

ABSTRACT

This study aims to examine the influence of product quality, brand image, and electronic word of mouth (E-WOM) on purchasing decisions among consumers or users of Saff & Co. perfume products in Semarang City. The variables used in this study include product quality, brand image, and electronic word of mouth (E-WOM) as independent variables, purchasing decisions as the dependent variable, and brand trust as the intervening variable. The sample used in this study consists of 110 individuals residing in Semarang City who have purchased or used Saff & Co. perfume products.

The sampling technique in this study employs non-probability sampling with purposive sampling through the distribution of questionnaires as the data collection method. The analysis used is Multiple Linear Regression using SPSS 27 as the analysis tool. The results of this study indicate that product quality, brand image, and electronic word of mouth (E-WOM) have a positive and significant influence on the purchasing decisions of Saff & Co. perfume products.

Keywords : product quality, brand image, electronic word of mouth (E-WOM), brand trust, purchasing decisions.