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The Influence *of Brand Image* and *Electronic Word Of Mouth (E-WOM) on* Skintific Skincare *Product Purchase Decisions* (Case Study on Pamulang University Students Management Study Program)

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Abstract

The purpose of this study is to determine the influence of *brand image* and *electronic word of mouth (E-WOM)* on the purchase decision of *Skincare Skintific* products. The method used is quantitative**.** The sampling technique used the slovin formula/ancient rao formula and a sample of 100 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is PT abc consumers in South Tangerang and the number of saturated samples is 100 respondents. The method of data collection is through questionnaires with *a likert scale*, observation, and literature study. The results of this study are that *brand image* has a significant effect on purchase decisions with a determinationcoefficient of 34.3% and the hypothesis test was obtained by calculating > ttable or (7,160 > 1,660). *Electronic word of mouth (E-WOM)* had a significant effect on purchasing decisions with a determinationcoefficient of 38.8% and hypothesis tests obtained > ttable or (7,879 > 1,660). *Brand image* and *electronic word of mouth (E-WOM)* simultaneously had a significant effect on purchase decisions by obtaining a regression equation Y = 4.656 + 0.218X1 + 0.396X_2, nii coefficient of determination was 44.1% while the remaining 55.9% was influenced by other factors. The hypothesis test obtained a value of Fcal > Ftable or (38.302 > 3.09).

Keywords: *Brand Image*; *Electronic Word Of Mouth (E-WOM)*; Purchase Decision.

INTRODUCTION

The rapid development of the skincare industry in Indonesia encourages increasing competition between brands, both local and international. This condition requires companies to be able to influence consumer purchasing decisions, including the student segment of Pamulang University (UNPAM) which is known as an active and selective consumer group. UNPAM students tend to consider product quality, price, and information obtained from digital media before making a purchase (Kotler & Keller, 2016).

Purchasing decisions are an important process in consumer behavior which includes recognizing needs, searching for information, evaluating alternatives, and purchasing decisions (Schiffman & Kanuk, 2018). In the context of skincare products, purchase decisions become more complex because they are directly related to skin health, so consumers tend to be cautious. Based on the results of a pre-survey on students of the University of Pamulang Management Study Program, it is known that the decision to purchase Skintific skincare products is still not optimal, as seen from the low tendency of students to make Skintific the main choice. This condition shows

There are problems with the purchase decision variables.

Table 1: Data on the Number of Students of Pamulang University

Semester	Jumlah Mahasiswa
5	1.102
6	4.539
7	958
8	3.054

Source : Pamulang University Student

Data

Based on the data above, it can be seen that the respondents in the study entitled "The Influence of Brand Image and Electronic Word of Mouth (E-WOM) on TikTok Social Media on Skintific Product Purchase Decisions (Case Study on Students of Pamulang University Management Study Program)" consisted of students in semesters 5 to 8 with varying numbers. The highest number of students is in semester 6, which is 4,539 students, which shows that students in this semester are the dominant and relevant group as research objects because they are at a productive age and actively use social media, especially TikTok, as a source of information on skincare products.

Furthermore, the number of 8th semester students totaled 3,054 people, which shows that final year students also still have an interest in skincare products and remain exposed to digital information even though the academic focus has increased. Meanwhile, semester 5 and semester 7 students amounted to 1,102 and 958 people, respectively. The variation in the number of students in each semester reflects the diversity of respondent characteristics that can enrich the analysis of the influence of brand image and Electronic Word of Mouth (E-WOM) on TikTok social media on the purchase decision of Skintific skincare products.

The purchase decision-making process is a complex stage and involves various aspects from a consumer perspective, especially in the beauty industry such as *skincare* products. In this case, *Brand Image* is one of the important factors that affect consumer purchase decisions.

