THE INFLUENCE OF PRODUCT QUALITY AND E-WOM ON PURCHASE DECISIONS FOR SOMETHINC SKINCARE PRODUCTS IN MANADO CITY

PENGARUH KUALITAS PRODUK DAN E-WOM TERHADAP KEPUTUSAN PEMBELIAN PRODUK PERAWATAN KULIT SOMETHINC DI KOTA MANADO

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Abstract: This study explores the influence of Product Quality and Electronic Word of Mouth (eWOM) on purchase decisions for Somethinc skincare products in Manado City. Product Quality and eWOM are considered as the independent variables, while the dependent variable is Purchase Decision. The research offers valuable insights for skincare businesses to refine product development and enhance digital marketing strategies. A quantitative approach was used, with data gathered from 150 respondents who are Somethinc product users. Data were collected through a questionnaire based on a Likert scale. The analysis includes classical assumption tests, multiple linear regression, and hypothesis testing using the F-test and t-test. The results indicate that both Product Quality and eWOM have a positive influence on consumer purchase decisions for Somethinc skincare products in Manado City.

Keywords: Product Quality, Electronic Word of Mouth (eWOM), Purchase Decision

Abstrak: *Penelitian ini mengeksplorasi pengaruh Kualitas Produk dan Electronic Word of Mouth (eWOM) terhadap keputusan pembelian produk perawatan kulit Somethinc di Kota Manado. Kualitas Produk dan eWOM dianggap sebagai variabel independen, sedangkan variabel dependen adalah Keputusan Pembelian. Penelitian ini memberikan wawasan berharga bagi bisnis perawatan kulit untuk menyempurnakan pengembangan produk dan meningkatkan strategi pemasaran digital. Pendekatan kuantitatif digunakan, dengan data yang dikumpulkan dari 150 responden yang merupakan pengguna produk Somethinc. Pengumpulan data dilakukan melalui kuesioner dengan skala Likert. Analisis meliputi uji asumsi klasik, regresi linier berganda, dan pengujian hipotesis menggunakan uji F dan uji t. Hasil penelitian menunjukkan bahwa baik Kualitas Produk maupun eWOM memiliki pengaruh positif terhadap keputusan pembelian konsumen produk perawatan kulit Somethinc di Kota Manado.*

Kata Kunci*: Kualitas Produk, Electronic Word of Mouth (eWOM), dan Keputusan Pembelian*

INTRODUCTION

Research Background

The growth of the cosmetics industry in Indonesia has shown a significant increase in recent year and consumers are paying more attention to their skin needs, leading them to search for products that meet these needs. This has resulted in intense competition among cosmetic companies. Manado, as one of the major cities in Indonesia, has also felt the impact of this growth. Local economic growth and the increasingly modern lifestyle of the community have driven an increase in demand for beauty and skincare products.

The presence of the internet or digital technology inevitably changes consumer patterns, requiring companies to adapt to evolving consumer behaviors, attitudes, and habits. Therefore, before making an online purchase, a consumer needs to first establish trust in both the seller and the products being marketed. Grasping what drives people to make purchases is key for any business wanting to succeed in today's market. The decision-making process

that consumers go through involves several stages before, during, and after they buy something, influenced by a mix of factors that shape their choices (Kotler and Keller, 2016).

Product quality is a key element in influencing consumer purchase decisions. Consumers often prefer products that have established a reputation for quality because these products provide assurance and meet their expectations. High-quality products can enhance customer satisfaction and foster loyalty, which in turn can lead to increased sales (Tjiptono and Chandra, 2016).

Nowadays, the internet has taken over traditional face-to-face word-of-mouth (WOM) and introduced a new platform known as electronic word-of-mouth (eWOM). Consumers now have instant access to vast amounts of information, including thousands of user reviews online. Electronic Word of Mouth (e-WOM) is a significant factor in shaping purchase decisions. Reviews and recommendations from other consumers, shared through social media and online platforms, are powerful sources of information. E-WoM includes product reviews, ratings, testimonials, comments on social media, and discussions in online forums. Online reviews, filled with feedback and opinions from past customers, are becoming more influential in shaping the purchasing decisions of potential buyers (Lei, 2019).

