

The Influence Of E-Wom (*Electronic Word Of Mouth*), Sales Promotion And *Brand Image* On The Purchase Decision Of Scarlett Whitening Products On *The Shopee* Marketplace

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Abstract

The research was used to determine the relationship between e-WOM (Electronic Word Of Mouth), sales promotion, and brand image to consumer decisions in purchasing Scarlett Whitening products on the Shopee platform. The method in this study is quantitative carried out using survey techniques. The distribution of questionnaires to one hundred respondents who use Scarlett Whitening products through Shopee produced the data needed for data analysis, which was carried out through the stages of classical assumption tests that included multicollinearity, normality, and heteroscedasticity, data analysis was carried out using multiple linear regression. The results show that e-WOM, sales promotion, and brand image have a positive and significant influence on purchasing decisions, both separately and simultaneously. These three independent variables contributed 58.8% to the variation in purchasing decisions, based on the value of the determination coefficient (R²) which reached 0.588. Of all the factors studied, Purchasing decisions are most triggered by perceptions of brand image. This shows that the impression of the brand in the minds of consumers is the main trigger that drives purchase intent, even stronger than other factors such as digital communication strategies and strengthening brand image in making wise purchase decisions when shopping online. Companies should continue to strive to improve their brand reputation and maintain their e-WOM (Electronic Word Of Mouth) strategy as well as targeted promotions, which can be an additional trigger that encourages consumers to make a purchase decision.

Keywords: e-WOM, sales promotion, brand image, purchasing decision, Shopee

INTRODUCTION

Indonesia's beauty industry is not developing anymore, it exists in an advanced era from year to year. The population that used to ignore self-care is also decreasing, coupled with the ease of access to *online shopping* through *e-commerce* such as Shopee, has changed people's consumption patterns, especially in buying beauty and skincare products.

Figure 0. based on Compas.co.id (2022)



Scarlett Whitening is a local brand that has successfully captured the attention of consumers. According to 2022 sales data, the brand is in first place with a market share of 11.32%, outperforming global brands such as Nivea (11.12%) and Vaseline (7.14%). In the first two quarters of 2022, Scarlett Whitening recorded impressive sales figures, which were more than IDR 23.8 billion. This achievement is quite extraordinary for a brand that is still relatively new. Not only that, according to a CNBC Indonesia report (2024), E-commerce in Indonesia is expected to experience significant growth, with sales of beauty products reaching IDR 31.9 trillion by 2025. Major platforms such as Tokopedia have a strategic role in supporting this growth, in line with increasing consumer awareness of beauty products, proving that beauty products are one of the best-selling categories on digital *platforms*. This shows how local beauty products like Scarlett can capitalize on opportunities in the rapidly growing digital market.

Scarlett's success is inseparable from the various marketing strategies implemented, such as the use of e-WOM (*electronic word of mouth*) which is widely spread through TikTok, Instagram, and also Shopee *reviews*. Scarlett is also active in providing various promotions such as discounts, *flash sales*, and *attractive bundling*. In addition, Scarlett is known for having a strong *brand image*, especially by collaborating with local *influencers* and artists who create a luxurious and aesthetic impression, even though the price is affordable. But behind this popularity, there are also challenges. Some consumers began to question the quality and authenticity of the reviews of the product, and there was even controversy regarding the alleged *overclaim* of the benefits of Scarlett products that went viral on social

media. This raises the question of whether consumers' purchasing decisions are influenced by needs, brand perceptions, promotions, or simply get carried away with trends.

A number of previous studies have also provided mixed results on the variables of e-WOM (*electronic word of mouth*), sales promotion, and *brand image* in influencing purchase decisions. For example, research by Seli Saniyyah et al. (2024) The results of the study revealed that brand image and brand trust have been proven to have a significant impact on purchasing decisions. In contrast, e-WOM individually has no real effect, but when combined with other variables, its contribution becomes significant in influencing consumer decisions. On the other hand, Ghoni and Soliha (2022) found that promotions and *brand image* had a significant influence, but *online customer reviews* (which have a close affinity with e-WOM) did not have a significant influence on purchasing decisions.