One of the factors that influence the purchase decision is Brand Image. Brand image is a consumer's perception, belief, and impression of a brand that is formed through experience, information, and marketing communication received by consumers (Kotler & Keller, 2016). A strong and positive brand image will create a good brand association in the minds of consumers, so that it can increase the level of trust and encourage buying interest in a product (Tjiptono, 2019). With a good brand image, consumers will be more confident that the products they choose have the quality that meets their expectations.

However, based on the results of a pre-survey of Pamulang University students, Skintipic's brand image is still relatively weak, especially in the indicator of brand uniqueness. Some students consider that Skintific does not have strong enough characteristics to clearly distinguish it compared to other similar skincare brands. This condition causes the Skintific brand to not be fully attached to consumers' memories. This weak brand image has the potential to reduce the level of consumer trust and cause consumers to easily switch to competing products that are considered to have a stronger brand image. In the end, this condition has an impact on the low purchase decision of Skintific products (Aaker, 2018).

Table 2. Skincare Brand Image Comparison

No	Merek Skincare	Brand Image
1	Skintific	**Skintific** memiliki citra merek yang kuat di kalangan mahasiswa dan generasi muda. Merek ini dikenal luas melalui media sosial, khususnya TikTok, serta dipersepsikan sebagai produk skincare modern dengan kualitas yang baik, harga yang relatif terjangkau, dan didukung oleh banyak ulasan positif dari pengguna maupun influencer.
2	MS Glow	MS Glow dipersepsikan sebagai merek skincare lokal yang telah mapan dan terpercaya. Merek ini dikenal luas secara nasional dengan position-ing yang cenderung premium, didukung oleh figur publik serta jarin-gan distribusi yang luas, sehingga memiliki tingkat kepercayaan konsumen yang cukup tinggi.
3	Starlet	**Starlet** memiliki citra merek sebagai produk skincare lokal yang sedang berkembang. Merek ini masih dalam tahap membangun kesadaran merek dan eksistensi di media sosial, sehingga persepsi konsumen terge-dan kualitas dan keunggulan produknya masih perlu ditingkatkan.

Source : compas.co.id 2024

According to the data in the table above, comparing brand images, it can be seen that each skincare brand has different brand image characteristics in the minds of consumers. Skintific is known as a skincare brand that emphasizes a science-based approach with claims of effectiveness supported by active ingredients and research results. This image is strengthened through an aggressive digital marketing strategy, especially through TikTok social media, so that Skintific is often perceived as a modern, innovative, and suitable product

for the needs of the younger generation.

MS Glow has a brand image that is more towards a premium and trusted impression, with the support of public figures and an extensive distribution network. The brand is often associated with instant treatment results and exclusive service, thus establishing a perception of high quality among its consumers. Meanwhile, Scarlett is better known as a pocket-friendly brand with a wide variety of products and attractive scents. Scarlett's brand image tends to be strong in the teenage segment and skincare beginner consumers because of her simple, easy-to-understand, and active communication on social media.

The difference in brand image shows that Skintific has advantages in building a brand image based on education and trust through electronic word of mouth (E-WOM), especially on TikTok. This condition is relevant for further research because a strong brand image and E-WOM have the potential to influence consumer purchase decisions, especially Pamulang University students as a group who actively consume digital content and online reviews.

In addition to brand image, consumer purchasing decisions are also influenced by information obtained through digital media, especially Electronic Word of Mouth (E-WOM). The development of social media has made consumers, especially Pamulang University students, increasingly dependent on reviews and recommendations shared by other users before making a purchase decision.

Electronic Word of Mouth (E-WOM) is an important factor influencing purchasing decisions, especially in the digital age. According to Kotler and Keller (2016), word of mouth is a form of communication between consumers that has a strong influence because it comes from the direct experience of product users and is considered more credible than company promotions. In its development, word of mouth does not only occur directly, but also through digital media known as electronic word of mouth (E-WOM). Social media such as TikTok is the main means for Pamulang University students to find reviews and recommendations for skincare products before making a purchase.