One brand that has successfully attracted consumer attention is Somethinc. Somethinc is a local beauty company founded in May 2019 by Irene Ursula. This local brand has managed to position itself as a key player in the skincare market by offering high-quality products using safe and effective ingredients. Somethinc's products not only meet national quality standards but also compete with international brands in terms of innovation and effectiveness. Somethinc's success is also supported by an effective marketing strategy, including the use of e-WOM (Electronic Word of Mouth) through social media platforms, allowing them to interact directly with consumers.

To understand why consumers choose Somethinc, it's important to look at what drives their purchase decisions. People usually start by identifying a need for better skincare, influenced by their personal experiences and what they hear from others. They then look for information, checking out online reviews, following influencer recommendations, and asking friends for advice. When it comes to choosing Somethinc, they weigh factors like the product's quality, the transparency of its ingredients, the brand's reputation, and its price. How satisfied consumers are after buying also plays a big role. A positive experience can lead to repeat purchases and strong brand loyalty, while a negative one might push them away. For Somethinc, meeting and exceeding customer expectations is crucial for staying relevant in the market.

By involving theoretical perspectives obtained from previous research as well as contributions from experts, this research aims to fill this knowledge gap by investigating “The Influence of Product Quality and E WOM on Purchase Decisions for Somethinc Skincare Products in Manado City”

Research Objectives

1. To identify the influence of product quality and e-wom on purchase decisions for Somethinc Skincare Products in Manado City.
2. To identify the influence of product quality on purchase decisions for Somethinc Skincare Products in Manado City.
3. To identify the influence of e-wom on purchase decisions for Somethinc Skincare Products in Manado City.

THEORETICAL REVIEW

Marketing

Marketing is about identifying and meeting human and social needs, succinctly defined as "meeting needs profitably" (Kotler and Keller, 2016). It is the process through which companies create value for customers, build strong customer relationships, and capture value from customers in return (Kotler and Armstrong, 2016). This involves identifying and fulfilling customer needs and wants, providing value, and fostering long-lasting relationships and trust. Profitability is essential, but companies must also consider the value customers derive from their products or services.

Purchase Decision

Purchase decision refers to an action taken by an individual to decide purchase products that are being sold by sellers. Customers use the purchase intent as a means to select two or more items that are offered. Kotler and Armstrong (2016) stated a purchase decision is the action that customers take to decide whether or not to buy anything. Consumers often consider the price and quality of well-known brands when making a purchase.

Product Quality

Product quality is defined by the extent to which a product meets or exceeds customer expectations and established standards (Tjiptono and Chandra, 2016). Product quality is not solely evaluated based on technical aspects like performance and reliability; it also includes subjective dimensions such as aesthetics and perceived quality. A product is considered high quality if it delivers excellent performance, has relevant and appealing features, is reliable in use, durable, easy to maintain, and aesthetically pleasing. Additionally, how consumers perceive the quality of the product often influenced by brand reputation and previous experiences with the product or service is also a crucial part of Tjiptono's definition of product quality.

E-WOM

E-WOM is a communication platform for sharing information about a product or service that has been consumed between consumers who do not know each other (Goyette et al., 2010). It refers to the online sharing of opinions, suggestions, and personal experiences regarding goods and companies on websites such as social media, review sites, and forums (Hennig-Thurau et al., 2004).

Empirical Studies

Rizki and Santosa (2024) analyzed the influence of product quality, electronic word of mouth, and lifestyle on the decision to purchase iPhone brand cellphones in generation Z. The population in this study is all iPhone users in generation Z using a purposive sample. This research used 100 respondents. The data collection technique used was a survey method with research tools used in the form of questionnaires with a Likert scale, and analyzed using IBM SPSS Statistics 25 Software. The results of this research analysis show that product quality has a positive and significant influence on purchasing decisions. Apart from that, electronic word of mouth has a positive and significant influence on purchasing decisions. Furthermore, lifestyle has a positive and significant influence on purchasing decisions.

