

## ABSTRAK

# PENGARUH BRAND IMAGE, KUALITAS PRODUK, E-WOM, DAN FOMO TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINTIFIC PADA SHOPEE DI KOTA MEDAN

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Penelitian ini bertujuan untuk menganalisis pengaruh Brand Image, Kualitas Produk, Electronic Word of Mouth (E-WOM), dan Fear of Missing Out (FOMO) terhadap Keputusan Pembelian produk Skintific pada platform e-commerce Shopee di Kota Medan. Menggunakan pendekatan kuantitatif kausal dengan teknik purposive sampling, penelitian ini melibatkan 170 responden yang merupakan konsumen produk Skintific di Shopee Kota Medan. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian ( $\beta = 0,364$ ;  $p = 0,000$ ), E-WOM berpengaruh positif dan signifikan ( $\beta = 0,205$ ;  $p = 0,002$ ), dan FOMO berpengaruh positif dan signifikan ( $\beta = 0,328$ ;  $p = 0,000$ ), sedangkan Brand Image tidak berpengaruh signifikan ( $\beta = 0,049$ ;  $p = 0,686$ ). Secara simultan, keempat variabel berpengaruh signifikan terhadap Keputusan Pembelian dengan nilai  $R^2$  sebesar 0,617. FOMO mencatat *effect size* terbesar ( $F^2 = 0,168$ , efek sedang), mengindikasikan bahwa mekanisme psikologis berbasis urgensi merupakan pendorong keputusan pembelian yang paling berpengaruh di platform e-commerce.

Secara teoretis, temuan ini memperluas *signaling theory*, *social proof theory*, dan *scarcity principle* ke konteks e-commerce produk perawatan kulit, menunjukkan bahwa sinyal kualitas, isyarat kredibilitas, dan mekanisme berbasis urgensi merupakan pendorong utama keputusan pembelian konsumen digital di pasar berkembang.

**Kata Kunci:** Brand Image, Kualitas Produk, E-WOM, FOMO, Keputusan Pembelian, Shopee

## ABSTRACT

# THE EFFECT OF BRAND IMAGE, PRODUCT QUALITY, E-WOM, AND FOMO ON PURCHASE DECISIONS FOR SKINTIFIC PRODUCTS ON SHOPEE IN MEDAN CITY

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This study aims to analyze the effect of Brand Image, Product Quality, Electronic Word of Mouth (E-WOM), and Fear of Missing Out (FOMO) on purchase decisions for Skintific products on the Shopee e-commerce platform in Medan City. Using a quantitative causal research design with purposive sampling, the study involved 170 respondents who were consumers of Skintific products on Shopee in Medan City. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0.

The findings reveal that Product Quality ( $\beta = 0.364$ ;  $p = 0.000$ ), E-WOM ( $\beta = 0.205$ ;  $p = 0.002$ ), and FOMO ( $\beta = 0.328$ ;  $p = 0.000$ ) each exert a positive and significant effect on purchase decisions, whereas Brand Image does not yield a significant effect ( $\beta = 0.049$ ;  $p = 0.686$ ). Simultaneously, all four variables significantly influence purchase decisions with an  $R^2$  value of 0.617. FOMO records the largest effect size ( $F^2 = 0.168$ , medium effect), indicating that urgency-based psychological mechanisms are the most influential drivers of purchase decisions on e-commerce platforms.

Theoretically, these findings extend *signaling theory*, *social proof theory*, and the *scarcity principle* to the skincare e-commerce context, demonstrating that quality signals, peer credibility cues, and urgency-based mechanisms are the primary purchase decision drivers in emerging digital consumer markets.

**Keywords:** Brand Image, Product Quality, E-WOM, FOMO, Purchase Decision, Shopee