



The Influence of Word of Mouth and Brand Image on Skincare Product Purchase Decisions (Study on FEB UISU Students)

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Abstract : The Indonesian skincare industry is experiencing developments that encourage competition between brands and increase consumer attention to various information and brand image before making a purchase. This study aims to analyze the influence of Word of Mouth and brand image on the purchasing decisions of Glad2Glow skincare products among students of the Faculty of Economics and Business, Islamic University of North Sumatra. The study used a quantitative approach with a survey method. The study population was 1,035 students and a sample of 91 respondents determined using the Slovin formula and proportional techniques. The research instrument was a questionnaire with a five-point Likert scale. Data analysis included validity tests, reliability tests, classical assumptions, multiple linear regression, t-tests, F-tests, and coefficients of determination using SPSS. The results showed that Word of Mouth had no significant effect on purchasing decisions, while brand image had a positive and significant effect. Simultaneously, Word of Mouth and brand image had a significant effect on purchasing decisions with a contribution of 23.6%. In conclusion, brand image was a more dominant factor in explaining Glad2Glow purchasing decisions among study respondents.

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Introduction

The skincare industry in Indonesia has experienced significant growth in recent years, driven by growing public awareness of the importance of skincare and appearance. Previously primarily associated with women, skincare has now become a necessity for a wide range of people. Changing lifestyles and increased access to health information have encouraged people to pay more attention to skin health and appearance. According to data from the Ministry of Industry, the national cosmetics industry is projected

to grow by an average of 5.35% per year from 2024 to 2028 (Dwitri Waluyo, 2024). This indicates a growing demand for skincare products, particularly among the younger generation, including students, who are increasingly concerned about skin health and appearance.

Technological developments and the increasing access to information through social media have also influenced consumer behavior in choosing skincare products. One brand that has gained public attention is Glad2Glow, registered by PT Suntone Wisdom Indonesia and launched in 2022, positioning itself as an Indonesia-based beauty brand. Glad2Glow has built market recognition through a strong digital presence and offers products designed with natural ingredients and aimed at the characteristics of Indonesian skin. Arlianti et al. (2025) explained that Glad2Glow's product innovation is aimed at meeting the skincare needs of Indonesians, especially in tropical climates. Kompas Market Insight data from January to March 2025 shows that Glad2Glow ranks third in the local skincare market with a market share of 4.9%. Meanwhile, the Markethac report from March to April 2025 places Glad2Glow as the second-best-selling moisturizer brand nationally with a market share of 15.3%. This condition indicates that Glad2Glow has quite strong visibility and competitiveness in the Indonesian skincare market.

Despite having a strong market position and digital exposure, purchasing decisions for skincare products are not always formed automatically. One factor that can influence this is Word of Mouth (WOM), namely the spread of information, recommendations, and experiences about a product from one consumer to another. In the development of digital marketing, electronic Word of Mouth (e-WOM) through social media and online reviews is increasingly dominant in shaping consumer perceptions (Yulianita et al., 2024). Sangi (2025) also shows that WOM, both traditional and electronic, is a form of communication between consumers that can influence skincare product purchasing decisions. In addition to WOM, brand image is also an important factor because it reflects consumer perceptions of the identity, quality, uniqueness, trustworthiness, and value offered by a brand (Sangi, 2025). According to Asnawati in Muslimah (2024), brand image is the perception of a brand formed from consumers' memories of their association with that brand.

The research problem is increasingly apparent from the discrepancy between Glad2Glow's high exposure and consumer perceptions of the product and purchasing decisions. Based on a pre-survey of 30 FEB UISU student respondents, 60% of respondents stated that they often hear people around them talking about Glad2Glow products, while 70% learned about Glad2Glow through social media such as TikTok and Instagram. However, only 45% of respondents stated that Glad2Glow products are suitable for their skin needs. This condition indicates that the high dissemination of information about the product has not been fully followed by a positive perception regarding the suitability of the product's benefits to consumer needs. Furthermore, only 40% of respondents chose Glad2Glow after comparing it with other skincare brands, while the other 40% stated that they disagreed.

Another issue was identified in discussions about products and brand image. Although Glad2Glow's promotions and benefits were frequently discussed, accounting for 50% of respondents, 30% disagreed that these discussions influenced them. This suggests that the information consumers receive through social media and digital media is not yet fully capable of driving purchasing decisions. Furthermore, brand image is formed from various consumer perceptions, beliefs, and experiences with a brand. Riana et al. (2023) explain that product brand image relates to how consumers perceive and perceive a product based on their impressions, including assessments of quality, benefits, usability, and trustworthiness. Sah et al. (2024) also explain that consumers consider a company's brand image when deciding which products to purchase. Therefore, there is a need to understand how WOM and brand image relate to skincare product purchasing decisions among FEB UISU students.