Badir and Andjarwati (2020) determined the effect of e-WOM, convenience, and trust in purchasing decisions. The development of internet-based trading systems or e-commerce changes the patterns of consumer behavior from conventional shopping to shopping digitally or online. The sample in this study was 200 respondents' ofTokopedia users. The analysis uses multiple regression analysis. The results showed there was no significant effect of the e-WOM variable on purchasing decisions, and there was a substantialinfluence on the easiness and trust variables on buying decisions

Erdawati, Endarwita, and Widiasari (2023) aimed to see the influence of Electronic Word Of Mouth (e-WOM) and product quality on purchasing decisions for SkinCare MS.Glow in Lubuksikaping. This type of research is associative with a quantitative approach, using an accidental sampling technique with a total of 30 Y generation respondents who use MS skincare. Glow, female, with an age range of 28 - 42 years. The techniques used in data collection are the results of questionnaires that have been filled in by respondents, documentation and interviews with data processing using SPPS version 16.0. The results of the research for the t test for the Electronic Word of Mouth variable and product quality have a significant value of <0.05, meaning they have a significant effect on purchasing decisions.

Conceptual Framework

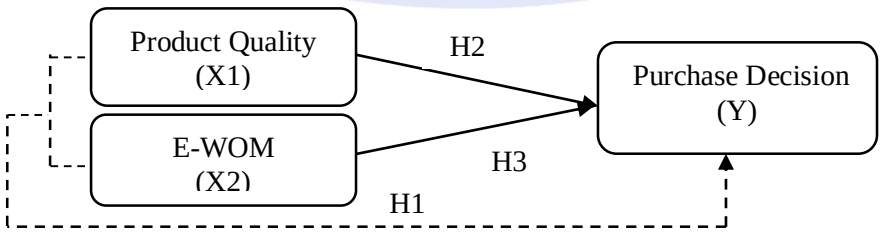

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypotheses

H1: There is an influence of product quality and electronic word of mouth on purchase decisions for Somethinc skincare products in Manado city.

H2: There is an influence of product quality on purchase decisions for Somethinc skincare products in Manado city.

H3: There is an influence of electronic word of mouth on purchase decisions for Somethinc skincare products in Manado city

RESEARCH METHOD

Research Approach

The type of research employed in this study is quantitative. Quantitative research is characterized by its focus on numerical data, a formal approach, objectivity, and a systematic process to gather information about the world (Burns and Grove, 2009).

Population, Sample Size and Sampling Technique

The research on the influence of product quality and electronic word of mouth on consumer purchase decisions for Somethinc skincare products targets a population comprising consumers of Somethinc skincare products, digital and social media users. This study uses a probability sampling technique, where simple random sampling would likely be the most suitable. In this study, the sample size was determined based on both theoretical and practical considerations to ensure representativeness of the population, specifically targeting residents of Manado aged 18-35 years who have purchased Somethinc skincare products.

Data Collection Method

Data collection techniques are an important research process. In order for the results of the research to match the objectives or initial hypothesis, the data collection technique must be correct and in accordance with the method. Primary data is defined as "data collected for research from the actual site of occurrence of events" (Sekaran and Bougie, 2009). The primary data used was gathered by distributing questionnaires to consumers of Somethinc skincare products.

Operational Definition of Research Variable

Table 1. Operational Definition and Indicator of Research Variable

Variable	Definition	Indicators
Product Quality (X_1)	Product quality can be defined as the attributes or characteristics of a product that encompass the level of customer satisfaction regarding its physical quality, performance, reliability, durability, and other features offered by skincare products from the brand Somethinc.	1. .Performance 2. Features 3. Durability 4. Aesthetics (Tjiptono and Chandra, 2016)
E-WOM (X2)	Referring to all forms of communication or recommendations made by individuals or consumers about Somethinc skincare products or brands through digital platforms or the internet.	1. Information 2. Knowledge 3. Answer 4. Reliability (Mahaputra and Setiawan, 2019)
Purchase Decision (Y)	Purchase decision refers to the mental process and actions taken by consumers in choosing to buy skincare products from the brand Somethinc. This decision is influenced by various factors, including their perception of the quality of the products offered, as well as recommendations or reviews they receive through social media and other digital platforms.	1. Product Selection 2. Brand Choice 3. Time of Purchase 4. Purchase Quantity (Kotler and Armstrong, 2016)

