

ABSTRACT

In the digital era, product quality is the main factor influencing purchasing decisions for Azarine products, supported by the increasingly significant role of electronic word of mouth through social media. Azarine, as one of the local skincare brands, faces challenges related to product claims and consumer perceptions, both positive and negative. Consumer behavior that prioritizes product effectiveness and safety shows the importance of superior product quality and e-WOM to maintain consumer trust. This study aims to analyze the effect of product quality and electronic word of mouth on purchasing decisions for Azarine products.

This research method uses a quantitative method with descriptive and causal research types. The sampling technique used is non-probability sampling with a purposive sampling type and a total of 385 respondents. Data analysis uses two statistical methods, namely descriptive analysis and multiple linear regression.

Based on the results of this study, it shows that the variables of product quality and electronic word of mouth have a significant effect on purchasing decisions for Azarine products, both partially and simultaneously. The variables of product quality and electronic word of mouth have an influence of 55.9% on purchasing decisions, and the rest is influenced by factors not examined in this study.

Keywords: *Product Quality, Electronic Word of Mouth, Purchasing Decision*