Pamulang University students as active users of TikTok tend to trust information that comes from the experiences of other consumers because it is considered more objective and relevant to their needs. Reviews conveyed through video content, comments, and testimonials on TikTok can form an initial perception of a product. However, based on the results of the pre-survey, the quality of Skintific E-WOM on TikTok is still not optimal, especially in terms of quality and information conveyed.

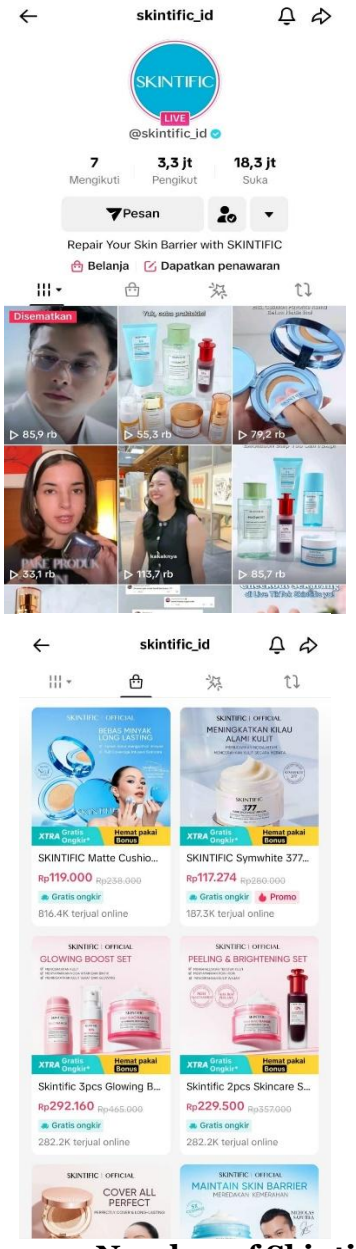


Figure 1: Number of Skintific Followers and Users on Tiktok

Source : Tiktok Platform 2025

Based on the uploaded image, the official TikTok account Skintific (@skintific_id) has 3.3 million followers and has amassed 18.3 million likes. This shows that this skincare brand has a large and active user base on TikTok. Then it can be seen from the next image that Skintific products have been sold in very large quantities online, reaching hundreds of thousands to millions of units. Some of its flagship products such as Skintific 5X Ceramide Barrier Moisture Gel, Sywhite 377 Dark Spot, Skintific 10% Niacinamide Brightening Serum and various skincare sets have attracted many buyers.

Online communication, including reviews on internet forums and social media, can influence the purchase decision of a product. Recommendations or reviews provided by other consumers in a particular review-sharing platform or community contribute to the formation of *a Brand Image*. Potential buyers often leverage various sources of information to build their perception of a brand.

Table 3: User Comments of Skintific Products on TikTok

Yes	Account Name	Comments	Sentiment
1	Indah9_	After one week of use, the skin is smoother and acne scars are reduced.	Positive
2	PrincessGirl	The skin is brighter, supple, and acne scars begin to fade.	Positive
3	Nurlaila_1	Acne is reduced after the use of Skintific products.	Positive
4	Ikozz	The serum gives quite good results after two weeks.	Positive
5	Hanny Rohanny	Use causes acne to increase and flare up.	Negatives
6	Binbin	Causes stone acne and bruises.	Negatives
7	Clarity	Thinking that Skintific is a local product.	Neutral
8	In Berlin	Highlighting the issue of competition between local and foreign products.	Neutral
9	idna	Think of Skintific as an Indonesian product.	Neutral

Source : TikTok Social Media Platform

Based on the table above, various responses can be seen both positive and negative from consumers who use Skintific products on TikTok social media. These responses as well as experiences allow potential buyers to evaluate Skintific products, ultimately influencing their purchasing decisions. In other words, E-WOM not only serves as a means of promotion, but also becomes an important source of information for consumers in assessing their purchasing decisions. This study aims to delve deeper into how positive and negative reviews related to Skintific products on social media can influence consumer purchase decisions. The researcher chose the Brand Image and *Electronic Word of Mouth* (E-WOM) variables in relation to purchasing decisions in order to analyze the extent to which these two independent variables influenced consumer decisions in making purchase decisions.