Testing of Research Instruments

Validity and Reliability Test

Validity refers to how well a concept or construct measures what it is intended to measure. A straightforward way to assess validity involves comparing observed measurements with true measurements (Hair et al., 2010). In this study, validity is tested using the Pearson Product-Moment Correlation, examining both the significance level

and comparing the calculated correlation coefficient (rvalue) with the critical value (rtable). If the significance value <0.05, and if the value of rvalue > rtable, then the instrument is declared valid.

Reliability refers to the consistency of scores obtained by the same individuals when retested using the same test under different conditions, different sets of equivalent items, or varying examination conditions (Anastasi and Urbina, 2002). The Cronbach's Alpha coefficient is a reliable measure indicating the extent to which items in a scale are positively correlated with one another. Sekaran (2003) interprets Cronbach's Alpha as follows: A value less than 0.6 suggests unsatisfactory internal consistency, indicating that the data may be unreliable, a value of 0.7 indicates acceptable data reliability, a value of 0.8 or higher suggests good internal consistency, indicating reliable data.

Data Analysis Method

Classical Assumption Test

Normality Test

In multiple linear regression models, it is assumed that the residuals follow a normal distribution. Residuals represent the discrepancies between observed values and predicted values of the dependent variable. These residuals are considered normally distributed if their significance level is greater than 0.05 (Ghozali, 2011)

Multicollinearity Test

Multicollinearity occurs when independent variables in a regression model exhibit a strong linear relationship, indicated by high correlation coefficients approaching one. According to Priyatno (2014), a regression model is considered good if there is no multicollinearity among its independent variables. The VIF is used to detect multicollinearity, with a VIF value below 10 indicating an absence of multicollinearity.

Heteroskedasticity Test

The Glejser test specifically assesses the significance of independent variables concerning the absolute values of residuals to detect heteroscedasticity. If the p-value associated with the independent variables and absolute residuals exceeds 0.05, it suggests that heteroscedasticity is not present (Priyatno, 2014). The goal of heteroscedasticity testing is to determine whether the variances of residuals in a regression model are uniform or vary significantly (Priyatno, 2014). In a well-fitted regression model, homoscedasticity is preferred, indicating absence of heteroscedasticity. Detecting heteroscedasticity involves examining scatter plots of predicted values (ZPRED) against residuals (SRESID), where the Y-axis represents residuals and the X-axis represents predicted values. Residuals on the X-axis are typically standardized. The analysis proceeds as follows:

a If a specific pattern emerges, such as residuals forming regular shapes (e.g., wave-like, widening, then narrowing), it suggests heteroscedasticity.

b In the absence of a discernible pattern and with residuals scattered evenly above and below zero on the Y-axis, heteroscedasticity is considered absent.

Multiple Linear Regression

Multiple regression is an advanced statistical method that extends simple linear regression to predict the value of a dependent variable based on two or more independent variables. In this context, the dependent variable is the one being predicted, while the independent variables are those used to make the predictions. This statistical tool allows researchers to analyze how multiple independent variables are related to a dependent variable, enabling more accurate predictions and deeper insights into the relationships between variables. The formula for multiple linear regression equation is as follows:

$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \varepsilon$$

Explanation:

Y = Purchase Decision
β0 = Intercept
β1-β1 = Regression Coefficient of Each Variable
X1 = Product Quality
X2 = Electronic Word of Mouth (EWoM)
ε = Error

Hypothesis Testing

Simultaneously Test (F-Test)

The purpose of the F test is to assess whether the independent variables collectively influence the dependent variable. If the significance value (Sig.) is ≤ 0.05, it indicates that the independent variables collectively have a significant effect on the dependent variable (Riduwan and Sunarto, 2013). The decision-making process for the F test involves comparing the computed F statistic (F count) with the critical F value (F table):

a If F count > F table and Sig. ≤ 0.05, it suggests that the independent variables jointly exert a statistically significant effect on the dependent variable.

b If F count < F table and Sig. ≥ 0.05, it implies that the independent variables do not collectively have a significant effect on the dependent variable.

