The Influence of Brand Image and Word of Mouth on The Purchase Decision of Scarlett Whitening Body Care Products Among Female Students of Prof. Dr. Moestopo (Beragama) University, Faculty of Communication Sciences, Class of 2018

Wa Ode Savira Cahya Devi[1], Pratama Juli Hartini[2], Riesthena Martha[3]
Faculty of Psychology, Master of Professional Psychology, Persada Indonesia University YAI
E-mail: wsaviracd@gmail.com[1], hartinijuli@gmail.com[2], riesthena@gmail.com[3]

Abstract

This research is a quantitative study which aims to examine the effect of brand image and word of mouth with the purchase decision of Scarlett whitening body care products for University students of Prof. Dr. Moestopo (Beragama). The sample in this study amounted to 86 subjects with data collection methods using purposive sampling technique. The measuring instrument used is the purchase decision scale (30 items, $\alpha = 0.959$), the brand image scale (12 items, $\alpha = 0.847$), the word-of-mouth scale (19 items, $\alpha = 0.919$). The results of this study indicate that there is a significant positive influence between brand image and decision to purchase bodycare products for female students of 0.757, and there is a significant positive effect between word of mouth and decision to purchase bodycare products for female students of 0.764. Furthermore, the results of multiple linear regression data analysis using the computer program SPSS (Statical Product and Service Solution) version 22.0 for windows obtained a correlation coefficient of $R = 0.812$.

Keywords	*Brand Image, Word of Mouth, Purchase Decision*

INTRODUCTION

Currently, the cosmetic product industry in Indonesia is experiencing rapid growth. This is evidenced by the emergence of various new products available, both from imported and local brands. This development has heightened competition among businesses, prompting cosmetic manufacturers to compete fiercely for market dominance which demand each company to continually enhance their products and marketing strategies to captivate consumer interest.

Moreover, cosmetics are a primary necessity, particularly for women, who willingly undergo various treatments to achieve desired results and enhance their self-confidence. This inclination stems from women's innate desire to present themselves beautifully in public. The increasing public awareness of health and beauty is also a factor driving the high demand for cosmetic products. One of the products that has been developing quite rapidly in recent years is body care products since it is essential to prevent dry, rough, and dull skin. Products such as hand and body lotions, body scrubs, and shower gels are commonly used to address these concerns.

One of the well-known body care brands in Indonesia is Scarlett Whitening. Scarlett Whitening is a body care product brand that offers a variety of products such as body lotion, body scrub, and shower scrub, with the main benefit of whitening and brightening the skin. This brand has become popular and is in great demand, especially among women, due to the good quality of its products and effective marketing strategies.

Regardless, in the realm of consumer decision-making, the selection process plays a crucial role in determining marketing strategies. Hence, companies study the consumer decision-making journey meticulously and discover that the decision-making process for purchasing a product begins with the consumer's awareness of their needs and desires. Once the consumer understands their need and preferences, they will search for the desired product, proceed with product evaluation, and ultimately decide whether to purchase or refrain from purchasing the product according to their criteria.

This process aligns with Sumarwan's (as cited in Fanny and Tri, 2016) definition of purchase decision, which is the activity undertaken by consumers to buy and consume a product or service to satisfy their needs and wants. Additionally, Schiffman and Kanuk (as cited in Suri and Oloan, 2017) describe purchase decision as the behavior exhibited by consumers in searching for, using, evaluating, and disposing of a product or service, aiming to fulfill their needs. Given this understanding, it is evident that consumer behavior significantly influences purchasing decisions regarding products. Therefore, understanding consumer behavior is crucial, as it profoundly affects how decisions are made in the buying process.

Among the various factors influencing consumer purchase decisions, brand image plays a crucial role. A good brand image can create a positive perception in the minds of consumers, which can lead to purchase decisions. Establishing an appropriate brand image proves invaluable in marketing, as it shapes consumer perceptions and preferences. Brands that effectively meet market needs gain a competitive edge, while those that fail to do so struggle to compete.

Tjiptono (as cited in Suri and Oloan, 2017) defines brand image as the portrayal of consumer associations and beliefs related to a specific brand. This perspective is further supported by Kertajaya (as cited in Suri and Oloan, 2017), who describes brand image as the culmination of all associations related to a brand that are established in the consumer's mind. Thus, a strong and positive brand image can influence consumers to choose a particular product over its competitors.