To find out the level of purchase

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decisions for Skintific skincare products, the author conducted a pre-survey by distributing questionnaires to 30 respondents to get an initial picture of consumer behavior in determining purchase decisions and their preference tendencies towards Skintific skincare products.

Table 4: Pre-Survey Data on Brand Image on *Kahf Skincare Products 2025*

Yes	Question Indicator	Answer		Quantity		
		Yes	No		Yes	No
1	**Excellence In Brand Associations** I feel that Skintific products have good quality compared to other *skincare* brands .	13	17	30	43,3%	56,7%
2	**Strength In Brand Association** Skintific was one of the first brands I considered when I wanted to buy skincare .	17	13	30	43,3%	56,7%
3	**Uniqueness in Brand Association** Skintific has unique characteristics that distinguish it from *other skincare brands*.	10	20	30	60,7%	33,3%

Source : Results of the Pre Survey Questionnaire of Skincare Skintific Skincare Products .

Based on the results of the pre-survey on the uniqueness indicators in brand associations, it can be seen that the brand image of Skintific skincare products has not been firmly formed in the minds of consumers. This is shown by the results of the questionnaire which stated that as many as 66.7% of respondents answered no, which means that the majority of consumers consider that Skintific does not have unique characteristics that are able to clearly distinguish it from other similar skincare brands.

The low perception of the brand's uniqueness indicates that consumers have not found the distinctive features of Skintific, both in terms of product concepts, key benefits, and the brand message communicated. This condition shows that Skintific needs to strengthen its branding strategy by consistently highlighting the uniqueness of the product in order to create a stronger and more positive perception. A clear brand uniqueness is expected to increase consumer appeal and encourage the formation of purchase decisions.

Table 5: Pre-Survey Data *of Electronic Word of Mouth (E-WOM)* on *Kahf Skincare* Products 2025

Yes	Question Indicator	Answer		Quantity	Answer %	
		Yes	No		Yes	No
1	**Content**	7	2	30	23,	76,

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Yes	Question Indicator	Answer		Quantity	Answer %	
		Yes	No		Yes	No
	I often find review content about Skintific on social media tiktok.		3		3%	7%
2	**Recommendation *Consistency*** I often see consistent reviews or recommendations regarding the quality of Skintific products on various online platforms.	4	26	30	13,3%	86,7%
3	**Rating** I consider the rating or rating of Skintific products before deciding to buy.	7	23	30	23,3%	76,7%
4	**Quality** I feel that customer reviews regarding Skintific on the internet are of good quality and trustworthy.	3	27	30	10 %	90 %
5	**Volume** I feel that the number of reviews of Skintific products on the internet reflects the popularity and quality of this product.	7	2 3	30	23,3%	76,7%

Source : Results of Pre Survey *Electronic Word Of Mouth* Skincare Skincare Products .

Based on the results of the pre-survey on the review quality indicator, it can be seen that the Electronic Word of Mouth (E-WOM) of Skintific skincare products is still relatively low. This can be seen from the results of the questionnaire which showed that as many as 90% of respondents stated no, which means that most respondents considered that customer reviews about Skintific on the internet were not of good quality and could not be trusted.

The low quality of these reviews indicates that the information circulating in digital media has not been able to provide a clear and convincing picture of Skintific products. In the context of digital marketing, E-WOM plays an important role as an alternative source of information that consumers use before making a purchase, especially in skincare products that are directly related to health and skin care. Reviews that are considered to be of poor quality or lack of credibility can create doubt and lower consumer confidence in the product.

