

ABSTRACT

YUSI NURMARETA, The Effect of Brand Image and Word of Mouth on Focallure Eyeshadow Product Purchasing Decisions through Brand Trust (Case Study in the area of West Jakarta). (Supervised by Eka Bertuah).

Along with the times, the influence of lifestyle makes Indonesian people increasingly consider appearance. Cosmetics is currently considered a major need for people who pay attention to their body care. These conditions offer a promising market for cosmetic companies. Cosmetic products that are on the market are increasing and varied, making the cosmetics industry competition in Indonesia increasingly stringent, one of the products on the market in Indonesia is Focallure's eyeshadow products. In order to be able to continue to compete in the market, cosmetics industry producers must do various ways to maintain their existence in the market, one of the way is to pay attention to what factors influence purchasing decisions. This study aims to determine the Effect of Brand Image and Word of Mouth on Purchasing Decisions through Brand Trust. The population is female consumers who purchase and use Focallure's eyeshadow products everyday found in the West Jakarta area. The sample used was 95 people. Analysis of the data used is path analysis with Purchasing Decisions as the dependent variable, Brand Trust as an intervening variable, Brand Image and Word of Mouth as an independent variable. With the results of Brand Image research positive and significant effect on Brand Trust, Word of Mouth has a positive and significant effect on Brand Trust, Brand Image influences Purchasing Decisions through Brand Trust and Word of Mouth influences Purchasing Decisions through Brand Trust.

Keywords: *brand image, word of mouth, brand trust and purchasing decision.*