Research conducted by Noval MP dan Arianto (2023) Instead, it states that there is a difference with other studies, where these findings show that the e-WOM variables, product promotion, and *brand image* all have a strong influence on the purchase decision variables. This influence is seen both when these variables are tested individually or simultaneously. Meanwhile, research by Liling Listyawati et al. (2024) only focusing on the promotion and quality of electronic services, without examining e-WOM (*electronic word of mouth*) or *brand image*. Research Catherine et al. (2025) This indicates that the impact of sales promotion is relatively small, instead of providing a positive influence, brand promotion strategies and marketing via social media actually occupy a neutral position in the realm of consumer decision-making.

The difference in the results of this study shows that there is a lack of consistency in the findings on the influence of e-WOM (*electronic word of mouth*), sales promotion, and *brand image* on purchase decisions. In addition, previous research has generally focused on international products such as Nivea or general objects such as the Shopee marketplace as a whole, and has not specifically researched local products such as Scarlett Whitening. Research that specifically examines the influence of e-WOM (*electronic word of mouth*), sales promotion, and *brand image* on purchasing decisions for Scarlett Whitening products through the Shopee platform is still very limited.

This scientific activity is focused on answering the main question: To what extent e-WOM, sales promotion, and brand image play a role in shaping consumer decisions when buying Scarlett Whitening products on the Shopee platform. This study left a trail of contributions that not only enriched the treasures of theory, but also lit the applicative torch in field practice. From the theoretical side, this study enriches the treasures of literature by filling in research gaps that have not been studied before. From an applicative perspective,

the findings of this study have the potential to be a foothold for local brands in designing marketing directions that are in line with today's digitalization trends.

THEORETICAL FOUNDATION

e-WOM (Electronic Word Of Mouth)

According to Goyette et al. dalam Saniyyah et al. (2024), Stating that "*electronic word of mouth*" is informal communication that occurs in cyberspace and moves nimbly between individuals, generally related to information about products or services, defined as a form of word-of-mouth promotion that has transformed into the digital realm. This concept includes various platforms such as online advertising, blogs, social media, and other digital marketing strategies that are used to build opinions and attract consumer attention more widely and quickly.

In line with this, Hennig-Thurau et al. dalam Noval Freksi dan Arianto (2023) Stating that "*electronic word of mouth*" is informal communication that occurs in cyberspace and moves nimbly between individuals, generally related to information about products or services, defined as a form of word-of-mouth promotion that has transformed into the digital realm. This concept includes various platforms such as online advertising, blogs, social media, and other digital marketing strategies that are used to build opinions and attract consumer attention more widely and quickly.

In line with this, Goyette et al. dalam Saniyyah et al. (2024), *Electronic Word of Mouth* can be measured through three main dimensions, namely:

- a. Intensity: Describes how often consumers access, write, and read reviews or opinions about a product on digital platforms.
- b. Consumer Opinion (Valence of Opinion): Includes the tone of the opinion conveyed, such as positive, negative, or neutral, as well as recommendations given to other consumers.
- c. Content: Contains information related to the quality, variety, or price of the product written by consumers, which can be used as a reference for other potential buyers.

These indicators explain that *Electronic Word of Mouth* does not only provide information, but also affects the way consumers view a brand or product. The more frequent and positive opinions are conveyed, the more likely they are to influence the purchase decision.

Sales Promotion

In view Kotler dan Keller (2016:622), Sales promotion is an important part of a marketing strategy. These promotions use a variety of short offers to persuade customers to

buy a product or service immediately. The main purpose of sales promotion is to provide added value, so that customers are encouraged to pay attention and consider the products and services available.