Several previous studies have shown a relationship between WOM, brand image, and purchasing decisions. Muslimah (2024) showed that electronic WOM and brand image had a positive and significant influence on purchasing decisions for local skincare products among students at Pakuan University. Salsabila et al. (2024) also showed that brand image and WOM simultaneously had a positive and significant influence on purchasing decisions for Wardah products among students in Palembang. Furthermore, Yulindasari and Fikriyah (2022) showed that e-WOM and brand image had a positive influence on purchasing decisions for halal cosmetics on e-commerce platforms. However, the results of a pre-survey among FEB UISU students showed that perceptions of Glad2Glow were still varied, especially regarding the product's suitability to skin needs and the decision to choose a product



after comparing it with other brands. Therefore, this study aims to determine the influence of WOM on purchasing decisions, determine the influence of brand image on purchasing decisions, and determine the influence of WOM and brand image simultaneously on purchasing decisions for skincare products among FEB UISU students. This research is important to provide an understanding of the factors related to purchasing decisions in the student segment, while its novelty lies in testing both variables together in the context of Glad2Glow skincare products on FEB UISU students.

Research Methods

This study uses a quantitative approach to analyze the influence of Word of Mouth and brand image on skincare product purchasing decisions among students of the Faculty of Economics and Business, Islamic University of North Sumatra. The study was conducted at the Faculty of Economics and Business, Islamic University of North Sumatra, located on Jalan Sisingamangaraja, Teladan Barat Village, Medan City District, North Sumatra. The research objects consisted of Word of Mouth as the first independent variable (X1), brand image as the second independent variable (X2), and purchasing decisions as the dependent variable (Y). The study was conducted from May to September 2025.

The research instrument used a questionnaire compiled in the form of a list of statements with a Likert scale. The questionnaire was used to obtain data regarding Word of Mouth, brand image, and purchasing decisions. The measurement scale consists of five answer choices, namely Strongly Agree with a score of 5, Agree with a score of 4, Undecided with a score of 3, Disagree with a score of 2, and Strongly Disagree with a score of 1 (Anggiani, 2024). Word of Mouth indicators refer to the five indicators introduced by Sernovitz in Kahar (2024), namely Talkers, Topics, Tools, Talking Part, and Tracking. Brand image is measured through indicators proposed by Susanty and Adisaputra in Muslimah (2024), namely the benefits of brand associations, the strength of brand associations, and the uniqueness of brand associations. Meanwhile, purchasing decisions use indicators according to Kotler and Keller in Muslimah (2024), namely decisions about products, decisions about brand choices, decisions about time choices, and decisions about payment methods or methods.

Data analysis techniques were conducted through several stages. Instrument testing included validity and reliability tests. Validity tests were used to determine the accuracy of the collected data with the actual conditions of the research object, while reliability tests were used to determine the consistency of the questionnaire using Cronbach's Alpha. Next, classical assumption tests were conducted, including normality tests, heteroscedasticity tests, and multicollinearity tests. The subsequent analysis used multiple linear regression to determine the influence of word of mouth and brand image on purchasing decisions. Hypothesis testing was conducted through partial significance tests or t-tests, simultaneous significance tests or F-tests, and coefficient of determination (R^2) tests. The analysis was performed using the SPSS application.

The research population is all individuals who possess certain characteristics relevant to the research problem. According to Sulianta (2024), a population encompasses all elements or individuals who are the subjects of the research and serve as data sources to answer the research questions. The population in this study was 1,035 students from the Faculty of Economics and Business, Islamic University of North Sumatra. This population consisted of 624 students from the Management Study Program, 210 students from the Accounting Study Program, 147 students from the Development Economics Study Program, and 54 students from the Entrepreneurship Study Program.

A sample is a subset of a population considered to represent the population's characteristics. The sample size was determined using the Slovin formula with a 10% error rate, resulting in a total sample size of 91 students. Furthermore, proportional sampling was conducted based on study program classifications, referring to Tahir (2021). The sample allocation consisted of 55 students from the Management Study Program, 18 students from the Accounting Study Program, 13 students from the Development Economics Study Program, and 5 students from the Entrepreneurship Study Program, resulting in a total sample size of 91 respondents.