In addition to brand image, word of mouth is also an important factor that can influence purchase decisions. Word of mouth is communication about a product or service that occurs between consumers. Positive word of mouth can increase consumer confidence in a product's credibility and influence their decision to buy the product since it came from satisfied customers. Conversely, negative word of mouth can deter potential buyers. In today's digital age, word of mouth spreads not only through personal recommendations but also through social media platforms like Instagram, Twitter, and Facebook which amplify its influence.

Similar example can be seen from Scarlett Whitening, a local brand introduced by Indonesian celebrity Felicya Angelista, has established a positive brand image through its commitment to providing high-quality, natural body care products. The product line, which includes body lotion, shower scrub, and body scrub, is specifically designed to enhance skin brightness using safe and effective ingredients such as Glutathione and Vitamin E. The favorable perception of Scarlett Whitening is further evidenced by its substantial market

presence and consumer demand. The brand's strategic use of social media for marketing has successfully attracted significant consumer interest, as reflected in the sales figures from the official Shopee account.

The positive word of mouth surrounding Scarlett Whitening is also quite noticeable since many celebrities and influencers have played a pivotal role by sharing their reviews of Scarlett Whitening products on social media platforms. This endorsement has generated substantial interest among their fans and followers, thereby amplifying the product's reach and credibility, which is further reinforced by its relatively affordable pricing, leading many consumers to decide to purchase the product.

This phenomenon is evident at Universitas Prof. Dr. Moestopo (Beragama), where female students make purchase decisions based on word of mouth and brand image conveyed by their peers. The researcher conducted interviews with several female students from this university. One such interviewee, identified as Student A, revealed that she learned about Scarlett Whitening from a classmate who had been using the product for six months. The positive results observed from the initial use significantly influenced Student A's decision to purchase Scarlett Whitening.

A purchase decision, a critical aspect of consumer behavior, involves consumers' actions related to consuming products and services. It includes three processes: intelligence activity (gathering information), design activity (problem recognition and analysis), and choice activity (selecting the best alternative) (Usman Effendi, 2016). According to Tjiptono (in Suri and Oloan, 2017) and Setiadi (in Putra and Achmad, 2018), purchase decisions encompass recognizing problems, seeking information, evaluating alternatives, and planning purchases. Furthermore, Kotler, Armstrong, and Schiffman (in Usman Effendi, 2016) highlight that decision-making involves selecting among alternatives to meet needs, while Lamb (in Usman Effendi, 2016) emphasizes the influence of psychological factors. Additionally, Shiffrman and Kanuk (in Devi Indrawati, 2015) and Setiadi (in Devi Indrawati, 2015) discuss the necessity of alternative choices and cognitive evaluation. Therefore, a purchase decision is an evaluative process where consumers select products or services that meet their needs.

Consumers consider several factors before making a purchase decision, including cultural, social, personal, psychological, and situational influences. According to Kotler and Armstrong (in Suri and Oloan, 2017), cultural factors encompass values and perceptions learned from family and societal institutions, with subcultures and social classes shaping behavior. Social factors involve the influence of reference groups, family roles, and social status. Moreover, personal factors such as age, occupation, economic situation, lifestyle, and personality also play a role. Psychological factors include motivation, perception, learning, beliefs, and attitudes. Additionally, situational factors, such as specific time and place contexts, can impact consumer behavior. James F. Engel (in Usman Effendi, 2016) adds that cultural influences help individuals communicate and evaluate as members of society, social class influences shared values and behaviors, personal influences stem from close relationships, family influences pervade decision-making, and situational influences arise

from specific environmental factors. These combined elements shape how consumers evaluate and decide on products and services.

According to Tjiptono (in Fanny and Tri, 2016), the decision-making process is categorized into extended, limited, and habitual decision making. Extended decision making begins with problem recognition, leading to the purchase of multiple products. Limited decision making involves evaluating known alternatives without seeking new information. Habitual decision making occurs when consumers immediately decide to purchase without considering alternatives. Moreover, Kotler and Keller (in Fanny and Tri, 2016) describe the process as starting with need recognition, followed by information search from personal, commercial, public, and experiential sources. Consumers then evaluate alternatives based on attributes that meet their needs. Furthermore, purchase decisions can be influenced by the attitudes of others and unanticipated situational factors. Post-purchase behavior depends on satisfaction, which hinges on the alignment between expectations and product performance. This process helps consumers identify their needs, gather information, evaluate options, and make informed purchases.