Analysis derived from research by Liling Listyawati et al. (2024), explained that sales promotion is a form of intensive offering from Shopee to consumers in the short term, so that consumers are willing to make purchases. Various types of promotions such as free shipping vouchers, discounts, *cashback*, and *price bundling* are tools used to attract consumer interest.

Sales Promotion Indicators

This study uses sales promotion indicators based on classification Kotler dan Keller (2016) about short-term promotional tools, adopted from research Liling Listyawati et al. (2024). The measurement of sales promotion variables is based on four main indicators, including.

- a. *Coupons* : The coupon owner is entitled to a discount when making a purchase of a pre-determined product.
- b. *Rebates* (rebates): The price reduction that applies after the consumer executes a buying and selling transaction.
- c. *Price packs* : Discounted price offers that are given directly to the product, usually through a price tag or special packaging, so that consumers get a package at a more affordable price.
- d. *Cashback*: Offers that give consumers cashback, either in cash or virtual balances, or additional products after they purchase a product.

The researcher chose to use only four indicators in the measurement of sales promotion variables because they were relevant to the object being studied.

Brand Image

Based on the statement of the Keller (2013:72), *Brand image* is defined as a representation of how customers perceive and evaluate a brand, based on their experience and information. Thus, *the brand image* describes how customers see and rate the brand.

In line with that, Aaker (1997) states that *brand image* is a set of associations inherent in a brand that is formed from the consumer's experience, communication, and interaction with the brand itself. These associations can vary, ranging from functional ones that concern how the product works, some that are symbolic by describing lifestyle or identity, and those that are emotional related to the feelings that consumers feel. A good brand image serves as

a foundation for gaining customer trust, which will ultimately strengthen the brand's standing in the market.

Brand Image Indicator

Kotler & Keller (2016:347) stated that the brand image can be seen based on several indicators, namely:

- a. Brand Association Advantages: A brand's image is formed from the advantages of the product that sets it apart from competitors.
- b. Strength of Brand Association: The strength of a brand lies in its identity and uniqueness, which needs to be built and strengthened through communication strategies such as advertising and promotion.
- c. Uniqueness of Brand Associations: Every brand worth has a distinctive personality and character, making it unique in the market.

Purchase Decision

Kotler dan Armstrong (2016:177), Purchasing decisions are articulated as a series of consumer dynamics in browsing, determining, using, and reviewing a product, in response to their functional needs and emotional desires. On the other hand, Schiffman dan Kanuk (2010:478) is defined as the action taken by the consumer in choosing one of a number of available alternatives, based on consideration of the needs, preferences and benefits that best suit their conditions or desires. Thus, it can be concluded that the choices consumers make are the result of a complex interaction between internal factors (such as needs, motivations, and viewpoints) and external factors (such as promotions, brand image, and technological advancements). Companies that understand this process well can design more effective marketing campaigns.

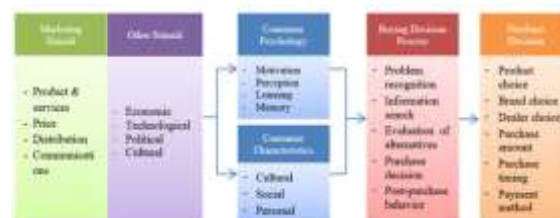
Factors Influencing Purchasing Decisions

Liling, Andry, dan Diska (2024) explains that there are many things that can influence consumers' decisions when buying something. Based on theory Buchari Alma (2016:96), They explain that consumer decisions are the result of the interaction of various factors. Aspects that affect this include money, technology, politics, and culture, to marketing elements such as products, prices, venues, promotions, physical evidence, labor, and process stages.

Purchase Decision Model

Based on the statement of opinion of the Kotler dan keller (2016:187), as cited in the study Liling, Andry, dan Diska (2024), Consumer behavior encapsulates the process that individuals, groups, and organizations go through when they include the process of making choices to buy, use, and ultimately dispose of a product, service, or idea, based on an evaluation of perceived benefits, needs, and value. All of this is done to satisfy their needs and desires. As a starting point in understanding consumer behavior, the application of behavioral models becomes a diagnostic instrument to read the flow of consumer attitudes, motivations, and actions.