The research procedure begins with determining the research object, namely Word of Mouth and brand image as independent variables and purchasing decisions as dependent variables. Next, the



researcher determined the research population based on data from 1,035 students of the Faculty of Economics and Business, Islamic University of North Sumatra, and determined a sample of 91 respondents using the Slovin formula. The sample was then allocated proportionally based on the study program. After the sample size was determined, the research instrument was prepared in the form of a questionnaire using a five-level Likert scale and distributed to the respondents who became the research sample. The collected data were then processed using quantitative analysis through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination (R^2). All these stages were carried out to obtain results regarding the influence of Word of Mouth and brand image on purchasing decisions for skincare products among FEB UISU students.

Results and Discussion

Data analysis

1. Respondent Characteristics Based on Gender

Table 1. Based on Respondent's Gender

Gender	Sample	Percentage
Woman	91	100%
Man	0	0
Total	91	100%

Source :questionnaire data processing, 2025

Table 1 above shows that all 91 (100%) of the respondents using Glad2Glow skincare products among the FEB UISU students were female. There were no male respondents (0%). This data reflects the characteristics of the respondents based on gender in this study.

2. Respondent Characteristics Based on Study Program

Table 2. Respondents Based on Study Program

Category	Sample	Percentage
Management Study Program	32	35.1%
Accounting Study Program	23	25.3%
Development Economics Study Program	13	14.3%
Entrepreneurship Study Program	23	25.3%
Total	91	100%

Source :Questionnaire data processing, 2025

Based on Table 2, the number of Glad2glow skincare product users among FEB UISU students is dominated by the Management study program with 32 students (35.1%), followed by the Accounting study program with 23 students (25.3%), the Entrepreneurship study program with 23 students (25.3%), and the Development Economics study program with 13 students (14.3%). These data results indicate representation from all study programs at FEB UISU in the study, although with varying proportions.

3. Respondent Characteristics Based on the Stambuk

Table 3. Respondents' Stalks

Category	Sample	Percentage
2021	48	52.7%
2022	21	23.1%
2023	15	16.5%
2024	7	7.7%
Total	91	100%

Source: Processed questionnaire data, 2025

Table 3 above shows that this study was dominated by students from the class of 2021, representing 52.7% of the total 91 respondents. Other classes (2022 (23.1%), 2023 (16.5%), and 2024) only had a much smaller representation (7.7%). This uneven distribution indicates that the research results will more closely reflect the perspectives and experiences of senior students, particularly those from the class of 2021.

Research Variable Questionnaire Results

1. Respondents' Assessment Regarding the Word of Mouth Variable (X1)

Table 4. Distribution and Percentage of Respondents' Answers for the Word of Mouth Variable (X1)

P	SS		S		KS		TS		STS		Total
	F	%	F	%	F	%	F	%	F	%	
1	25	27.5	64	70.3	2	2.2	0	0	0	0	100%
2	22	24.2	63	69.2	4	4.4	0	0	2	2.2	100%
3	23	25.3	52	57.1	14	15.4	2	2.2	0	0	100%
4	20	22	45	49.4	24	26.4	2	2.2	0	0	100%
5	61	67	28	30.8	2	2.2	0	0	0	0	100%
6	49	53.8	38	41.8	2	2.2	0	0	2	2.2	100%
7	43	47.3	45	49.4	3	3.3	0	0	0	0	100%
8	9	9.9	39	42.8	29	31.9	10	11	4	4.4	100%
9	23	25.3	54	59.3	11	12.1	0	0	3	3.3	100%
10	17	18.7	60	65.9	14	15.4	0	0	0	0	100%

Source: 2025 questionnaire data processing

From the results of data processing in Table 3 above, researchers can conclude the results which will be explained as follows:

