ABSTRAK

Putri, Vara Febrian Purnomo. 2026. Pengaruh *Brand Image*, Kualitas Produk, dan Electronic Word of *Mouth* (e-WOM) terhadap Keputusan Pembelian dengan Kepercayaan Konsumen sebagai Variabel Mediasi (Studi Empiris pada Produk OMG *Cosmetics* 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) Dr. Heny Sidanti, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image*, Kualitas Produk, dan *Electronic Word of Mouth* (e-WOM) terhadap Keputusan Pembelian, baik secara langsung maupun melalui Kepercayaan Konsumen sebagai variabel mediasi, pada konsumen produk OMG *Cosmetics* di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori dan desain asosiatif kausal. Populasi penelitian adalah seluruh konsumen yang pernah melakukan pembelian produk OMG *Cosmetics* di Kota Madiun, dengan jumlah sampel sebanyak 384 responden yang ditentukan menggunakan rumus Lemeshow dan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner daring (Google Form) dan dianalisis menggunakan metode Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Brand Image*, Kualitas Produk, dan e-WOM berpengaruh positif dan signifikan terhadap Kepercayaan Konsumen maupun Keputusan Pembelian, dan Kepercayaan Konsumen berpengaruh positif signifikan terhadap Keputusan Pembelian, sehingga seluruh hipotesis pengaruh langsung (H1-H7) diterima. Hasil pengujian mediasi menunjukkan bahwa Kepercayaan Konsumen terbukti memediasi secara parsial (partial mediation) pengaruh *Brand Image*, Kualitas Produk, dan e-WOM terhadap Keputusan Pembelian, sehingga hipotesis mediasi (H8-H10) juga diterima. Temuan ini mengindikasikan bahwa peningkatan citra merek, kualitas produk, dan ulasan digital yang positif perlu diiringi dengan penguatan kepercayaan konsumen agar dapat mendorong keputusan pembelian secara lebih optimal.

Kata Kunci: *Brand Image*, Kualitas Produk, *Electronic Word of Mouth*, Kepercayaan Konsumen, Keputusan Pembelian

ABSTRACT

Putri,Vara Febrian Purnomo.2026. *The Effect of Brand Image, Product Quality, and Electronic Word of Mouth (e-WOM) on Purchase Decision with Consumer Trust as a Mediating Variable (Empirical Study on OMG Cosmetic Products 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) Dr. Heny Sidanti, S.E., M.M.

This study aims to examine the effect of Brand Image, Product Quality, and Electronic Word of Mouth (e-WOM) on Purchase Decision, both directly and through Consumer Trust as a mediating variable, among consumers of OMG Cosmetic products in Madiun City. This research employs a quantitative approach with an explanatory research type and a causal associative design. The population consists of all consumers who have purchased OMG Cosmetic products in Madiun City, with a sample of 384 respondents determined using the Lemeshow formula and a purposive sampling technique. Data were collected through an online questionnaire (Google Form) and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4.0. The results show that Brand Image, Product Quality, and e-WOM have a positive and significant effect on both Consumer Trust and Purchase Decision, and Consumer Trust has a positive and significant effect on Purchase Decision, so that all direct-effect hypotheses (H1-H7) are accepted. The mediation test results indicate that Consumer Trust partially mediates the effect of Brand Image, Product Quality, and e-WOM on Purchase Decision, so that the mediation hypotheses (H8-H10) are also accepted. These findings suggest that improving brand image, product quality, and positive digital reviews should be accompanied by strengthening consumer trust in order to encourage a more optimal purchase decision.

Keywords: Brand Image, Product Quality, Electronic Word of Mouth, Consumer Trust, Purchase Decision