Partially Test (t-Test)

The t-test is utilized to assess the specific impact of an independent variable on the dependent variable. As for the criteria the decision of this test is if t > 0.05 then the independent variable has no significant effect on the dependent variable. Meanwhile, if t < 0.05 then the independent variable has influence sig. to the dependent variable (Riduwan and Sunarto, 2013).

RESULT AND DISCUSSION

Result

Table 2. Validity Test

Correlations

Variable	Item	Rcount	Rtable	Status
Product Quality	X1.1	0.598	0.159	Valid
	X1.2	0.731	0.159	Valid
	X1.3	0.582	0.159	Valid
	X1.4	0.606	0.159	Valid
E-WOM	X2.1	0.703	0.159	Valid
	X2.2	0.768	0.159	Valid
	X2.3	0.836	0.159	Valid
	X2.4	0.811	0.159	Valid
Purchase Decision	Y1	0.575	0.159	Valid
	Y2	0.519	0.159	Valid
	Y3	0.299	0.159	Valid
	Y4	0.748	0.159	Valid

Source: Data processed, SPSS 26 (2024)

Based on the results shown in Table 2, each item under the variables Product Quality (X1), Electronic Word of Mouth (X2), and Purchase Decision (Y) was tested for validity using Pearson's correlation. The criteria for validity are met if the Rcount (Pearson Correlation value) is greater than the Rtable value, which is set at 0.159 for this study. From these results, it can be concluded that all items are valid as the Rcount values exceed the Rtable value of 0.159.

Table 3. Reliability Test Result

Reliability Statistics

Cronbach's Alpha	N of Items
.876	3

Source: Data processed, SPSS 26 (2024)

The SPSS results indicate that the Cronbach's Alpha value for the three variables is 0.876. Since the obtained value of 0.876 is well above 0.60, the research instrument is considered reliable.

Data Analysis

Classical Assumption Test

Normality Test

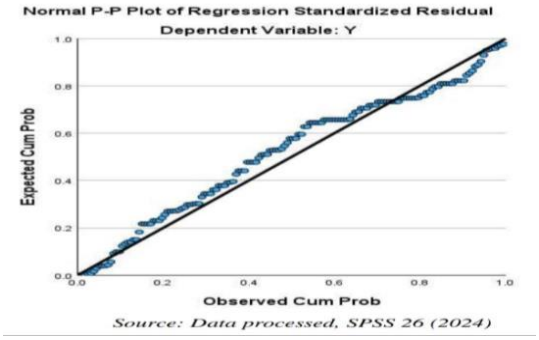

Figure 2. Normality test
Source: Data processed, SPSS 26 (2024)

It shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line, which means the data are distributed normally

Multicollinearity Test
Table 4. Multicollinearity Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3.758	.819			
	Product Quality	.436	.067	.446	.504	1.985
	E-WOM	.305	.049	.427	.504	1.985

Source: Data processed, SPSS 26 (2024)

If the tolerance value is greater than 0.100 and the VIF is less than 10.00, it can be concluded that multicollinearity does not occur. But if the tolerance value is less than 0.100 and the VIF is more than 10.00, it can be concluded that multicollinearity occurs. the tolerance value is 0.504, and the VIF value is 1.985. From these results, it can be concluded that there is no multicollinearity because the tolerance value is greater than 0.100 and the VIF is less than 10.00.