- A. These data show that the majority of respondents, 97.8% (70.3% agree and 27.5% strongly agree), stated that they had heard friends, family, or close relatives talk about Glad2Glow skincare products. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 2.2% of respondents felt somewhat in agreement.
- B. These data show that the majority of respondents, 93.4% (69.2% agree and 24.2% strongly agree), believe they are more likely to trust skincare product recommendations from close people like friends or family. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (2.2%) disagreed or strongly disagreed with the statement, while 4.4% of respondents felt less likely to agree.
- C. These data indicate that the majority of respondents, 82.4% (57.1% agree and 25.3% strongly agree), stated that they had heard others talk about Glad2Glow's promotional offers or discounts. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (2.2%) disagreed or strongly disagreed with the statement, while 15.4% of respondents felt somewhat in agreement.
- D. The data shows that the majority of respondents, 71.4% (49.4% agree and 22% strongly agree), believe that Glad2Glow's service quality has been a topic of discussion among users around them. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (2.2%) disagreed or strongly disagreed with the statement, while 26.4% of respondents felt somewhat in agreement.
- E. These data indicate that the majority of respondents, 97.8% (30.8% agree and 67% strongly agree), learned about Glad2Glow products through social media platforms such as Instagram, TikTok, or YouTube. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 2.2% of respondents felt somewhat in agreement.
- F. This data shows that the majority of respondents, 95.6% (41.8% agree and 53.8% strongly agree), have seen digital content (e.g., video reviews, testimonials) that made them interested in trying Glad2Glow products. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (2.2%) disagreed or strongly disagreed with the statement, while 2.2% of respondents felt somewhat in agreement.
- G. These data indicate that the majority of respondents, 96.7% (49.4% agree and 47.3% strongly agree), believe that social media makes it easier to understand the benefits or advantages of



Glad2Glow products from other people's experiences. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 3.3% of respondents felt less agreeable.

- H. These data show that the majority of respondents, 52.7% (42.8% agree and 9.9% strongly agree), stated that they had shared their personal experiences using Glad2Glow products with others. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (15.4%) disagreed or strongly disagreed with the statement, while 31.9% of respondents felt somewhat in agreement.
- I. The data shows that the majority of respondents, 84.6% (59.3% agree and 25.3% strongly agree), believe that the more people talking about Glad2Glow products influences their interest in purchasing them. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (3.3%) disagreed or strongly disagreed with the statement, while 12.1% of respondents felt somewhat in agreement.
- J. The data shows that the majority of respondents, 84.6% (65.9% agree and 18.7% strongly agree), believe that Glad2Glow actively monitors and adapts its products based on customer needs. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 15.4% of respondents felt somewhat disagreed.

2. Frequency Distribution and Percentage of Respondents' Answers for Brand Image Variable (X2)

Table 5. Frequency Distribution and Percentage of Respondents' Answers for Brand Image Variable (X2)

P	SS		S		KS		TS		STS		Total
	F	%	F	%	F	%	F	%	F	%	
1	15	16.5	70	76.9	4	4.4	2	2.2	0	0	100%
2	15	16.5	55	60.4	19	20.9	0	0	2	2.2	100%
3	24	26.4	64	70.3	3	3.3	0	0	0	0	100%
4	15	16.5	72	79.1	3	3.3	0	0	1	1.1	100%
5	12	13.2	50	54.9	26	28.6	2	2.2	1	1.1	100%
6	13	14.3	60	65.9	17	18.7	1	1.1	0	0	100%
7	17	18.7	63	69.2	11	12.1	0	0	0	0	100%
8	15	16.5	43	47.2	30	33	2	2.2	1	1.1	100%

Source: 2025 questionnaire data processing

From the results of data processing in Table 4 above, researchers can conclude the results which will be explained as follows:

- A. These data show that the majority of respondents, 93.4% (76.9% agree and 16.5% strongly agree), considered Glad2Glow products to be quite competitively priced compared to other brands. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (2.2%) disagreed or strongly disagreed with the statement, while 4.4% of respondents felt somewhat less agreeable.
- B. This data shows that the majority of respondents, namely 76.9% (consisting of 60.4% agree and 16.5% strongly agree), assessed that they think Glad2Glow products provide benefits in accordance with the brand's promises. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, there is still a small portion of respondents (2.2%) who disagree or strongly disagree with the statement, while 20.9% of respondents felt they disagreed.
- C. These data indicate that the majority of respondents, 96.7% (70.3% agree and 26.4% strongly agree), believe that Glad2Glow offers a wide selection of skincare products that can meet consumer needs. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 3.3% of respondents felt somewhat less agreeable.