Figure 2 Consumer behavior models



Source: Kotler & Keller (2016:187), dalam Liling, et al. (2024)

It is stated that the purchase decision falls into the final stage in the consumer behavior model, which includes:

1. Product selection: Selects the product to buy.
2. Brand selection: Decides which brand to choose.
3. Where to buy: Specify where or channel to buy.
4. Time to purchase: Decide when to make a purchase
5. Amount purchased: Determines how many products to buy.
6. Payment method: Choose the payment method to use.

Purchase Decision Indicators

The purchasing decision indicator in this research refers to the indicators used by Liling Listyawati et al. (2024), that adapts the theory of Buchari Alma (2016) and consumer behavior models from Kotler dan Keller (2016). There are four main indicators used to measure purchasing decisions.

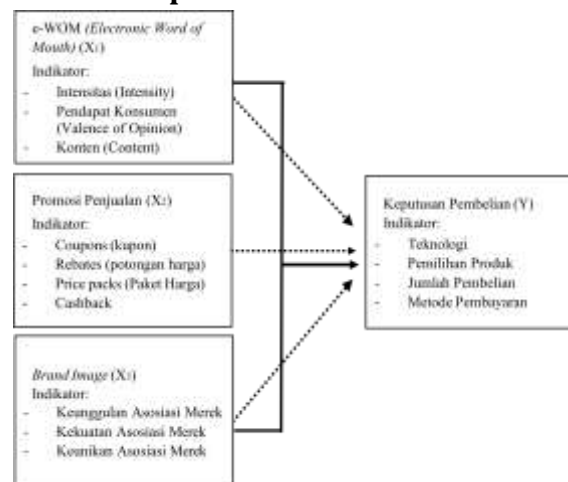
1. Technology: Technology is defined as a set of instruments that support human survival by providing essential goods.

2. Product Selection: Consumers play the role of the main controller in the purchase process; Therefore, companies need to align their focus on potential buyers and the various product alternatives that compete in their minds.
3. Purchase Amount: Consumers are free to decide to purchase the desired amount of product. Since consumers often buy more than one product, to avoid a shortage of supply, companies are required to maintain adequate stock as requested.
4. Payment Methods: Payment methods are becoming an important factor in purchasing decisions, as consumers tend to choose products or services that suit their needs and preferences. Nowadays, technological advances also influence purchasing decisions, especially in terms of ease of transactions.

Research Conceptual Framework

Based on previous research and the theoretical basis already mentioned, the conceptual framework of this study is as follows: Uma Sekaran (1992) (dalam Sugiyono, 2013:60) Explains that a conceptual framework is a landscape of thought that establishes a relationship between the theory used and the key elements that influence the research issue.

Figure 3 Conceptual framework of the research



Source: Processed Researcher

Information:

-→ : Partially
 —————→ : Simultaneously

RESEARCH METHODS

Types of Research

This quantitative study adopts an associative-causal method to analyze the relationships and causal influences between variables. The independent variables studied included e-WOM (*Electronic Word of Mouth*), sales promotion, and brand image, while purchasing decisions played a role as dependent variables.

Sugiyono (2017:56) Define associative-causal research as research that aims to find the influence and cause-and-effect relationship between variables. The goal is to test the hypothesis statistically to explain the relationships between variables, the approach used in this research was chosen because it is best suited to dig into the data needed to test the theoretical relationship model in the context of scientific research.

Research Location

As the main observation field, the research location was chosen based on strategic considerations, such as its attractiveness, contextual peculiarities, and relevance to the issue being studied. With this approach, it is hoped that researchers can find significant new findings (Al Muchtar, 2015:243). This research will be conducted on *the Shopee Marketplace*.