Table 6: Pre-Survey Data on Purchase Decisions on Kahf Skincare Products 2025

Yes	Question Indicator	Answer		Quantity	Answer %	
		Yes	No		Yes	No
1	**Product**	7	23	30	23,3%	76,7%

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Yes	Question Indicator	Answer		Quantity	Answer %	
		Yes	No		Yes	No
	Selection I chose Skintific products because they fit my skincare needs.					
2	**Brand Selection** The Skintific brand image is stronger than similar products, making it attractive to buy.	4	26	30	13,3%	86,7%
3	**Purchase Channel Selection** I prefer to buy Skintific products through e-commerce or market places rather than physical stores.	7	23	30	23,3%	76,7%
4	**Time of Purchase** I tend to buy skintific products early before they run out.	3	27	30	10%	90%
5	**Purchase Quantity** In a single purchase, I bought more than one Skintific product.	7	23	30	23,3%	76,7%

Source : Results of Pre-Survey Questionnaire purchase decision for *Skintific Skincare* Products.

Based on the results of the pre-survey on the purchase time indicator, it can be seen that the decision to purchase Skintific skincare products is still not optimally formed. This is shown by the results of the questionnaire which stated that as many as 90% of respondents answered no, which means that the majority of consumers are not likely to buy Skintific products before the previous product runs out. These results indicate that the purchase of Skintific products is more situational and driven by urgent needs, rather than due to purchase planning or strong buying interest in the brand.

The low tendency of consumers to determine more planned purchase times can be influenced by a weak brand image and a lack of convincing digital

information. Therefore, a marketing strategy is needed that can increase brand appeal, strengthen digital communication, and encourage consumers to make purchases in a more planned and sustainable manner.

Various previous studies have examined the role of brand image and electronic word of mouth (E-WOM) in influencing skincare product purchase decisions. Sari's research (2021) found that brand image has a significant effect on purchase decisions because a positive *brand image* is able to create consumer trust and confidence. Similar results were also found by Pratiwi (2022) who stated that E-WOM through user reviews has been shown to have a significant effect on increasing consumer interest and purchase decisions of beauty products. However, a different study was put forward by Rahmawati (2020) who stated that brand image does not have a significant effect, because consumers consider the price and direct benefits of the product. Likewise, in Yusuf's (2023) research, E-WOM was found to have no significant effect because consumers need proof of long-term use before deciding to buy.

The difference in the results of the study shows that the influence of brand image and E-WOM on purchase decisions is not consistent and can differ according to the platform and consumer characteristics. In addition, most of the previous research still focused on reviews on platforms such as Shopee, Instagram, and YouTube, not yet specific to TikTok which has a fast and viral flow of content in triggering purchase decisions. There have also not been many studies that have examined consumers in the scope of Pamulang University students, so further proof is needed to prove whether brand image and E-WOM through TikTok do affect the purchase decision of Skintific skincare in this segment. Therefore, this research is here to fill the research gap and strengthen scientific evidence that was previously inconsistent.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to examine the influence between *brand image* variables and *electronic word of mouth (E-WOM)* on the purchase decision of *Skincare Skintific products*. The population and sample in this study amounted to 100 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

a. If the calculated value > the table, then the statement item is said to be valid.
b. If the rcalculated value < rtable, then the statement item is said to be invalid.

The following is presented the results of the calculation of the validity test of each variable used by the researcher in this study, namely *the variables of brand image*, *electronic word of mouth (E-WOM)* and purchase decisions with the following details:

Brand Image *Variable Validity Testing* (X1)

Based on the results of the validity test, the following results were obtained:

Table 7: Testing the Validity of *the Brand Image* Statement Instrument (X1)

Statement No	r count	r Table	Remarks
KX1-1	0.529	0,196	Valid
KX1-2	0.550	0,196	Valid
KX1-3	0.466	0,196	Valid

Statement No	r count	r Table	Remarks
KX1-4	0.402	0,196	Valid
KX1-5	0.600	0,196	Valid
KX1-6	0.771	0,196	Valid
KX1-7	0.606	0,196	Valid
KX1-8	0.586	0,196	Valid
KX1-9	0.600	0,196	Valid
KX1-10	0.771	0,196	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{counts} > r_{table}$, it is declared valid and vice versa, if $r_{counts} < r_{table}$, it is declared invalid. In this study, the number of samples (n) to be tested was 100 respondents with a bidirectional significance level of 0.050 with the provision that df = n-2, then df = 100 - 2 = 98, then the r table was obtained as 0.196. From the table above, it shows that the statement on the *brand image variable* can be said to be valid because all statements have a value of r calculated > 0.196.