- D. These data show that the majority of respondents, namely 95.6% (consisting of 79.1% agree and 16.5% strongly agree), recognize the Glad2Glow brand from its appearance (packaging, logo, color). This indicates a strong positive perception among FEB UISU students regarding this aspect. However, there is still a small portion of respondents (1.1%) who disagree or strongly disagree with the statement, while 3.3% of respondents feel less agree.
- E. These data indicate that the majority of respondents, 68.1% (54.9% agree and 13.2% strongly agree), felt that their experience using Glad2Glow products left a positive impression on them. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (3.3%) disagreed or strongly disagreed with the statement, while 28.6% of respondents felt somewhat in agreement.
- F. These data indicate that the majority of respondents, 80.2% (65.9% agree and 14.3% strongly agree), believe that Glad2Glow has unique characteristics that differentiate it from other skincare brands. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (1.1%) disagreed or strongly disagreed with the statement, while 18.7% of respondents felt somewhat in agreement.
- G. The data shows that the majority of respondents, 87.9% (69.2% agree and 18.7% strongly agree), believe that the Glad2Glow brand name sounds professional or reputable to consumers. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (0.0%) disagreed or strongly disagreed with the statement, while 12.1% of respondents felt somewhat unsatisfied.
- H. These data indicate that the majority of respondents, 63.7% (47.2% agree and 16.5% strongly agree), believe that Glad2Glow's uniqueness influences their skincare product choices. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (3.3%) disagreed or strongly disagreed with the statement, while 33% of respondents felt somewhat in agreement.

3. Frequency Distribution and Percentage of Respondents' Answers to the Product Purchase Decision Variable (Y)

Table 6. Frequency Distribution and Percentage of Respondents' Answers to the Product Purchase Decision Variable (Y)

P	SS		S		KS		TS		STS		Total
	F	%	F	%	F	%	F	%	F	%	
1	26	28.6	62	68.1	1	1.1	1	1.1	1	1.1	100%
2	20	22	66	72.5	2	2.2	1	1.1	2	2.2	100%
3	18	19.8	60	65.9	12	13.2	1	1.1	0	0	100%
4	19	20.9	64	70.3	7	7.7	1	1.1	0	0	100%
5	24	26.4	58	63.7	5	5.5	3	3.3	1	1.1	100%
6	17	18.7	57	62.6	11	12.1	4	4.4	2	2.2	100%
7	18	19.8	56	61.5	9	9.9	6	6.6	2	2.2	100%
8	18	19.8	51	56	14	15.4	5	5.5	3	3.3	100%
9	13	14.3	51	56	19	20.9	8	8.8	0	0	100%
10	18	19.8	53	58.2	13	14.3	4	4.4	3	3.3	100%
11	18	19.8	65	71.4	5	5.5	2	2.2	1	1.1	100%

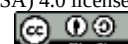
Source: 2025 questionnaire data processing

From the results of data processing in Table 6 above, researchers can conclude the results which will be explained as follows:

- A. These data indicate that the majority of respondents, 96.7% (68.1% agree and 28.6% strongly agree), consider the benefits and ingredients of a product before deciding to purchase Glad2Glow skincare. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (2.2%) disagreed or strongly disagreed with the statement, while 1.1% of respondents felt somewhat in agreement.



- B. These data show that the majority of respondents, 94.5% (72.5% agree and 22% strongly agree), believe that comparing Glad2Glow's features or advantages with other skincare products before purchasing is important. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small percentage of respondents (3.3%) disagreed or strongly disagreed with the statement, while 2.2% of respondents felt somewhat less satisfied.
- C. These data indicate that the majority of respondents, 85.6% (65.9% agree and 19.8% strongly agree), chose Glad2Glow because the brand is well-known and trusted. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (1.1%) disagreed or strongly disagreed with the statement, while 13.2% of respondents felt somewhat in agreement.
- D. These data indicate that the majority of respondents, 91.2% (70.3% agree and 20.9% strongly agree), believe that perceptions of Glad2Glow's quality and brand image are conducive to purchasing its products. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (1.1%) disagreed or strongly disagreed with the statement, while 7.7% of respondents felt somewhat less agreeable.
- E. These data indicate that the majority of respondents, 90.1% (63.7% agree and 26.4% strongly agree), are more interested in purchasing Glad2Glow products when there are discounts or special promotions. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (4.4%) disagreed or strongly disagreed with the statement, while 5.5% of respondents felt less agreeable.
- F. These data indicate that the majority of respondents, 81.3% (62.6% agree and 18.7% strongly agree), purchased Glad2Glow products when they felt their skincare needs were increasing. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (6.6%) disagreed or strongly disagreed with the statement, while 12.1% of respondents felt somewhat in agreement.
- G. These data indicate that the majority of respondents, 81.3% (61.5% agree and 19.8% strongly agree), purchase Glad2Glow at specific times, such as payday, before events, or during specific seasons. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (8.8%) disagreed or strongly disagreed with the statement, while 9.9% of respondents felt somewhat in agreement.
- H. These data indicate that the majority of respondents, 75.8% (56% agree and 19.8% strongly agree), prefer digital payment methods (such as e-wallets) when purchasing Glad2Glow products. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (8.8%) disagreed or strongly disagreed with the statement, while 15.4% of respondents felt somewhat in agreement.
- I. These data indicate that the majority of respondents, 69.9% (56% agree and 14.3% strongly agree), considered ease of payment a primary consideration when purchasing Glad2Glow. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (8.8%) disagreed or strongly disagreed with the statement, while 20.9% of respondents felt somewhat in agreement.
- J. These data indicate that the majority of respondents, 78% (58.2% agree and 19.8% strongly agree), feel more comfortable using cashless payment methods when shopping for skincare products. This indicates a strong positive perception among FEB UISU students regarding this aspect. However, a small portion of respondents (7.7%) disagreed or strongly disagreed with the statement, while 14.3% of respondents felt somewhat in agreement.
- K. These data indicate that the majority of respondents, 90.4% (71.4% agree and 19.8% strongly agree), believe that flexible payment methods influence their decision to purchase Glad2Glow products. This demonstrates a strong positive perception among FEB UISU students regarding this aspect. However, a small proportion (3.3%) disagreed or strongly disagreed with the statement, while 5.5% of respondents felt somewhat less agreeable.