Kotler and Armstrong (in Mutiara and Putu, 2019) identify five dimensions of purchase decisions. Product Choice involves selecting between products based on expected quality and perceived benefits. Brand Choice includes evaluating brand appeal, habitual preferences, and price suitability. Purchase Channel Choice focuses on the quality of service, accessibility, and stock availability at different retailers. Timing of Purchase is determined by immediate needs, perceived benefits, and the justification for buying at a particular time. Quantity Purchased pertains to deciding the amount based on current needs and future stock considerations. These dimensions collectively influence how consumers make informed purchasing decisions.

Brand image is defined as the set of beliefs, ideas, and impressions held by individuals about a brand, which significantly influences consumer attitudes and actions towards it. According to Sangadji and Sopiah (in Devi Indrawati, 2015), brand image is the association that arises in a consumer's mind when recalling a particular brand. This image can be either positive or negative, affecting purchasing decisions based on the consumer's perception. Additionally, Kotler and Keller (in Suri and Oloan, 2017) describe brand image as the process of selecting, organizing, and interpreting information to create a meaningful picture. Pawitaningtyas et al. (in Iknesya & Arjuna, 2017) view it as the overall perception of a product based on various sources of information that embeds the brand in the consumer's mind. Hasan (in Alfa, Fauzi & Dahlan, 2017) emphasizes that a brand's competitive edge relies heavily on its ability to create meaningful connections with consumers. A strong brand image positively influences purchasing decisions, as it aligns with consumer expectations and contributes to satisfaction with the purchase. Thus, brand image is a critical factor in how consumers perceive and remember a brand.

Schifman and Kanuk (in Iknesya & Arjuna, 2017) outline several factors shaping brand image: product quality, trustworthiness, usefulness, service, risk, price, and the overall brand impression. Biel (in Firman, Zainul, & Dahlan, 2018) adds that company image, user image, and product image are also crucial. Together, these factors—ranging from perceived

quality and price to customer service and brand reputation—collectively influence how a brand is viewed and remembered by consumers.

Kotler and Keller (in Iknesya & Arjuna, 2017) identify three key aspects for measuring brand image: strength, uniqueness, and likability. Strength refers to the distinctive physical attributes of a brand, such as product appearance, functionality, and pricing, which set it apart from competitors. Uniqueness highlights a brand's ability to differentiate itself through unique attributes that offer a compelling reason for consumers to choose it over others. Likability involves how easily the brand is recalled, pronounced, and aligned with the consumer's perception versus the company's intended image. Shimp (in Rizan, Kartika, & Agung, 2015) adds that brand image aspects also include attributes (specific features of the brand), benefits (functional, symbolic, and experiential), and self-concept evaluation (the subjective value customers place on their consumption experience). Based on these perspectives, the study measures brand image focusing on strength, uniqueness, and likability.

Word of mouth (WOM) refers to the natural promotion of a brand or product driven by consumer satisfaction and enthusiasm. Kotler and Keller (in Kiki Joesylana, 2018) define word of mouth as a marketing activity involving person-to-person communication—whether verbal, written, or electronic—based on experiences with a product or service. Mowen and Minor (in Andhanu, Srikandi, & Yusri, 2014) describe word of mouth as the exchange of comments, thoughts, or ideas between consumers who are not sources of marketing. Additionally, Silverman (in Iknesya & Arjuna, 2017) highlights word of mouth's strength due to its independent credibility and personal experience sharing. Suprapti (in Diana, Hufron, & Khairul, 2016) notes that word of mouth is perceived as trustworthy when communicated by friends, experts, or family. Word of mouth can often be more effective than advertising, as it includes candid feedback and potential product weaknesses from a non-commercial source. Thus, word of mouth involves individuals sharing their product or service experiences with others, such as friends or family, to promote a brand.

Sernovitz, as cited by Kiki Joesylana (2018), identifies three core motivations driving word-of-mouth communication: first, individuals share their experiences when they have a genuine affinity for both the product and the provider, appreciating both the product's quality and the positive interactions they receive. Second, emotional fulfillment plays a key role, as people are often motivated to discuss products based on their emotional reactions rather than the product's features alone. Finally, the need for social connection influences word of mouth, as discussing products helps individuals bond with others who share similar interests, providing a sense of belonging and emotional satisfaction.