Electronic Word Of mouth (E-WOM) *Variable Validity Testing* (X2)

Based on the results of the validity test, the following results were obtained:

Table 8: Testing the Validity of *the Electronic Word Of Mouth (E-WOM)* Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0.631	0,196	Valid
KX2-2	0.534	0,196	Valid
KX2-3	0.670	0,196	Valid
KX2-4	0.280	0,196	Valid
KX2-5	0.553	0,196	Valid
KX2-6	0.534	0,196	Valid
KX2-7	0.489	0,196	Valid
KX2-8	0.514	0,196	Valid
KX2-9	0.393	0,196	Valid
KX2-10	0.501	0,196	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements in the *electronic word of mouth (E-WOM)* variable are declared valid, as evidenced by the value of $r_{calculated} > r_{of\ the\ table}$, (n-2) = 100 - 2 = 98 which is 0.196. Thus, the data is suitable to be forwarded as research data.

Validity Testing of Purchase Decision Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 9: Testing the Validity of the Purchase Decision Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0.711	0,196	Valid
KY-2	0.723	0,196	Valid
KY-3	0.753	0,196	Valid
KY-4	0.667	0,196	Valid
KY-5	0.730	0,196	Valid
KY-6	0.557	0,196	Valid
KY-7	0.309	0,196	Valid
KY-8	0.609	0,196	Valid
KY-9	0.674	0,196	Valid
KY-10	0.669	0,196	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the purchase decision variable are declared valid, this is evidenced by the value of $r_{calculated} > r_{of\ the\ table}$, (n-2) = 100 - 2 = 98 which is 0.196. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if > from 0.600, and said to be unreliable if it is < from 0.600. The following is a table of instrument reliability results:

Brand Image *Variable Reliability Test* (X1)

Based on the results of the reliability test, the following results were obtained:

Table 10: Brand *Image* Variable Reliability Test (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,867	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *brand image* variable is said to be reliable, because the test obtained *a Cronbach alpha* value greater than 0.600, which is 0.867 > 0.600.

Electronic Word Of mouth (E-WOM)

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***Variable Reliability Test* (X2)**

Table 11: Electronic *Word Of Mouth (E-WOM) Variable Reliability Test* (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,871	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *electronic word of mouth (E-WOM)* variable is said to be reliable, because the test obtained *a cronbach alpha* value greater than 0.600, which is 0.817 > 0.600.

Reliability Test of Purchase Decision Variables (Y)

Table 12: Reliability Test of Purchase Decision Variables (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,897	10

Source: SPSS 26 data processing

From the table above, it can be seen that the purchase decision variable is said to be reliable, because the test obtained *a cronbach alpha* value greater than 0.600, which is 0.897 > 0.600.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05, the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 13: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

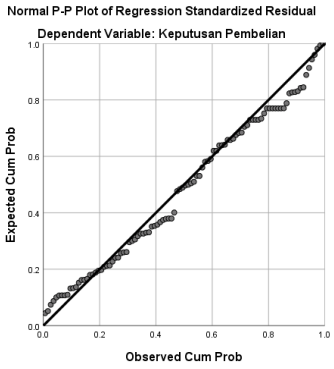
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	2.99090125
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.058
Test Statistic		.087
Asymp. Sig. (2-tailed)		.057c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processing, 2026.

From the table above, a significant *value (2-tailed)* of 0.057 can be obtained. Because the significance is more than 0.050 or (0.057 > 0.050), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using *a Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



Source: Data Processing, 2026.

