulut Ke Mulut Secara Elektronik on Indosat Ooredoo will provide a greater purchase decision on the brand. Brand image was found to mediate the relationship between Product quality and electronic word of mouth, and had a positive and significant influence on purchase decision.

These results make an important contribution to the understanding of factors that influence consumer purchasing decisions in the context of Indosat Ooredoo product purchases in Semarang City.

Keywords: Product Quality, Pernyataan Dari Mulut Ke Mulut Secara Elektronik (pernyataan dari mulut ke mulut secara elektronik), Brand Image and Purchase Decision.