According to Hughes (as cited in Kiki Joesylana, 2018), Word of Mouth (WOM) is classified into two types. Positive word of mouth occurs when individuals share favorable experiences about a product, service, or company with others. Conversely, negative word of mouth involves the dissemination of unfavorable experiences. This categorization highlights the impact of personal experiences on the perception and communication of brand value.

According to Hasan (as cited in Kiki Joesylana, 2018), Word of Mouth (WOM) offers significant advantages in influencing purchasing decisions. It is an independent,

credible source of information, particularly when shared by friends, and provides direct experiential insights. Word of mouth engages interested individuals, serves as informal advertising, spreads quickly through social networks, and is unrestricted by physical or social barriers.

Babin and Barry (as cited in Kiki Joesylana, 2018) outline key indicators of Word of Mouth (WOM), such as consumers' willingness to speak positively about products, recommend services, and encourage purchases. Sernovitz expands this with the 5Ts framework: Talkers (enthusiastic individuals), Topics (engaging brand-related subjects), Tools (aids for message dissemination), Talking Part (participant engagement), and Tracking (monitoring feedback). The researcher will utilize Sernovitz's 5Ts for measuring word of mouth. Collectively, these studies highlight the significant positive relationship between brand image, word of mouth, and consumer purchase decisions.

In order to assess the current circumstances, this study aims to explore the influence of brand image and word of mouth on the purchase decision of Scarlett Whitening body care products among female students of the Faculty of Communication Sciences, Universitas Prof. Dr. Moestopo (Beragama), class of 2018. This study was conducted to offer both theoretical and practical purposes including, (1) to provide valuable insights for future research in the field of economic psychology, social psychology, and industrial-organizational psychology, with a particular focus on consumer behavior; (2) to aids female students in making informed purchasing decisions that align with their needs and preferences.

Sugiyono (as cited in Sugiyono, 2017:89) states that a hypothesis indicating the relationship between two or more variables is known as an associative hypothesis. Based on the literature review and theoretical framework above, the hypotheses proposed in this study is as follows:

- Ha 1: There is an influence of brand image on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.
- Ha 2: There is an influence of word of mouth on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.
- Ha 3: There is an influence of both brand image and word of mouth on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.

METHOD

The variables used in this study are classified into independent variables, which are able to influence or cause changes in other variables, and dependent variables, which are those affected or resulting from changes in other variables (Sugiyono, 2017:4). There are three variables that will be studied in this research. The first variable is purchase decision as a dependent variable, the second variable is brand image, and the third variable is word of mouth as an independent variable.

Sugiyono (2017:61) defines a population as a generalization area that includes objects or subjects with specific quantities and characteristics determined by the researcher for study and conclusion drawing. For this study, the population includes all female students of the Faculty of Communication Sciences, Universitas Prof. Dr. Moestopo (Beragama), class of 2018 which consists of 109 individuals. The sampling technique used is purposive sampling, since it allows the researcher to select participants based on specific criteria. This method ensures that the sample size aligns with the researcher's objectives (Sugiyono, 2017). Purposive sampling was employed by setting these specific criteria including (1) female students from the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University; (2) have used or are currently using Scarlett Whitening body care products. As a result, the sample for this study includes 86 individuals from a total of 109 who met the specified criteria.

Data Collection Technique

This research uses structured questionnaires to gather data on brand image, word of mouth, and purchasing decisions. The questionnaire aims to measure respondents' perceptions and attitudes. Data collection was carried out by distributing the Google Form link with the psychological scale to the subjects who were the research samples. After the questionnaires were collected, a try-out data analysis was conducted to determine the validity and reliability of the research scale.

This study utilizes several scales for data collection. Each scale in this study is constructed using the Likert scale model used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena (Ridwan and Sunarto, 2017:20). There are five answer choices provided by using the Likert scale model namely Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). Favorable statements are those that express positive aspects or support for the issues being studied, whereas unfavorable statements reflect negative aspects or opposition to the issues. The research on these five response alternatives is as follows:

Likert Scale Scoring System

Alternative Answer	Favorable	Unfavorable
Strongly Agree (SA)	5	1
Agree (A)	4	2
Neutral (N)	3	3
Disagree (D)	2	4
Strongly Disagree (SD)	1	5

In this study, the researcher will use the purchasing decision scale, brand image scale, and word of mouth scale. Each of these scales has its own distinct dimensions and items.To begin with, the Likert scale for the purchase decision variable consists of 48 items and five dimensions, namely: (1) product selection, (2) brand selection, (3) purchase channel choice, (4) purchase timing, and (5) purchase quantity.