Instrument Test

1. Validity Test

Table 7. Validity Test

Variables	Item	r- count	r-table	Significance	Information
Word of mouth (X1)	P1	0.501	0.206	0,000	Valid
	P2	0.473	0.206	0,000	Valid
	P3	0.516	0.206	0,000	Valid
	P4	0.639	0.206	0,000	Valid
	P5	0.453	0.206	0,000	Valid
	P6	0.482	0.206	0,000	Valid
	P7	0.445	0.206	0,000	Valid
	P8	0.619	0.206	0,000	Valid
	P9	0.706	0.206	0,000	Valid
	P10	0.579	0.206	0,000	Valid
Variables	Item	r-count	r-table	Significance	Information
BRAND IMAGE	P1	0.484	0.206	0,000	Valid
	P2	0.785	0.206	0,000	Valid
	P3	0.398	0.206	0,000	Valid
	P4	0.557	0.206	0,000	Valid
	P5	0.724	0.206	0,000	Valid
	P6	0.775	0.206	0,000	Valid
	P7	0.652	0.206	0,000	Valid
	P8	0.793	0.206	0,000	Valid
	P9	0.696	0.206	0,000	Valid
	P10	0, 493	0.206	0,000	Valid
Variables	Item	r-count	r-table	Significance	Information
Buyer decision (Y)	P1	0.696	0.206	0,000	Valid
	P2	0, 493	0.206	0,000	Valid
	P3	0,596	0.206	0,000	Valid
	P4	0,584	0.206	0,000	Valid
	P5	0,599	0.206	0,000	Valid
	P6	0,753	0.206	0,000	Valid
	P7	0, 769	0.206	0,000	Valid
	P8	0, 740	0.206	0,000	Valid
	P9	0, 728	0.206	0,000	Valid
	P10	0, 724	0.206	0,000	Valid
	P11	0.753	0.206	0,000	Valid

Source: Processed SPSS data, 2026

From the Validity Test table 6 above, it is known that all items used by the researcher are valid, as seen from all calculated r-values>r-table and the significance is less than 0.05.

2. Reliability Test

Table 8. Reliability Test

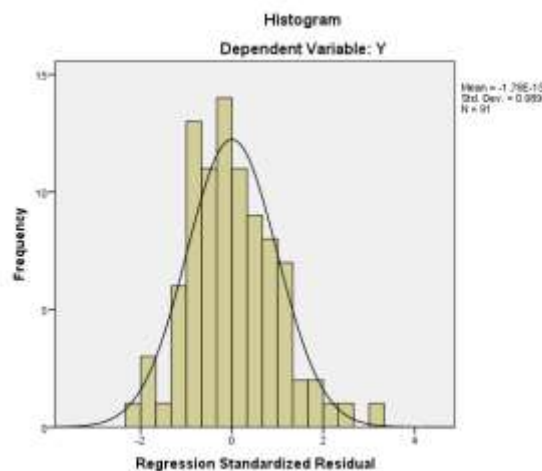
Variables	Cronbach's Alpha	Information
Word of Mouth	0.733	Valid
Brand Image	0.812	Valid
Buying decision	0.881	Valid

Source: Processed SPSS data, 2026

From Table 8 above, it can be concluded that all statements are reliable, as they have a value > 0.60. Each statement item was able to obtain consistent data, making the questionnaire suitable for further analysis.