Population

Based on the definition put forward by (2013:80) In the scope of this study, what is meant as the population is all Shopee users who have been involved in the purchase transaction of Scarlett Whitening products, they are seen as entities with uniform characteristics that are relevant to be analyzed. However, the exact amount cannot be clearly known due to data limitations from the platform.

Sample

Samples serve as representations of the population, where the selected units reflect the common characteristics present in the population as a whole. If the population cannot be fully reached due to time, energy, or cost limitations, then the use of samples is the right solution in the research process (Sugiyono, 2013:81). Because the total number of Scarlett Whitening consumers on Shopee cannot be ascertained, to determine how many respondents need to be involved, this study uses a calculation approach from the Cochran formula. which is intended for the condition of the population whose exact number is unknown (Sugiyono, 2019:136) As a base, with the formula:

$$n = \frac{Z^2 PQ}{e^2}$$

Information:

n = Required sample size.

z₂ = A value that indicates a level of confidence (at a significance level of $\alpha = 5\%$ or 95% confidence, a value of $z = 1.96$).

p = True odds (set to 50% or 0.5).

q = Wrong chance (set to 50% or 0.5).

e = Margin of error (10% or 0.1).

Based on this formula, the number of samples obtained is as follows:

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2}$$

$$n = 96.04 = 96$$

The number of samples was rounded up to 100 respondents based on the results of the formula calculation.

Data Source

Refers to Jusuf Soewandi (2013:147), What is meant by primary data is the result of collecting information directly by researchers from the first source in the field, through approaches such as interviews, direct observations, or questionnaires, and serves as a basis for answering problem formulations. Primary data in this study was collected from respondents involved in purchase transactions on Shopee Marketplace.

Data Planning Techniques

This study collected data using a questionnaire method. By definition Sugiyono (2017:142), Questionnaire is one of the data collection techniques that is carried out by providing a set of written questions to respondents, with the aim of obtaining relevant information according to the needs of the research. The questions in this questionnaire were developed systematically based on the indicators inherent in each research variable in the operational definition. The questionnaire was delivered to respondents electronically through Google Form to facilitate access and completion.

Data Analysis Techniques

In this study, the data analysis process was carried out through a series of comprehensive statistical stages. It starts with testing the validity and reliability of the instrument to ensure the reliability and accuracy of the measuring instruments used.

Furthermore, a classical assumption test was carried out which included normality, heteroscedasticity, and multicollinearity to meet the prerequisites for regression analysis. After that, multiple linear regression analysis is used to measure the relationship between independent variables to bound variables. Finally, the hypothesis test was carried out through the testing of the determination coefficient (R^2), partial test (t), and simultaneous test (F) to determine the strength of influence of each variable both individually and collectively.

RESULTS AND DISCUSSION

The results of the analysis will be briefly discussed below:

Table 1. Results of the e-WOM (*Electronic Word Of Mouth*) Variable Validity Test (X1)

Variabel	Pernyataan	Fhitung	Ftabel	Keterangan
	(indikator dipakai)			
e-WOM (<i>Electronic Word Of Mouth</i>) (X ₁)	X1.1	0,692	0,195	Valid
	X1.2	0,548	0,195	Valid
	X1.3	0,655	0,195	Valid
	X1.4	0,523	0,195	Valid
	X1.5	0,696	0,195	Valid
	X1.6	0,678	0,195	Valid

Source : SPSS Output Data (processed by the researcher)

Table 2. Sales Promotion Variable Validity Test Results (X2)

Variabel	Pernyataan (indikator dipakai)	Fhitung	Ftabel	Keterangan
Promosi Penjualan (X ₂)	X2.1	0,707	0.195	Valid
	X2.2	0,649	0.195	Valid
	X2.3	0,578	0.195	Valid
	X2.4	0,553	0.195	Valid
	X2.5	0,533	0.195	Valid
	X2.6	0,567	0.195	Valid
	X2.7	0,757	0.195	Valid
	X2.8	0,585	0.195	Valid