Meanwhile the Likert scale for the brand image variable comprises 24 items and encompasses three dimensions, namely: (1) strength, (2) uniqueness, and (3) favorability. The Likert scale designed to measure the word of mouth variable contains 28 items and consist of five dimensions, namely: (1) speaker, (2) topic, (3) tool, (4) participation, and (5) monitoring.

Instrument testing is carried out to determine the validity and reliability of the research scale that will be used in data collection. According to Azwar (in Zulkifli Matondang, 2009), a test is considered highly valid if it performs its measurement function accurately, providing results that align with the intended purpose of the measurement.

The validity testing of the items revealed that some items were invalid and thus discarded. From the purchase decision scale of 48 items, 30 items were found to be valid with significant item-total correlations (rit) for the valid items ranged from 0.352 to 0.869. Similarly, the validity testing for the brand image scale indicated only 12 items were valid with significant item-total correlations ranging from 0.354 to 0.695. For the word of mouth scale, the validity testing also resulted in some items being discarded due to invalidity. The analysis identified 19 valid items, with significant item-total correlations ranging from 0.316 to 0.739.

The final instrument test is by testing the scale reliability. Reliability refers to the extent to which measurement results can be trusted. According to Azwar (in Zulkifli Matondang, 2009), reliability is a key characteristic of a good measurement instrument. Reliability is measured using Cronbach's Alpha technique reliability coefficient by referring to Guilford & Futhcher's criteria. Based on calculations, the reliability of the purchase decision scale yielded a reliability coefficient of 0.959 (highly reliable), the brand image scale is 0.847 (reliable), and the word of mouth scale is 0.919 (highly reliable).

Guilford & Fruchter Reliability Rules

Criteria	Reliability Coefficient
Highly Reliable	> 0,9
Reliable	0,7 – 0,9
Quite Reliable	0,4 – 0,7
Not Reliable	0,2 – 0,4

This study employs simple linear regression analysis to determine the impact of two independent variables:

- Ha1: The effect of brand image on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.
- Ha2: The effect of word of mouth on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.

To assess the combined effects between the three variables, multiple linear regression analysis will be conducted:

● Ha3: The effect of both brand image and word of mouth on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Science, class of 2018, at Prof. Dr. Moestopo (Beragama) University.

The obtained data will be analyzed to draw conclusions from this study using both simple and multiple linear regression statistical methods, with the assistance of SPSS (Statistical Product and Service Solution) version 22.0 for Windows.

RESULTS AND DISCUSSION

The study was conducted at the Faculty of Communication Sciences, Universitas Prof. Dr. Moestopo (Beragama), focusing on the class of 2018. Established on January 15, 1962, the faculty has consistently maintained an A accreditation rating. The faculty and students aim for excellence to sustain this status and contribute positively to society. In order to conduct the study, researchers have to request permission by obtaining a research permit letter.

The initial research phase was conducted on July 25, 2020, with a trial involving 30 female students from the class of 2019 who met the research criteria. Data was collected using a Google Form with a psychological scale, and the data's validity and reliability were assessed. The main data collection took place from July 31 to August 4, 2020, targeting 86 female students from the class of 2018. After collecting the data, the researcher used SPSS (Statistical Product and Service Solution) version 22.0 for Windows to analyze the data for each variable.

The study focused on female students from the Faculty of Communication Sciences at Universitas Prof. Dr. Moestopo (Beragama), class of 2018, with a total of 86 respondents. Demographically, most respondents were 22 years old (58.1%), followed by 21-year-olds (37.2%) and 23-year-olds (4.7%). The majority were in their 6th semester (79.1%), with the remainder in their 4th semester (20.9%).

The data underwent several statistical tests namely: (1) the normality test showed that the significance values of the Kolmogorov-Smirnov test were greater than 0.05, indicating a normal distribution; (2) the multicollinearity test showed tolerance values above 0.1 and VIF values below 10, confirming no multicollinearity issues; and (3) the heteroscedasticity test using the Glejser test revealed significance values above 0.05, indicating no heteroscedasticity problems.

In terms of data categorization, 69.8% of respondents had a high perception of the brand image of Scarlett Whitening body care products, and 30.2% had a moderate perception. Additionally, 62.8% perceived positive word of mouth about the products, while 37.2% perceived it moderately. Regarding purchasing decisions, 66.3% had a high intention to purchase Scarlett Whitening products, while 33.7% had a moderate intention.

