

ABSTRAK

Vivin Herlinawati. 2026. Pengaruh Promosi Media Sosial, *E-WOM*, *Brand Image*, dan Kualitas Produk terhadap Keputusan Pembelian Produk *Skincare* Glad2Glow (Studi Empiris pada Konsumen *Skincare* Glad2Glow di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M., Pembimbing (II) Wiwin Juliyantri, S.E., S.Pd., M.Ak.

Tujuan penelitian ini untuk mengetahui pengaruh Promosi Media Sosial, *Electronic Word of Mouth (E-WOM)*, *Brand Image*, dan Kualitas Produk terhadap Keputusan Pembelian konsumen pada produk *skincare* Glad2Glow di Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Sampel penelitian sebanyak 385 responden yang dipilih menggunakan teknik purposive sampling berdasarkan rumus Lemeshow. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi (R^2) dengan bantuan program SPSS 25. Hasil penelitian menunjukkan bahwa Promosi Media Sosial, E-WOM, *Brand Image*, dan Kualitas Produk secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian konsumen. Secara simultan, keempat variabel tersebut juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Nilai Adjusted R Square sebesar 0,813 menunjukkan bahwa 81,3% Keputusan Pembelian dijelaskan oleh Promosi Media Sosial, *E-WOM*, *Brand Image*, dan Kualitas Produk, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian.

Kata Kunci: Promosi Media Sosial, *E-WOM*, *Brand Image*, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

Vivin Herlinawati. 2026. The Influence of Social Media Promotion, E-WOM, Brand Image, and Product Quality on Purchase Decision of Glad2Glow Skincare Products (Empirical Study on Glad2Glow Skincare Consumers in Madiun City). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Hari Purwanto, S.E., M.M., Advisor (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.

Keywords: *Social Media Promotion, E-WOM, Brand Image, Product Quality, Purchase Decision.*

This research aims to determine the influence of Social Media Promotion, Electronic Word of Mouth (E-WOM), Brand Image, and Product Quality on Purchase Decision among consumers of Glad2Glow skincare products in Madiun City. This study employs a quantitative approach with a causal-associative research design. The research sample consisted of 385 respondents selected through purposive sampling based on the Lemeshow formula. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2) using SPSS 25. The results show that Social Media Promotion, E-WOM, Brand Image, and Product Quality each have a positive and significant partial effect on Purchase Decision. Simultaneously, the four variables also have a positive and significant effect on Purchase Decision. The Adjusted R Square value of 0.813 indicates that 81.3% of Purchase Decision is explained by Social Media Promotion, E-WOM, Brand Image, and Product Quality, while the remainder is influenced by other variables outside this study.