Source : SPSS Output Data (processed by the researcher)

Table 3. Brand *Image* Variable Validity Test Results (X3)

Variabel	Pernyataan	Fhitung	Ftabel	Keterangan
	(indikator dipakai)			
<i>Brand Image</i> (X ₁)	X3.1	0,663	0,195	Valid
	X3.2	0,66	0,195	Valid
	X3.3	0,651	0,195	Valid
	X3.4	0,587	0,195	Valid
	X3.5	0,647	0,195	Valid
	X3.6	0,523	0,195	Valid

Source : SPSS Output Data (processed by the researcher)

Table 4. Results of Validity Test of Purchase Decision Variables (Y)

Variabel	Pernyataan (indikator dipakai)	Fhitung	Ftabel	Keterangan
Keputusan Pembelian (Y)	Y1.1	0,699	0.195	Valid
	Y1.2	0,563	0.195	Valid
	Y1.3	0,623	0.195	Valid
	Y1.4	0,612	0.195	Valid
	Y1.5	0,644	0.195	Valid
	Y1.6	0,683	0.195	Valid
	Y1.7	0,604	0.195	Valid
	Y1.8	0,623	0.195	Valid

Source : SPSS Output Data (processed by the researcher)

All question items in each variable were proven to be valid, as indicated by the calculation value that exceeded the rtable at a significance level of 0.05. These findings indicate that the measuring tool in this study has been suitable for use because it has met the criteria of validity and reliability.

Table 5. Reliability Test Results

Variabel	Jumlah Item	Cronbach's Alpha	Reliabilitas	Keterangan
Keputusan Pembelian (Y)	8	0,774	0,6	Reliabel
e-WOM (X1)	6	0,688	0,6	Reliabel
Promosi Penjualan (X2)	8	0,765	0,6	Reliabel
Brand Image (X3)	6	0,684	0,6	Reliabel

Source : SPSS Output Data (processed by the researcher)

All items in the questionnaire showed a Cronbach Alpha value above the threshold of 0.60, which indicates that the instrument is sufficiently reliable and reliable in data collection.

Figure 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,64361788
Most Extreme Differences	Absolute	,057
	Positive	,048
	Negative	-,057
Test Statistic		,057
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	,585
	99% Confidence Interval	Lower Bound
		Upper Bound

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

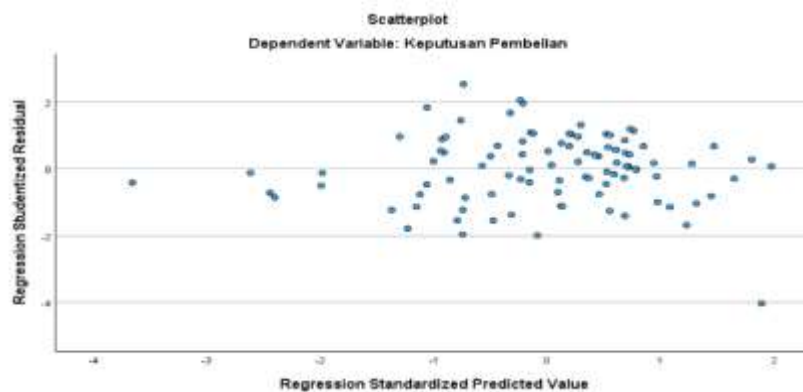
d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Sumber : Data Output SPSS

Residual normality testing using the Kolmogorov-Smirnov method of one sample yielded a significance value of 0.200 which is higher than the limit of 0.05 indicating that the residual distribution is normal. Thus, the assumption of normality in the regression model can be said not to be violated.

Figure 5. Heteroscedasticity Test Results



Source : SPSS Output Data

Based on the scatterplot graph, the residual points are randomly scattered and do not form a specific pattern around the zero line on the Y-axis.