With the assistance of SPSS, the hypothesis testing was conducted using simple and multiple linear regression analyses. Based on the analysis of the relationship between brand image and purchasing decisions, the correlation coefficient was found to be r = 0.757, with an F-value of 112.918 and a p-value of 0.000 (<0.05). This indicates a significant positive relationship between brand image and purchase decision, meaning that higher brand image

scores are associated with higher purchase decision scores, and vice versa. The coefficient of determination (R^2) was 0.573, suggesting that brand image accounts for 57.3% of the variation in purchase decisions among students, with the remaining 42.7% influenced by other factors.

Additionally, the t-value was 10.626 with a significance value of 0.000 (<0.05), leading to the rejection of H_{01}: "There is no effect of brand image on the purchase decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018," and the acceptance of H_1: "There is an effect of brand image on the purchase decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018." This confirms that a strong brand image positively influences the likelihood of purchasing Scarlett Whitening products.

According to the analysis results between the word of mouth variable and the purchasing decision variable, the correlation coefficient was r = 0.764, with an F-value of 117.991 and a p-value of 0.000 (<0.05). This shows a significant positive effect of word of mouth on purchase decisions, implying that higher word of mouth scores lead to higher purchase decision scores, and vice versa. The coefficient of determination (R^2) was 0.584, indicating that word of mouth explains 58.4% of the variation in purchase decisions among students, with the remaining 41.6% attributed to other factors. The t-value was 10.862 with a significance value of 0.000 (<0.05), resulting in the rejection of H_{02}: "There is no effect of word of mouth on the purchase decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018," and the acceptance of H_2: "There is an effect of word of mouth on the purchase decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018."

The study further investigated the combined effect of brand image and word of mouth on purchasing decisions using multiple regression analysis, the correlation coefficient was r = 0.812, with an F-value of 80.305 and a p-value of 0.000 (<0.05). This demonstrates a significant positive impact of both brand image and word of mouth on purchase decisions, indicating that higher scores in both variables are associated with higher purchase decision scores. The coefficient of determination (R^2) was 0.659, meaning that brand image and word of mouth together explain 65.9% of the variation in purchase decisions among students, with the remaining 34.1% influenced by other factors.

The significance value for the simultaneous effect of brand image (X1) and word of mouth (X2) on purchase decisions was 0.000 (<0.05), and the F-value was 80.305, exceeding the F-table value of 3.95 (calculated with F (n-k) where n = 86 and k = 2). This led to the rejection of H_{03}: "There is no effect of brand image and word of mouth on the purchase decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018," and the acceptance of H_3: "There is an effect of brand image and word of mouth on the purchase

decision of Scarlett Whitening body care products among female students at Universitas Prof. Dr. Moestopo (Beragama) Faculty of Communication Sciences, Class of 2018."

Furthermore, stepwise regression analysis was performed to determine the simultaneous contribution of the independent variables to the dependent variable and the individual contribution of each independent variable. The total contribution of brand image and word of mouth combined accounted for 65.9% of the decision-making process among students, while 34.1% was attributed to other unexamined factors. The word of mouth variable contributed 58.4%, whereas the brand image variable contributed 7.5%.

Based on the analysis of the relationship between brand image and purchasing decisions among 86 respondents using a simple linear regression method, the correlation coefficient was found to be $r = 0.757$ with $F = 112.918$ and $p = 0.000$ (less than 0.05). This indicates a significant and positive relationship between brand image and the purchasing decisions of body care products among female university students. In other words, the higher the brand image of a body care product, the greater the purchasing decisions made by female students at Universitas Prof. Dr. Moestopo (Beragama). Conversely, the lower the brand image, the lower the purchasing decisions among these students.

This finding aligns with Sutisna's assertion that brand image is related to attitudes, beliefs, and preferences toward a brand. Consumers with a positive brand image are more likely to make purchases. This study's results are consistent with research conducted by Devi Indrawati in 2015, titled "The Influence of Brand Image and Hedonistic Lifestyle on Purchasing Decisions of Zoya Hijabs," where the brand image t-value was 3.940, greater than the t-table value of 1.971, with a significance probability of 0.000 (less than 0.05).