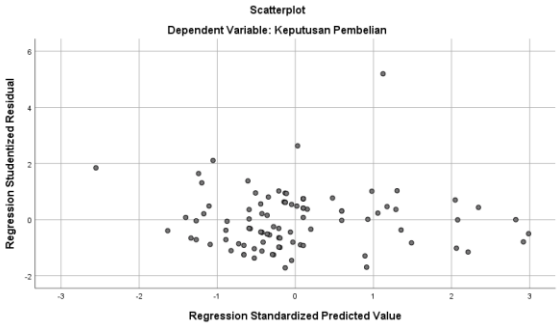
Figure 2: Normality Test P-Plot

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data of the *brand image* (X1), *electronic word of mouth (E-WOM)* (X2)

and purchase decision (Y) variables studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 3: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To determine the influence between *brand image* (X1) and *electronic word of mouth (E-WOM)* (X2) on purchase decisions (Y), it can be done with a t test (partial test). The provisions are as follows:

1) If the tcount > ttable means that Ho is rejected and Ha is accepted (there is an influence).
2) If the tcount > ttable means that Ho is accepted and Ha is rejected (no effect)

Partial Hypothesis Test for *Brand Image* Variable (X1)

The hypotheses that will be tested in this section are:

Ho1: There was no significant effect between *Brand image* on the product purchase decision *Skincare Skintific*.

Ha1 : There is a significant influence between *Brand image* on the product purchase decision *Skincare Skintific*.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 14: Partial Hypothesis Test Results Between *Brand Image* (X1) and Purchase Decision (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	3.913	1.926		2.032	.045
Brand Image	.414	.058	.586	7.160	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or (7.160 > 1.660), this is also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H_{o1} was rejected and Ha_1 was accepted, this shows that there is a significant influence between *brand image* on the purchase decision of Skincare Skintific *products*.

Partial Hypothesis Test for *Electronic Word of Mouth (E-WOM) Variables* (X2)

The hypotheses that will be tested in this section are:

Ho2: There was no significant effect between *electronic word of mouth (E-WOM)* on the product purchase decision *Skincare Skintific*.

Ha2: There is a significant influence between *electronic word of mouth (E-WOM)* on the product purchase decision *Skincare Skintific*.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 15: Partial Hypothesis Test Results Between *Electronic Word Of Mouth (E-WOM)* (X2) And Purchase Decision (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	4.843	2.853		1.697	.093
Electronic Word Of Mouth (E-WOM)	.590	.075	.623	7.879	.000

a. Dependent Variable: Purchase Decision

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or (7.879 > 1.660), this is also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H_{o2} was rejected and H_{a2} was accepted, this shows that there is a significant influence between *electronic word of mouth (E-WOM)* on the purchase decision of Skincare Skintific *products*.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all its independent variables (*brand image* and *electronic word of mouth (E-WOM)*) against its dependent variables (purchase decision). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant effect between *Brand image* and *electronic word of mouth (E-WOM)* simultaneously to the product purchase decision *Skincare Skintific*.

Ha3: There is a significant influence between *Brand image* and *electronic word of mouth (E-WOM)* simultaneously to the product purchase decision *Skincare Skintific*.

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{calculation}$ with the F_{table} with the following criteria:

1) If Fcalcul<Ftable means Ho is accepted and Ha is rejected
2) If Fcalcul>Ftable means Ho is rejected and Ha is accepted

The formula for finding the F value of the table is:

(df = k-1) = df1 = 3-1 = 2 and (df2 = n – k) = 100 - 3 = 97

Then with a significance of 5% or 0.05, F_{table} of 97 = 3.09 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 16: Results of Simultaneous Test (F Test) Between *Brand Image* (X1) and *Electronic Word of Mouth (E-WOM)* (X2) on Purchase Decision (Y)

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Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	699.396	2	349.698	38.302	.000b
Residual	885.604	97	9.130		
Total	1585.000	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Electronic Word Of Mouth (E-WOM) , Brand Image

