

## **ABSTRACT**

*Yeni Kusuma Ningsih, Business Administration Study Program, Yudahrta Pasuruan University. July 2023. The Influence of Brand Image and Electronic Word Of Mouth on Purchasing Decisions and Consumer Satisfaction in Purchasing Somethinc Products in Pasuruan Regency.*

*This study was conducted to determine the Influence of Brand Image and Electronic Word Of Mouth on Purchasing Decisions and Consumer Satisfaction on Purchasing Somethinc Products. This research was conducted on the purchase of Somethinc products in Pasuruan Regency, in 2023. The data collection technique used is a questionnaire that is distributed online through google forms. The sample used in this study was 114 respondents with the purposive sampling method, which is a sampling technique where people are selected as samples in accordance with the purpose of the study. In data processing, this research was carried out using the path analysis method (path analysis))*

*Based on the results of this study, it can be seen that Brand Image does not have a positive and significant effect on Purchasing Decisions, Electronic Word Of Mouth has a positive and significant effect on Purchasing Decisions, Brand Image has a positive and significant effect on Consumer Satisfaction, Electronic Word Of Mouth has a positive and significant effect on Consumer Satisfaction, and Purchase Decisions have a positive and significant effect on Consumer Satisfaction.*

**Keywords:** *Brand Image, Electronic Word Of Mouth, Purchase Decision and Consumer Satisfaction.*

## ABSTRAK

Yeni Kusuma Ningsih, Program Studi Administrasi Bisnis, Universitas Yudahrta Pasuruan. Juli 2023. Pengaruh *Brand Image* dan *Electronic Word Of Mouth* terhadap Keputusan Pembelian dan Kepuasan Konsumen Pada Pembelian Produk Somethinc di Kabupaten Pasuruan.

Penelitian ini dilakukan untuk mengetahui Pengaruh *Brand Image* dan *Electronic Word Of Mouth* terhadap Keputusan Pembelian dan Kepuasan Konsumen Pada Pembelian Produk Somethinc. Penelitian ini dilakukan pada pembelian produk Somethinc di Kabupaten Pasuruan, Tahun 2023. Teknik pengumpulan data yang digunakan adalah kuesioner yang disebarakan secara online melalui google formulir. Sampel yang digunakan pada penelitian ini sebanyak 114 responden dengan metode *purposive sampling*, yaitu teknik penentuan sampel dimana orang yang dipilih sebagai sampel sesuai dengan tujuan dilakukannya penelitian. Pada pengolahan data penelitian ini dilakukan dengan menggunakan metode analisis jalur (*path analysis*)

Berdasarkan hasil penelitian ini dapat diketahui bahwa *Brand Image* tidak berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *Electronic WordOfMouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, *BrandImage* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen, *ElectronicWord Of Mouth* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen, dan Keputusan Pembelian berpengaruh positif dan signifikan terhadap Kepuasan Konsumen.

**Kata Kunci:** *Brand Image, Electronic Word Of Mouth, Keputusan Pembelian dan Kepuasan Konsumen.*