In the second regression analysis examining the impact of word of mouth on purchasing decisions, the correlation coefficient was $r = 0.764$ with $F = 117.991$ and $p = 0.000$ (less than 0.05). This suggests a significant positive relationship between word of mouth and purchasing decisions for body care products among female students. Thus, the more positive the word of mouth about a body care product, the higher the purchasing decisions made by female students at Universitas Prof. Dr. Moestopo (Beragama), and vice versa.

This finding is in line with the research conducted by M. Alfa Hasyim, A. Fauzi, and Dahlan Fanani in 2017, titled "The Influence of Brand Image on Word of Mouth and Purchasing Decisions" (a survey among students of the Faculty of Administrative Sciences at Universitas Brawijaya who purchased Samsung Galaxy phones). Their research revealed a t-value of 4.111 with a significance probability of 0.000 (less than 0.05). According to Kotler and Keller, oral communication involving customers plays a crucial role in promoting products. Customers can significantly influence others' decisions by sharing their positive experiences with those they know.

Finally, in the third analysis using multiple regression methods to examine the combined effect of brand image and word of mouth on purchasing decisions for body care products among female students, the correlation coefficient was $r = 0.812$ with $F = 80.305$ and $p = 0.000$ (less than 0.05). This demonstrates a significant positive

influence of both brand image and word of mouth on purchasing decisions among female students at Universitas Prof. Dr. Moestopo (Beragama). Both variables contribute to purchasing decisions.

The categorization within this study indicates that most female students at the Faculty of Communication Sciences, Universitas Prof. Dr. Moestopo (Beragama), possess a high level of brand image, word of mouth, and purchasing decisions. The support from brand image and word of mouth significantly influences the level of purchasing decisions among these students.

In this study, the researcher acknowledges several challenges and limitations that may have affected the conditions and results of the research: (1) The research was conducted by distributing a Google Form link to all participants, which may have resulted in less effective data collection and (2) the research timeline was extended due to the unpredictable amount of time required for each respondent to complete the questionnaire.

CONCLUSIONS

Based on the analysis of the data and the discussion presented, the research concluded that both brand image and word of mouth significantly affect the purchasing decisions of Scarlett Whitening body care products among the targeted female students. There is a significant positive influence of brand image on the purchasing decisions of Scarlett Whitening body care products among female students of the Faculty of Communication Sciences, Universitas Prof. Dr. Moestopo (Beragama), class of 2018. Similarly, word of mouth also has a significant positive impact on these purchasing decisions. Furthermore, the combined influence of brand image and word of mouth on the purchasing decisions of Scarlett Whitening body care products is also significant among these students. The findings underscore the importance of these factors in consumer behavior and provide valuable insights for future researchers.

Despistes its limitations, the researchers offer several suggestions that can be used as feedback and material for consideration by several parties. Firstly, future research should consider other factors contributing to purchasing decisions beyond brand image and word of mouth, such as motivation, lifestyle, quality, and reference groups. It is also suggested to use additional methods like interviews or more in-depth observations of the respondents to gain a broader understanding of consumer behavior. Secondly for consumer, especially female students at Prof. Dr. Moestopo (Beragama) University are advised to seek more detailed information about a product or service before making a purchase decision. They should consider the brand image of the desired product or service and take into account recommendations from close acquaintances and reviews from people who have already used the product or service.

REFERENCES

Alvionita, V. (2017). Pengaruh Word Of Mouth, Citra Merek Dan Harga Terhadap Keputusan Pembelian Chatime. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 6(3).

Amilia, Suri., & M. Oloan Asmara Nst. (2017). Pengaruh Citra Merek, Harga, dan Kualitas

Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen dan Keuangan,* 6(1).

Dinawan, M. Rhendria. (2010). Analisis Faktor-faktor yang Mempengaruhi Keputusan Pembelian (studi kasus pada konsumen Yamaha Mio PT Harpindo Jaya Semarang). *Jurnal sains pemasaran Indonesia,* 9(3).

Effendi, Usman. (2016). Psikologi Konsumen. Jakarta: *Rajawali Pers.*

Finanda, Iknesya Rahma., & Arjuna Wiwaha. (2017). Pengaruh Word Of Mouth dan Brand Image Terhadap Keputusan Penggunaan Salon kecantikan (Studi Pada Konsumen Miloff Beauty Bar). *Jurnal Ilmiah Widya Ekonomika,* 1(2).

