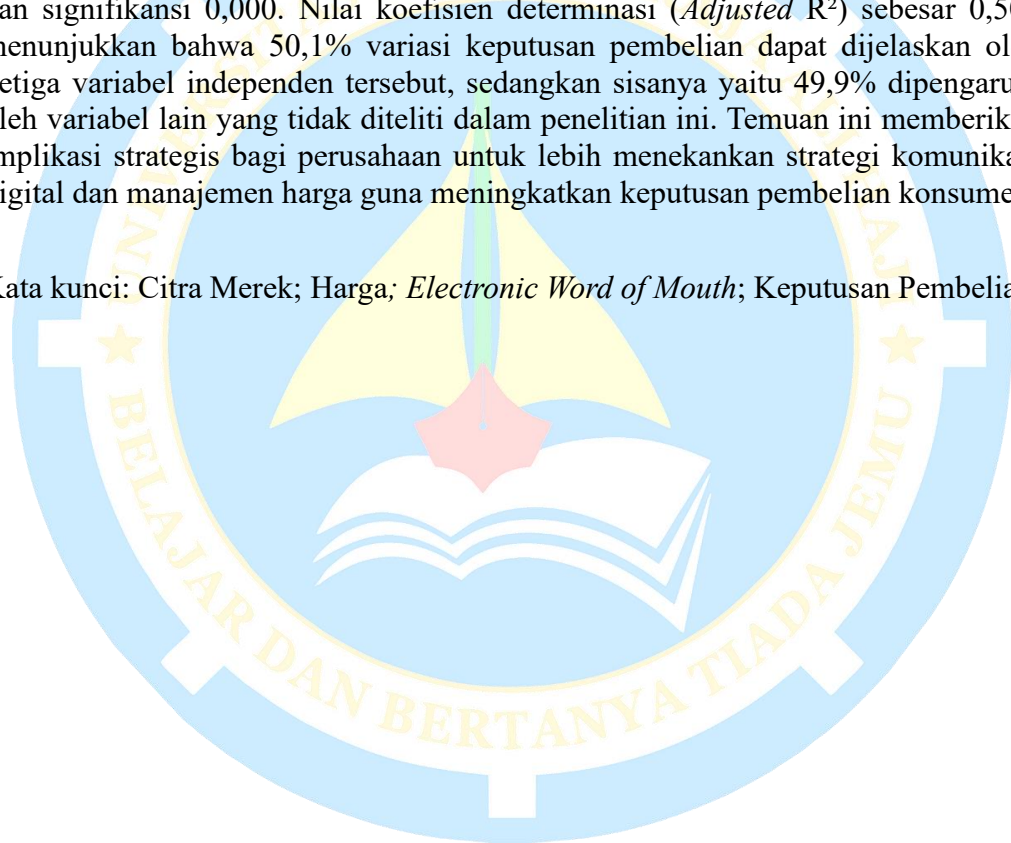


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, harga, dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian produk *sunscreen* Azarine pada mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 93 responden yang pernah menggunakan produk *sunscreen* Azarine. Analisis data dilakukan menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa harga (X_2) dan e-WOM (X_3) berpengaruh positif dan signifikan terhadap keputusan pembelian, masing-masing dengan nilai signifikansi 0,000 dan 0,036 ($< 0,05$), sedangkan citra merek (X_1) tidak berpengaruh signifikan (signifikansi 0,118 $> 0,05$). Secara simultan, ketiga variabel berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung 31,825 dan signifikansi 0,000. Nilai koefisien determinasi (*Adjusted R*²) sebesar 0,501 menunjukkan bahwa 50,1% variasi keputusan pembelian dapat dijelaskan oleh ketiga variabel independen tersebut, sedangkan sisanya yaitu 49,9% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Temuan ini memberikan implikasi strategis bagi perusahaan untuk lebih menekankan strategi komunikasi digital dan manajemen harga guna meningkatkan keputusan pembelian konsumen.

Kata kunci: Citra Merek; Harga; *Electronic Word of Mouth*; Keputusan Pembelian.



ABSTRACT

This study aims to analyze the influence of brand image, price, and electronic word of mouth (e-WOM) on the purchase decision of Azarine sunscreen products in students of the Faculty of Economics and Maritime Business, Raja Ali Haji Maritime University. This study uses a quantitative approach with a survey method of 93 respondents who have used Azarine sunscreen products. Data analysis was carried out using multiple linear regression. The results showed that price (X_2) and e-WOM (X_3) had a positive and significant effect on purchase decisions, with significance values of 0.000 and 0.036 (< 0.05), respectively, while brand image (X_1) had no significant effect (significance of 0.118 > 0.05). Simultaneously, the three variables had a significant effect on the purchase decision with an F value of 31.825 and a significance of 0.000. The value of the determination coefficient (Adjusted R^2) of 0.501 showed that 50.1% of the variation in purchasing decisions could be explained by the three independent variables, while the remaining 49.9% was influenced by other variables that were not studied in this study. These findings provide strategic implications for companies to further emphasize digital communication strategies and price management to improve consumer purchasing decisions.

Keywords: Brand Image; Price; Electronic Word of Mouth; Purchase Decision