Classical Assumption Test

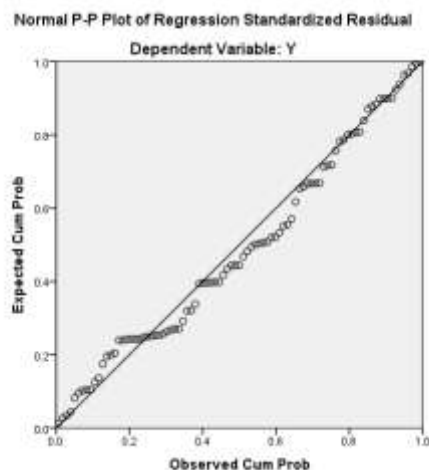
1. Normality Test



Graph 1. Graph Test

Source: Processed questionnaire data, 2026

Based on Graph 1, it shows that the histogram graph produces a normal distribution pattern without a pattern, with the distribution skewed to the left or right, so the regression model meets the assumption of normality. To verify whether the data is normally distributed, it can be seen from the Normal PP Plot Graph.

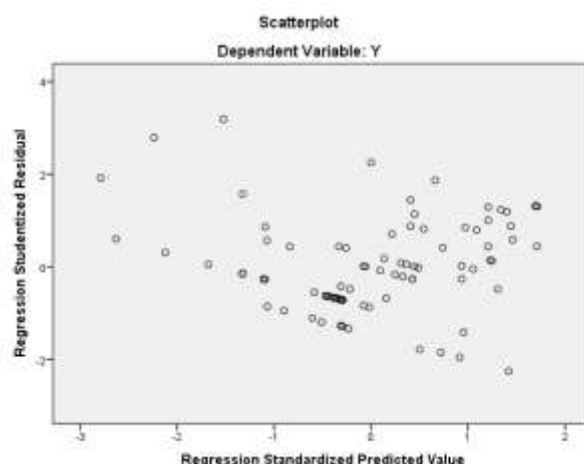


Graph 2. Normality Test

Source: Processed questionnaire data, 2026

Based on the data analysis from graph 2 using a normal probability plot, the results show that the overall data has a normal distribution without any deviations. This is evident from the distribution pattern of the points, which follow the diagonal line on the normal probability plot, indicating that the regression model meets the assumption of normality.

2. Heteroscedasticity Test



Test Graph 3. Heteroscedasticity

Based on graph 3 above, it can be seen that the points are randomly distributed and spread above and below 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is suitable for use to predict Purchase Interest (Dependent Variable) based on the input variables Word of Mouth and Brand Image (Independent Variable).

3. Multicollinearity Test

Table 9. Multicollinearity Test

Coefficients		Unstand Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	32,174	5,828		5,521	.000		
	Word of Mouth	-.039	.107	-.034	-.363	.717	.987	1,013
	Brand Image	.496	.097	.481	5.131	.000	.987	1,013

a. Dependent Variable: Purchase Decision

Based on Table 5.9, which presents the multicollinearity test results, the VIF value for "Word of Mouth" is 1.013 and the VIF value for "Brand Image" is also 1.013. To see whether multicollinearity exists or not, we must first know the conditions, where the VIF value must be less than 10 (<10) and the tolerance value must be greater than 0.1 (>0.1). Both VIF values above are below 10 or less than 10 and the tolerance value is greater than 0.1. Therefore, it can be concluded that there is no multicollinearity in this study.

Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Analysis

Coefficients		Unstand Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	32,174	5,828		5,521	.000
	Word of Mouth	-.039	.107	-.034	-.363	.717
	Brand Image	.496	.097	.481	5.131	.000

a. Dependent Variable: Purchase Decision

Based on the regression output shown in table 5.45 above, the multiple linear regression analysis model used in this study can be formulated as follows:

$$Y = 32.174 + -0.039 + 0.496$$



From the regression equation it can be concluded:

1. The constant value of 32.174 means that if the value of the independent variables Word of Mouth (X1) and Brand Image (X2) is one, then the Purchase Decision value is 32.174.
2. The regression coefficient of the Word of Mouth variable (X1) is -0.039. This means that the constant value of the regression coefficient (b1) is 3.9% with a negative coefficient, which can be said that if the word of mouth variable decreases and the brand image variable (X2) is constant, then the Purchase Decision will experience a decrease of 3.9%. Therefore, the worse the word of mouth, the lower the brand image.
3. The regression coefficient of the Brand Image variable (X2) is 0.496. This means that the constant value of the regression coefficient (b2) is 49% with a positive coefficient, which can be said that if the Brand Image variable increases and the Word of Mouth variable (X1) is constant, then the Purchase Decision will increase by 49%. Therefore, the better the Brand Image, the more the Purchase Decision will increase.