Hasyim, M. Alfa., A. Fauzi., & Dahlan Fanani. (2017). Pengaruh Citra Merek Terhadap Word Of Mouth dan Keputusan Pembelian (Survei pada Mahasiswa Fakultas Ilmu Administrasai Universitas Brawijaya Jurusan Administrasi Bisnis Angkatan 2014/2015-2015/2015 Pembeli Handphone Samsung Galaxy). *Jurnal Administrasi Bisnis*, 43(1).

Ibrahim, Aliftsa. & Dra. Ai Lili Yuliati. (2017). Pengaruh Word Of Mouth Terhadap Keputusan Pembeli (Studi Pada Konsumen Waroeng Steak and Shake Jln, banteng No. 14 Bandung). *E-Proceeding of management,* 4(2).

Indrawati, Devi. (2015). Pengaruh Citra Merek dan Gaya Hidup Hedonis Terhadap Keputusan Pembelian Jilbab "Zoya". *Jurnal Riset Ekonomi dan Manajemen*, 15(2).

Joesylana, Kiki. (2018). Pengaruh word of mouth terhadap keputusan pembelian konsumen pada media online shop shopee Di Pekan Baru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntasi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau). *Jurnal Valuta,* 4(1).

Keputusan Kepala Badan Pengawas Obat Dan Makanan Nomor: 02001/SK/KBPOM. (2001) *www. jdih.pom.go.id:* diakses pada 5 Mei 2020.

Kristanto, Nanda., Erni Widajanti., & Sumaryanto. (2017). Pengaruh Kualitas Produk dan *Word Of Mouth* Terhadap Keputusan pembelian Shuttlecock Merek Yunda Dengan Citra Merek Sebagai Variabel Moderating. *Jurnal Ekonomi dan Kewirausahaan,* 17(3).

Kurniawan, Firman., Zainul Arifin., & Dahlan Fanani. (2018). Pengaruh citra merek terhadap keputusan pembelian (Survei kepada para siswa SMAN 14 Surabaya kelas XII yang menggunakan laptop bermerek ASUS). *Junral Administrasi Bisnis*, 56(1).

Lotulung, S. C., Lapian, J., & Moniharapon, S. (2015). Pengaruh Kualitas Produk, Harga, Dan Wom (Word Of Mouth) Terhadap Keputusan Pembelian Handphone Evercoss Pada Cv. Tristar Jaya Globalindo Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi,* 3(3).

Mahdiasukma, Putra., & Achmad Fauzi. (2018), Pengaruh word of mouth marketing terhadap keputusan pembelian (Survei pada konsumen coffe toffee cabang kota malang). *Jurnal Administrasi Bisnis*; 55(3).

Mahendrayasa, A. C. (2014). Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Survei pada Mahasiswa Pengguna Kartu Selular GSM "IM3" Angkatan 2011/2012 dan 2012/2013 Fakultas Ilmu

Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis,* 12(1).

Matondang, Zulkifli. (2009). Validitas dan Reliabilitas Suatu Instrumen Penelitian. *Jurnal Tabularasa,* 6, (1): 89 & 93.

Mutiara., & Putu Nina Madiawati. (2019). Pengaruh Electronic Word Of Mouth dan Citra Merek Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Sooting Gel. *Jurnal e-Proceeding of Management*, 6(1).

Permadi, P. C. (2014). Pengaruh citra merek terhadap word of mouth dan keputusan pembelian (Survei pada konsumen Dapoer Mie Galau Jalan Selorejo 83 Malang). *Jurnal Administrasi Bisnis,* 10(1).

Ranchman, Raniawati., & Totok Wahyu Abadi. (2017). Komunikasi *word of mouth* dan keputusan pembelian. *Jurnal Aspikom,* 3(2).

Ridwan, Sunarto. (2017). *Pengantar Statistika untuk penelitian: Pendidikan, Sosial, Komunikasi, Ekonomi dan Bisnis*. Bandung: Alfabeta

Rizan, M., Kartika L. Handayani., Agung Kresnamurti RP. (2015). Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Banding Konsumen Indomie dan Mie Sedap). *Jurnal Riset Manajemen Sains Indonesia,* 6(1).

Sari, F. P., & Yuniati, T. (2016). Pengaruh harga citra merek dan word of mouth terhadap keputusan pembelian konsumen. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 5(6).

Sugiyono, (2017). *Statistika Untuk Penelitian*. Bandung: Alfabeta

www.sociolla.com: diakses pada 20 Mei 2020