

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *e-marketing* dan kualitas produk terhadap keputusan pembelian, baik secara langsung maupun tidak langsung melalui *brand awareness* pada produk skincare Wardah di Jember. Wardah merupakan salah satu merek kosmetik lokal yang mampu mempertahankan posisinya di tengah persaingan industri kecantikan melalui strategi pemasaran digital dan jaminan kualitas produk. Jenis penelitian ini menggunakan pendekatan kuantitatif dengan *metode explanatory research*. Populasi dalam penelitian ini adalah pengguna skincare Wardah di Kabupaten Jember, dengan jumlah sampel sebanyak 200 responden yang dipilih melalui teknik *purposive sampling*. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *e-marketing* dan kualitas produk berpengaruh positif dan signifikan terhadap *brand awareness*, serta *brand awareness* berpengaruh signifikan terhadap keputusan pembelian. Selain itu, *e-marketing* dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian, baik secara langsung maupun melalui *brand awareness* sebagai variabel mediasi. Hasil ini menegaskan bahwa *brand awareness* memainkan peran penting dalam memperkuat hubungan antara strategi pemasaran digital dan persepsi kualitas produk terhadap keputusan pembelian konsumen. Penelitian ini menyimpulkan bahwa keberhasilan Wardah dalam meningkatkan keputusan pembelian di Jember tidak hanya ditentukan oleh kualitas produk dan promosi digital, tetapi juga oleh kemampuan merek menciptakan kesadaran dan kepercayaan di benak konsumen. Peneliti merekomendasikan agar Wardah terus memperkuat aktivitas *e-marketing* yang interaktif dan inovatif serta menjaga konsistensi kualitas produk demi mempertahankan loyalitas konsumen. Sebagian besar penelitian terdahulu meneliti *brand awareness* sebagai variabel mediasi pada industri skincare secara umum atau pada brand lain. Kebaruan penelitian ini adalah fokus pada konsumen Wardah di Jember, yang memiliki karakteristik pasar lokal tersendiri (nilai religius, preferensi produk halal, dan akses digital). Integrasi E-Marketing Modern (Content Marketing, Social Media Ads, Influencer) dalam Model Pengaruh.

Kata Kunci: E Marketing, Kualitas Produk, *Brand awareness*, Pengambilan keputusan

ABSTRACT

This study aims to analyze the influence of e-marketing and product quality on purchasing decisions, both directly and indirectly through brand awareness of Wardah skincare products in Jember. Wardah is a local cosmetic brand that is able to maintain its position amidst the competition in the beauty industry through digital marketing strategies and product quality assurance. This type of research uses a quantitative approach with an explanatory research method. The population in this study were Wardah skincare users in Jember Regency, with a sample of 200 respondents selected through a purposive sampling technique. Data were collected through an online questionnaire and analyzed using Partial Least Square (PLS). The results showed that e-marketing and product quality have a positive and significant effect on brand awareness, and brand awareness has a significant effect on purchasing decisions. In addition, e-marketing and product quality have a significant effect on purchasing decisions, both directly and through brand awareness as a mediating variable. These results confirm that brand awareness plays a crucial role in strengthening the relationship between digital marketing strategies and perceived product quality on consumer purchasing decisions. This study concludes that Wardah's success in increasing purchasing decisions in Jember is determined not only by product quality and digital promotions, but also by the brand's ability to create awareness and trust in consumers' minds. The researchers recommend that Wardah continue to strengthen interactive and innovative e-marketing activities and maintain consistent product quality to maintain consumer loyalty. Most previous studies investigated brand awareness as a mediating variable in the skincare industry in general or in other brands. The novelty of this research lies in its focus on Wardah consumers in Jember, who have unique local market characteristics (religious values, preference for halal products, and digital access).

Keywords: e-marketing, product quality, brand awareness, purchasing decision