

ABSTRACT

This study aims to analyze the factors influencing the purchase decisions of Skintific products, with brand image as an intervening variable. Significant declines in sales during specific periods, such as a 20,2% drop in June 2023 and a 6,6% decrease in January 2024, indicate issues in consumer purchasing decisions. This research examines the influence of electronic word of mouth, celebrity endorsers, and brand trust on purchase decisions mediated by Brand image.

Data were collected from 136 respondents who are users of Skintific products in Semarang City. Data collection was conducted through an online questionnaire using a 10-point Likert scale. The collected data were then analyzed using the Structural Equation Model (SEM) method with the help of AMOS software.

The results of this study indicate that electronic word of mouth has a positive and significant influence on brand image. Furthermore, celebrity endorsers also have a positive and significant influence on Brand image. Additionally, Brand trust positively and significantly affects brand image. Finally, brand image has a positive and significant impact on purchase decisions, confirming all the hypotheses in this study.

This study implies that enhancing electronic word of mouth activities, selecting the right celebrity endorsers, and strengthening brand trust can help build a better brand image, ultimately driving consumer purchase decisions for Skintific products.

Keywords: *electronic word of mouth, celebrity endorsers, brand trust, brand image, purchase decisions.*