Hypothesis Testing

1. Partial Significance Test (t-Test)

Table 11. Partial Significance Test (t-Test)

Coefficients						
Model	Unstand Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error				Tolerance VIF
1 (Constant)	32,174	5,828		5,521	.000	
Word of Mouth	-.039	.107	-.034	-.363	.717	.987 1,013
Brand Image	.496	.097	.481	5.131	.000	.987 1,013

a. Dependent Variable: Purchase Decision

Based on the results of the t-test in Table 5.11, the following results were obtained:

a. *Word of Mouth (X1)*

Based on the calculation results in table 5.11, it is known that the SPSS output "Coefficients" above shows that the significance value of Word of Mouth (X1) is $0.717 > 0.05$ so that it can be concluded that H_0 is accepted and H_1 is rejected, meaning that the hypothesis proposed in this study is rejected, namely Word of Mouth (X1) does not have a significant effect on the Purchasing Decision variable (Y).

b. *Brand Image (X2)*

Based on the calculation results in table 5.11, it is known that the SPSS output "Coefficients" above shows that the significance value of Brand Image (X2) is $0.000 < 0.05$ so it can be concluded that H_0 is rejected and H_1 is accepted, meaning that the hypothesis proposed in this study is accepted, namely Word of Mouth (X1) has a significant effect on the Purchasing Decision variable (Y).

2. Simultaneous Significance Test (F Test)

Table 12. Simultaneous Significance Test (F Test)

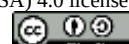
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345,988	2	172,994	13,615	.000b
	Residual	1118.121	88	12,706		
	Total	1464.110	90			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Word of Mouth, Brand Image

Based on the calculation results in the table above, it is known that the SPSS "Anova" output above shows that the significance value is $0.00 > 0.05$ so that it can be concluded that H_0 is rejected and H_1 is accepted, meaning that the hypothesis proposed in this study is accepted, namely Word of Mouth



(X1) and Brand Image (X2) simultaneously have a significant effect on the Purchasing Decision variable (Y).

3. Coefficient of Determination Test (R2)

Table 13. Test of the Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.486a	.236	.219	3,565

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the table above, the R Square value is 0.236 or 23.6%. This shows that the Word of Mouth and Brand Image variables provide less contribution/determinant or can explain the purchasing decision (Y) by 0.236 or 23.6% and the remaining 76.4% is determined by other factors not examined in the study.

Data Evaluation

The Influence of Word of Mouth on Purchasing Decisions

Based on the calculation results in table 11, it is known that the SPSS output "Coefficients" above shows that the significance value of Word of Mouth (X1) is $0.717 > 0.05$ so that it can be concluded that H0 is accepted and H1 is rejected, meaning that the hypothesis proposed in this study is rejected, namely Word of Mouth (X1) has a significant effect on the Purchasing Decision variable (Y).

The Influence of Brand Image on Purchasing Decisions

Based on the calculation results in table 11, it is known that the SPSS output "Coefficients" above shows that the significance value of Brand Image (X2) is $0.717 > 0.05$ so that it can be concluded that H0 is rejected and H2 is accepted, meaning that the hypothesis proposed in this study is accepted, namely Word of Mouth (X1) has a significant effect on the Purchasing Decision variable (Y).

Simultaneous Results of the Influence of Word of Mouth and Brand Image on Purchasing Decisions

Based on the calculation results in Table 11, the SPSS "Coefficients" output above shows that the two independent variables (Word of Mouth and Brand Image) simultaneously contribute to explaining changes in the dependent variable (Purchase Decision). Thus, it can be concluded that Word of Mouth and Brand Image together are factors that influence consumer decisions in making product purchases.

Conclusion

This study concludes that Word of Mouth (WOM) does not have a significant relationship with purchasing decisions for Glad2Glow skincare products among FEB UISU students ($p = 0.717$), whereas brand image has a positive and significant relationship with purchasing decisions ($p < 0.001$; $B = 0.496$). Simultaneously, WOM and brand image are significantly associated with purchasing decisions ($F = 13.615$; $p < 0.001$), with an R^2 value of 23.6%, indicating that the model explains 23.6% of the variation in purchasing decisions. The study is limited to 91 female FEB UISU students and the Glad2Glow context, which limits the generalizability of the findings. Future research should consider larger and more diverse samples and additional variables related to purchasing decisions.



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