

ABSTRAK

Perkembangan industri kosmetik di Indonesia yang terus meningkat telah mendorong persaingan antar merek menjadi semakin ketat. Kondisi tersebut menuntut perusahaan untuk memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen, terutama di tengah penurunan Top Brand Index produk bedak Pixy. Penelitian ini bertujuan untuk mengetahui gambaran serta menganalisis pengaruh *Electronic Word of Mouth* (E-WOM) dan citra merek terhadap keputusan pembelian produk bedak Pixy pada konsumen perempuan Generasi Z di Kota Bandung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Sampel penelitian ditentukan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linear berganda dengan bantuan IBM SPSS Statistics 30. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (E-WOM) berada pada kategori tinggi, sedangkan citra merek dan keputusan pembelian berada pada kategori sangat tinggi. Selain itu, *Electronic Word of Mouth* (E-WOM) dan citra merek berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap keputusan pembelian produk bedak Pixy. Dengan demikian, peningkatan *Electronic Word of Mouth* (E-WOM) dan penguatan citra merek berperan penting dalam meningkatkan keputusan pembelian produk bedak Pixy.

Kata Kunci: Bedak Pixy, Citra Merek, *Electronic Word of Mouth* (E-WOM), Generasi Z, Keputusan Pembelian.

ABSTRACT

The continuous growth of Indonesia's cosmetic industry has intensified competition among cosmetic brands. This condition requires companies to understand the factors influencing consumers' purchasing decisions, particularly amid the decline in the Top Brand Index of Pixy face powder products. This study aims to describe and analyze the influence of Electronic Word of Mouth (E-WOM) and brand image on the purchasing decisions of Pixy face powder among female Generation Z consumers in Bandung City. This study employed a quantitative method with descriptive and verification approaches. The research sample was determined using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics 30. The results indicate that Electronic Word of Mouth (E-WOM) is categorized as high, while brand image and purchasing decisions are categorized as very high. Furthermore, Electronic Word of Mouth (E-WOM) and brand image have a positive and significant effect, both partially and simultaneously, on the purchasing decisions of Pixy face powder products. Therefore, improving Electronic Word of Mouth (E-WOM) and strengthening brand image play an important role in increasing consumers' purchasing decisions for Pixy face powder products.

Keywords *Brand Image, Electronic Word of Mouth (E-WOM), Generation Z, Pixy Face Powder, Purchasing Decision.*