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of $F_{was\ obtained} > F_{calculation\ of\ the\ table}$ or (38.302 > 3.09) and strengthened with a significance of < 0.05 or (0.000 < 0.05). So it can be concluded that *brand image* and *electronic word of mouth (E-WOM)* together have a significant effect on the purchase decision of *Skincare Skintific products*.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good *the brand image* and *electronic word of mouth (E-WOM)* are to the purchase decision. Furthermore, the results of this study will be discussed as follows:

The Influence *of Brand Image* (X1) on Purchase Decisions (Y)

Based on the results of the analysis, the *brand image research variable* had a

significant effect on the purchase decision as evidenced by the results of the $t_{t\text{-count}}$ test = 7.160 while ttable = 1.660 (tcal > ttable) with a significant level of 0.000 < 0.05, then Ho1 was rejected and Ha1 was accepted.

This research is in line with research that has been conducted by Ricka Putri Yani Br inaga, JoanYuliana Hutapea, (2022) where in her research it was concluded that *brand image* has a significant effect on purchasing decisions.

The Influence *of Electronic Word Of Mouth (E-WOM)* (X2) on Purchase Decisions (Y)

Based on the results of the analysis, *the electronic word of mouth (E-WOM)* variable has a significant effect on the purchase decision as evidenced by the results of the tcount test = 7.879 while ttable = 1.660 (tcal > ttable) with a significant level of 0.000 < 0.05, then Ho2 is rejected and Ha2 is accepted.

This research is in line with research that has been conducted by Maisyatus Suadaa Irfana, Fiona Ziva Novella, Rr Ayu Maharani, Moch Rizky Putri, Irwansah, Cindy Ayu F, (2025) where in his research it was concluded that *electronic word of mouth (E-WOM)* has a significant effect on purchasing decisions.

The Simultaneous Influence *of Brand Image* (X1) and *Electronic Word of Mouth (E-WOM)* (X2) on Purchase Decisions (Y)

Based on the results of the Anova test, the value of Fcal > Ftabel or (38.302 > 3.09) was obtained and also strengthened with a significant value of < 0.05 or (0.000 < 0.05), then Ho_3 was rejected and Ha3 was accepted. So it can be concluded that *brand image* and *electronic word of mouth (E-WOM)* together have a significant effect on the purchase decision of *Skincare Skintific products*. This research is in line with research that has been conducted by Mely Angely, Siti Aisyah, Alfian Budi Primanto, (2024.) where the research resulted in the conclusion that *brand image* and *electronic word of mouth (E-WOM)* together have a significant effect on purchasing decisions.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of *brand image* (X1) and *electronic word of mouth (E-WOM)* (X2) on the purchase decision (Y), it is as follows:

1. Partially, *brand image* has a significant effect on the purchase decision, this is evidenced by the results of the hypothesis test obtained by t_{count} of > t table (7,160 > 1,660) and also strengthened by a significance of 0.000 < 0.05. So Ha_1 was accepted. Thus, it can be concluded that brand *image variables* have a significant effect on the purchase decision of *Skincare Skintific products*.
2. Partially, *electronic word of mouth (E-WOM)* has a significant effect on purchasing decisions, this is evidenced by the results of the hypothesis test obtained by t_{count} of > t_{table} (7.879 > 1.660) and also strengthened by a significance of 0.000 < 0.05. So Ha_2 was accepted. Thus, it can be concluded that *the electronic word of mouth (E-WOM)* variable has a significant effect on the purchase decision of *Skincare Skintific products*.
3. *Brand image* and *electronic word of mouth (E-WOM)* simultaneously have a significant effect on purchase decisions, this is evidenced by the results of the hypothesis test obtained by $F_{count} > F_{table}$ or (38.302 > 3.09) and also strengthened with a significance of 0.000 < 0.05. Hence Ha_3 is accepted. Thus, it can be concluded that the *brand image* and *electronic word of mouth (E-WOM)* variables simultaneously have a significant effect on the purchase decision of *Skincare Skintific products*.

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