Figure 6. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	4,897	2,469		1,983	,050		
	e-Wom (Electronic Word Of Mouth)	,272	,096	,230	2,845	,005	,659	1,516
	Promosi Penjualan	,245	,079	,262	3,097	,003	,600	1,667
	Brand Image	,565	,106	,431	5,352	<,001	,663	1,509

a. Dependent Variable: Keputusan Pembelian

Source : SPSS Output Results (processed by researchers)

The results of the multicollinearity test showed that the Tolerance value for the e-WOM variable (0.659), sales promotion (0.600), and brand image (0.663) were all above 0.10. Meanwhile, the VIF values for each variable (1.516; 1.667; and 1.509) were all below

10. Since all these criteria are met, it can be concluded that there are no multicollinearity problems in this regression model, making it worth further analysis.

Multiple Linear Regression Analysis

Figure 7. Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	4,897	2,469		1,983
	e-Wom (Electronic Word Of Mouth)	,272	,096	,230	2,845
	Promosi Penjualan	,245	,079	,262	3,097
	Brand Image	,565	,106	,431	5,352

a. Dependent Variable: Keputusan Pembelian

Source : SPSS Output Results

Based on the results of the SPSS output in the Coefficient table, the following multiple linear regression equations are obtained:

$$Y = 4.897 + 0.272X_1 + 0.245X_2 + 0.565X_3$$

This regression equation can be explained as follows:

1. Nilai Constant (α) = 4.897
This constant value represents the starting point of the purchase decision when the e-WOM variables, sales promotions, and brand image are at zero or have no effect. This means that if there is no influence of the three independent variables studied, then the initial value or constant of the purchase decision is at 4.897.
2. Coeficin Regresi e-WOM (X_1) = 0.272
This coefficient indicates that every one unit increase in the e-WOM variable will drive an increase in purchase decisions by 0.272, assuming the other variables remain the same. This positive relationship implies that a good perception of e-WOM drives consumers' tendency to buy products higher.
3. Sales Promotion Regression Coefficient (X_2) = 0.245
This figure indicates that when sales promotion increases by one unit, consumer purchasing decisions are expected to increase, contributing 0.245 to the purchase decision, when other variables are constant. These findings underline that the effectiveness of sales promotion strategies also strengthens consumers' decisions to buy Scarlett products on Shopee.

4. Brand Image Regression Coefficient (X_3) = 0.565

With the highest value among other variables, a brand image coefficient of 0.565 indicates that brand image is proven to be the variable with the strongest influence in influencing purchasing decisions. Quantitatively, every one-unit increase in the perception of brand image is expected to increase consumer purchasing decisions by 0.565, indicating that reputation and positive perception of the Scarlett brand are the main keys in encouraging consumers to make a purchase.

Figure 8. Determination Coefficient Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.575	2,685

a. Predictors: (Constant), Brand Image, e-Wom (Electronic Word Of Mouth), Promosi Penjualan

Source : SPSS Output Results

The Summary Model shows an R^2 value of 0.588, which means that 58.8% of the variation in purchase decisions occurs due to the contribution of independent variables, i.e. e-WOM, sales promotion, and brand image. The remaining 41.2% is influenced by other factors beyond the scope of this model.

Table 6. Results of the t-test (partial)

Variabel	B	t	Sig.	Keterangan
e-WOM (<i>Electronic Word of Mouth</i>),	0,272	2,845	0,005	Signifikan (H1 diterima)
Promosi Penjualan	0,245	3,097	0,003	Signifikan (H2 diterima)
<i>Brand Image</i>	0,565	5,352	<0,001	Signifikan paling dominan (H3 diterima)

Source : SPSS Output Data (processed by the researcher)

