

**THE INFLUENCE OF BRAND IMAGE, PRODUCT
QUALITY, AND ELECTRONIC WORD OF MOUTH
ON THE PURCHASE DECISION OF HERBORIST
BODY SERUM PRODUCTS AT UNIVERSITY OF
DARUSSALAM GONTOR FEMALE CAMPUS**



By

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2025/1446**

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UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of Bachelor of
Management

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ABSTRAK

Pengaruh Brand Image, Kualitas Produk, *Electronic Word of Mouth* Terhadap Keputusan Pembelian Produk *Body Serum* Herborist di Universitas Darussalam Gontor Kampus Putri

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Dalam konteks persaingan pasar yang semakin ketat, perusahaan perlu memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen untuk meningkatkan posisi produk serta daya saing mereka di pasar. Brand image dan kualitas produk dianggap sebagai salah satu faktor kunci yang memengaruhi keputusan konsumen. Di sisi lain, *electronic Word of Mouth* (eWOM) menjadi elemen penting dalam membentuk persepsi konsumen melalui ulasan atau rekomendasi yang dibagikan di platform digital. Kombinasi dari citra merek yang kuat, kualitas produk yang konsisten, dan pengelolaan eWOM yang efektif dapat menciptakan strategi pemasaran yang lebih relevan, sehingga memperkuat hubungan antara merek dan konsumen di era digital saat ini. Penelitian ini bertujuan untuk mengkaji pengaruh *brand image*, kualitas produk, dan *electronic word of mouth* (eWOM) terhadap keputusan pembelian produk *Herborist* body serum di kalangan mahasiswi Universitas Darussalam Gontor. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, melibatkan 133 responden yang dipilih melalui metode *purposive sampling*. Pengumpulan data dilakukan menggunakan kuesioner skala Likert, kemudian dianalisis menggunakan metode regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *brand image* memiliki pengaruh positif yang signifikan terhadap keputusan pembelian, sehingga *brand image* yang kuat dapat memengaruhi konsumen untuk membeli produk tersebut. Kualitas produk juga terbukti berpengaruh positif signifikan terhadap keputusan pembelian, menunjukkan bahwa produk berkualitas tinggi dapat menarik minat konsumen. Sebaliknya, eWOM memiliki pengaruh negatif yang signifikan terhadap keputusan pembelian. Kesimpulan ini, mengindikasikan bahwa ulasan negatif yang beredar di media sosial atau platform digital dapat mengurangi minat konsumen terhadap suatu produk. Secara keseluruhan, *brand image* dan kualitas produk memberikan kontribusi yang positif terhadap keputusan pembelian, sementara eWOM memberikan dampak yang negatif. Implikasi teoretis dari penelitian ini menekankan pentingnya bagi perusahaan untuk secara efektif mengelola *brand image* dan kualitas produk, serta mempertimbangkan pengaruh informasi yang tersebar di platform digital yang dapat memengaruhi keputusan pembelian konsumen.

Kata Kunci: *Brand Image, Kualitas Produk, E-Wom, Purchase Decision.*

ABSTRACT

The Influence Of Brand Image, Product Quality, And Electronic Word Of Mouth On The Purchase Decision Of Herborist Body Serum Products at University Of Darussalam Gontor Female Campus

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Companies must comprehend the factors that affect consumer purchasing decisions in order to enhance their product positioning and competitiveness in the market due to the increasing fierce market competition. Brand image and product quality are considered as one of the key factors that influence consumer decisions. On the other hand, electronic Word of Mouth (eWOM) is becoming an important element in shaping consumer perception through reviews or recommendations shared on digital platforms. The combination of a strong brand image, consistent product quality, and effective eWOM management can create a more relevant marketing strategy, thus strengthening the relationship between brands and consumers in today's digital era. This study aims to examine the effect of brand image, product quality, and electronic word of mouth (eWOM) on purchasing decisions for *Herborist* body serum products among female students at Darussalam Gontor University. This research employs a quantitative approach with a survey method, involving 133 respondents selected through purposive sampling. Data were collected using a Likert scale questionnaire and analyzed using multiple linear regression. The results indicate that brand image has a significant positive effect on purchasing decisions, suggesting that a strong brand image can influence consumers to purchase the product. Product quality was also found to have a significant positive impact on purchasing decisions, demonstrating that high-quality products can attract consumer interest. On the other hand, eWOM was found to have a significant negative effect on purchasing decisions. This finding suggests that negative reviews circulating on social media or digital platforms can reduce consumer interest in the product. In conclusion, brand image and product quality contribute positively to purchasing decisions, while eWOM has a negative impact. The theoretical implications of this study emphasize the importance for companies to manage brand image and product quality effectively, while also taking into account the influence of information shared on digital platforms that can impact consumers' buying decisions.

Keyword: Brand Image, Product Quality, E-Wom, Purchase Decision.

DECLARATION

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I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

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APPROVAL OF SUPERVISOR

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To Honorable,
Dean of Faculty of Economics and Management
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*Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr, Wb*

I certify that I have supervised and read this thesis, written by:


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In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for degree of Bachelor of Management Department.

Wassalamu 'alaikum Wr, Wb.

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It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

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MOTTO

وَلَا يَهِنُوا وَلَا تَحْزَنُوا وَأَنْتُمْ الْأَعْلَوْنَ إِنْ كُنْتُمْ مُؤْمِنِينَ

(Ali'Imran:139)

“Do not be weak and do not grieve, for you are the highest if you are believers”



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DEDICATION

Bismillahirrahmanirrahim,

With gratitude and humility, I dedicate this work to:

Allah SWT, who consistently provides me with benefits, strength, and direction at every stage of my life out of His love. I am grateful to Allah for providing me with the grace necessary to finish my thesis. And Prophet Muhammad SAW is the primary role model in life, whose teachings encourage us to keep working hard and maintaining our faith throughout all of life's journeys, including this scholastic one.

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