

Abstrak :

Penelitian ini bertujuan menganalisis pengaruh WOM, *brand image*, dan *perceived value* terhadap keputusan pembelian pada klinik kecantikan elmoist di lumajang. Pendekatan yang digunakan yaitu kuantitatif. Sampel diambil sebanyak 60 responden dengan mengumpulkan data melalui penyebaran kuesioner yang di isi oleh pelanggan klinik kecantikan elmoist. Populasi dalam penelitian ini adalah pelanggan yang pernah datang ke klinik kecantikan elmoist. Penelitian ini meliputi uji validitas, normalitas, reabilitas, multikolonearitas, heteroskedastisitas, analisis regresi berganda, uji t, serta koefisien determinasi (R^2). Pengujian hipotesis menggunakan uji t yang menunjukkan bahwa WOM berpengaruh secara signifikan dan positif terhadap keputusan pembelian. Namun sebaliknya, *brand image* tidak memberikan pengaruh yang signifikan terhadap keputusan pembelian. Sedangkan *perceived value* mempunyai pengaruh yang positif dan signifikan terhadap keputusan pembelian sama seperti WOM. Temuan ini diharapkan dapat menjadi landasan bagi klinik kecantikan elmoist dalam menyusun strategi pemasaran berbasis pengalaman dan nilai yang dirasakan pelanggan.

Kata Kunci : WOM, , *Brand image*, *Perceived value* , dan Keputusan Pembelian

Abstract :

This study aims to assess the influence of word of mouth (WORD OF MOUTH), brand image, and perceived value on purchasing decisions at Elmoist Beauty Clinic in Lumajang. A quantitative approach was employed. The sampling technique involved 60 participants who were customers of Elmoist, with data collected through the direct distribution of questionnaires. The subjects of this research consisted of individuals who had previously visited the Elmoist Clinic. The analytical procedures included validity tests, normality tests, reliability tests, multicollinearity, heteroscedasticity, multiple linear regression, t-tests, and the coefficient of determination (R^2). Hypothesis testing was carried out using the t-test method, which revealed that word of mouth has a positive and significant impact on purchasing decisions. Conversely, brand image did not show a statistically significant relationship with purchasing decisions. Meanwhile, perceived value exerted a similar influence as word of mouth, demonstrating both a positive and significant effect. These findings are expected to serve as a strategic foundation for Elmoist Clinic's management in formulating marketing approaches based on customer experience and perceived value.

Keyword : *Word Of Mouth , Brand image, Perceived value , and purchase decision*