1. The results of the t-test analysis indicated that the e-WOM variable (X_1) partially had a significant influence on the purchase decision (Y) of Scarlett Whitening products on the Shopee platform. This is shown by the tcal value of 2.845 which exceeds the ttable value of 1.984, as well as the significance level of 0.005 which is below the threshold of 0.05. Thus, it can be concluded that consumers' positive perception of e-WOM contributes significantly to driving purchase decisions.
2. Sales promotion (X_2) has also been statistically proven to have a significant influence on purchasing decisions based on t-test results. The tcal value of 3.097 which is greater than the ttable 1.984, and the significance value of 0.003 (< 0.05), confirms that the intensity and effectiveness of the promotions carried out have an effect in shaping consumer purchase decisions.
3. Brand image (X_3) shows the strongest and most significant influence in this regression model. The tcal value of 5.352 far exceeds the ttable value of 1.984, and the significance value of 0.001 confirms the positive influence of brand image on purchase decisions. This means that the stronger and more positive the consumer perception of the Scarlett brand, the more likely it is to make a purchase decision.

Figure 9. Test F Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	986,757	3	328,919	45,638	<,001 ^b
	Residual	691,883	96	7,207		
	Total	1678,640	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, e-Wom (Electronic Word Of Mouth), Promosi Penjualan

Source : SPSS Output Data (processed by the researcher)

ANOVA results showed an F value of 45.638 with a significance level of 0.001. Since this significance value is less than 0.05, H_4 is accepted. This shows that the three independent variables, namely *e-WOM (Electronic Word of Mouth)* (X_1), *sales promotion* (X_2), and *brand image* (X_3), simultaneously have a significant effect on *the purchase decision of Scarlett Whitening products on the Shopee marketplace* (Y).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Referring to the results of data analysis and hypothesis testing that have been presented, several conclusions were obtained as follows:

1. The e-WOM variable (X1) shows a positive and significant influence on the purchase decision, which is indicated by a significance value of 0.005. These findings indicate that the better consumers' perception of information from e-WOM, the more likely they are to buy Scarlett Whitening products on Shopee.
2. Sales promotion (X2) also had a positive and significant effect on purchase decisions, with a significance value of 0.003. This means that an attractive and targeted promotional strategy is able to encourage an increase in consumer interest and purchase decisions for products.
3. Brand image (X3) has the most dominant and significant influence on purchasing decisions, as shown by a significance value of less than 0.001. This shows that consumers' perceptions of brand strength and reputation play an important role in driving decisions to buy.
4. Simultaneously, all three independent variables—e-WOM, sales promotion, and brand image—have a significant impact on purchasing decisions. Statistical evidence in the form of the significance value of the F test of 0.001 (< 0.05) reinforces that the regression model as a whole is able to explain variations in purchasing decisions, so that the fourth hypothesis is acceptable.

Suggestion

Suggestions for the results of the research on the Influence of e-WOM (*Electronic Word of Mouth*) (X1), Sales Promotion (X2) and *Brand Image* (X3), on the purchase decision of Scarlett Whitening Products on the Shopee Marketplace (Y) are as follows:

1. For the Scarlett Whitening company/brand, it is recommended to continue to improve *the brand image* because this variable has proven to be the most dominant influence on purchase decisions. Efforts can be made through consistent branding, stable product quality, and strengthening consumer trust through testimonials, packaging, and professional brand identity.
2. Optimizing e-WOM (*Electronic Word of Mouth*), Companies also need to encourage positive review content from consumers through reward programs or *review campaigns*. e-WOM (*Electronic Word of Mouth*) has been proven to have an effect on purchase decisions, so maintaining *an online reputation* and monitoring customer reviews are important in digital marketing strategies.

3. Improvement of sales promotion strategies, sales promotions such as discounts, flash sales, vouchers, and free shipping need to be done regularly and measurably. Promotional strategies should be adjusted to certain moments or trends to make them more attractive and relevant to the target market.
4. Future researchers are advised to develop this study by including other variables, such as consumer confidence, price, or product quality. To gain more comprehensive insights, the use of mixed methods can also be considered. To improve the generalization of the findings, subsequent research could involve respondents from more diverse geographic locations.

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