Heteroscedasity Test
Table 5. Heteroscedasity Test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	1.621	.516		3.140	.002
	Product Quality	-.026	.042	-.070	-.608	.544
	E-WOM	-.024	.031	-.091	-.790	.431

a. Dependent Variable: Y
Source: Data processed, SPSS 26 (2024)

The heteroscedasticity test helps us check if the variance of the residuals in a regression model is consistent. The condition is that if the significance value is above 0.05, there‘s no heteroscedasticity; but if it‘s below 0.05, then heteroscedasticity is present. As seen in Table 6, the significance values for X1 (Product Quality) and X2 (E-WOM) are 0.544 and 0.431, in that order. Since both values are above 0.05, it can be concluded that heteroscedasticity is not an issue in this model.

Multiple Linear Regression

The results of the multiple linear regression analysis are presented to examine the influence of Product Quality (X1) and E-WOM (X2) on the dependent variable (Y). The following equation represents the regression model:

Y = 3.758 + 0.436 + 0.305 + 0.819

Based on the coefficients provided in Table 4.13, the results of the multiple linear regression analysis show the following:

1. Constant (3.758): The constant value indicates that when both Product Quality (X1) and E-WOM (X2) are zero, the predicted value of the dependent variable Y is 3.758. The significance value is less than 0.001, suggesting that the constant is statistically significant.
2. Product Quality (X1): Product Quality produces a coefficient value of 0.436. This means if Product Quality increases, the dependent variable Y will also increase by 0.436. It can be concluded that there is a positive relationship between Product Quality (X1) and Y.
3. E-WOM (X2): E-WOM produces a coefficient value of 0.305. This means if E-WOM increases, the dependent variable Y will also increase by 0.305. It can be concluded that there is a positive relationship between E-WOM (X2) and Y.

Table 4. Multiple Linear Regression Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.758	.819		4.590	<.001
	Product Quality	.436	.067	.446	6.494	<.001
	E-WOM	.305	.049	.427	6.207	<.001

a. Dependent Variable: Y

Source: Data processed, SPSS 26 (2024)

Coefficient of Determination (R2)

Table 5. Coefficient of Determination (R2) Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806[a]	.650	.645	1.021

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data processed, SPSS 26 (2024)

Based on the results of the R and R Square table above, it shows that the R Square is 0.650 or 65%. According to the standard, an R Square value is considered good if it is 50% or above. This means that the model has met the R test standard value requirement. It can be concluded that the independent variables in this research (X1 and X2) affect 65% of the dependent variable (Y). The remaining 35% is influenced by other factors or external variables that are not included in the independent variables in this research.

Hypothesis Testing

Simultaneous Test (F-Test)

Table 8. F-Test Result

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	284.481	2	142.240	136.431	<.001[b]
	Residual	153.259	147	1.043		
	Total	437.740	149			

a. Dependent Variable: Y (Purchase Decision)

b. Predictors: (Constant), E-WOM, Product Quality

Source: Data processed, SPSS 26 (2024)

It shows that the Fcount is 136.431. The significance value is <0.001, which is below the threshold of 0.05. To determine the Ftable value, it can be found in the F distribution table using the formula (k; n – k) = (2; 150 – 3 = 147), where the Ftable value is approximately 3.05 based on 147 degrees of freedom. Since the Fcount value of 136.431 is much greater than the Ftable value of 3.05, it can be concluded that Product Quality (X1) and E-WOM

(X2) have a positive influence on Purchase Decision (Y). This means that the hypothesis (H1) is accepted and the null hypothesis (H0) is rejected.

Partial Test (t-Test)
Table 4 shows that:
- Product Quality (X1): It is known that the significance value of Product Quality (X1) is <0.001, which is less than the threshold of 0.05. The value of tcount is 6.494, while the ttable value is approximately 1.976. Since the tcount is greater than ttable, it can be concluded that Product Quality (X1) has a positive influence on Purchase Decision (Y). This means that H2 is accepted and H0 is rejected.
- Electronic Word of Mouth (E-WOM, X2): It is known that the significance value of Electronic Word of Mouth (X2) is <0.001, which is less than the threshold of 0.05. The value of tcount is 6.207, while the ttable value is approximately 1.976. Since the tcount is greater than ttable, it can be concluded that Electronic Word of Mouth (X2) has a positive influence on Purchase Decision (Y). This means that H3 is accepted and H0 is rejected.

Discussion
Product Quality and Purchase Decision

From the results, it is evident that Product Quality has a strong impact on customers' purchase decisions for Somethinc skincare products in Manado City. This shows that people are highly concerned with the quality of the skincare products they use, prioritizing items that deliver on their promises and have aesthetically pleasing packaging. When a product consistently meets or even exceeds customer expectations, it naturally builds trust and satisfaction among consumers. These customers are more likely to purchase again and recommend the product to others, which further drives sales. High-quality products, especially in the skincare industry, play a crucial role because consumers are not just looking for a product but they're looking for results. For example, if a moisturizer is effective in hydrating the skin and improving its texture, users are likely to trust the brand and make repeat purchases. This trust in product quality helps in building a loyal customer base that values the effectiveness and reliability of Somethinc products. Additionally, positive experiences with product quality often lead to favorable reviews which can attract new customers who are seeking trustworthy skincare solutions.

E-WOM and Purchase Decision

The results also reveal that Electronic Word of Mouth (E-WOM) has a considerable impact on customers' purchase decisions for Somethinc skincare products. This indicates that people are increasingly relying on online reviews and ratings when making purchasing decisions, especially for skincare products. Positive and engaging online reviews can build strong trust among potential customers, as they tend to believe in other people's experiences when choosing skincare products. A good reputation, formed through consistent positive reviews and ratings, can attract more potential customers who are searching for reliable skincare solutions. The influence of these online opinions is powerful because they come from fellow consumers, who are perceived as more objective and trustworthy compared to traditional advertisements. This trust can lead potential customers to try products that have received high praise, thus driving purchase decisions. Overall, E-WOM not only provides additional information and consideration for customers but also becomes an essential factor in building a positive brand image that boosts the growth of Somethinc skincare products in Manado City.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclusions are drawn based on the results of this research are as follows:
1. Product Quality and Electronic Word of Mouth (E-WOM) simultaneously influence the Purchase Decision. The indicators of Purchase Decision are Product Selection, Brand Choice, Time of Purchase, and Purchase Quantity.
2. Product Quality partially influences the Purchase Decision. The indicators of Product Quality are Performance, Features, Durability, and Aesthetics.
3. Electronic Word of Mouth (E-WOM) partially influences the Purchase Decision. The indicators of Electronic Word of Mouth (EWOM) are Information, Knowledge, Answer, and Reliability

Recommendation

1. For anyone interested in diving deeper into research like this, the study has shown that Product Quality and Electronic Word of Mouth (E-WOM) have a strong impact on Purchase Decisions, together influencing 65% of the outcome. To explore the full picture, future researchers might want to look into other factors that could explain the remaining 35%. This would give us a better understanding of what drives consumer behavior, especially when it comes to skincare products like Somethinc. Building on these findings, future studies can help uncover new insights and add more depth to our knowledge in this growing area.
2. To Somethinc's Strategy Team, based on the insights from this research, there are several ways the brand can grow and improve. First, it‘s crucial to keep enhancing the quality of your products. Customers really value consistency in things like performance and durability, so making sure every product meets high standards will go a long way in building trust. Since Electronic Word of Mouth (E-WOM) plays a big role in how people decide to buy, encouraging happy customers to share their experiences online can boost the brand‘s image. Running campaigns that reward customers for positive reviews and staying active on social media to respond to feedback will help strengthen connections with your audience. On the marketing side, focusing on targeted campaigns, especially those that highlight real customer testimonials and involve influencers, can make your message more relatable and effective. Additionally, setting up a loyalty program that rewards repeat purchases can help keep customers coming back. Lastly, consider expanding the product line to cater to different skin needs and staying on top of trends by continuously innovating. By doing all this, Somethinc can continue to thrive and connect even more deeply with its customers.

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