

Pengaruh electronic word of mouth (e-WOM) terhadap minat beli produk kosmetik Maybelline yang di mediasi oleh citra merek pada forum femaledaily.com di wilayah Jabodetabek = The effect of electronic word of mouth (e-WOM) on purchase intention of Maybelline cosmetic products which in mediation by brand image at femaledaily com forum in greater Jabodetabek region

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Abstrak

Skripsi ini membahas mengenai pengaruh electronic word of mouth terhadap citra merek dan minat beli produk kosmetik Maybelline. Penelitian ini adalah penelitian kuantitatif dengan menyebarkan kuisioner kepada 100 responden wanita, berusia 17 ndash; diatas 31 tahun, mengetahui forum femaledaily.com, belum pernah melakukan pembelian produk Maybelline, dan bertempat tinggal di Jabodetabek.

Hasil penelitian menunjukkan bahwa terdapat pengaruh antara electronic word of mouth dan citra merek terhadap minat beli konsumen produk kosmetik Maybelline. Hasil penelitian ini menyarankan bahwa perusahaan harus dapat meningkatkan kualitas produk yang akan memberikan pengaruh terhadap electronic word of mouth, karena electronic word of mouth akan mempengaruhi citra merek suatu produk dan minat beli konsumen terhadap kosmetik Maybelline.

*This thesis discusses the influence of electronic word of mouth on brand image and purchase intention of Maybelline cosmetic product. This study is a quantitative study by distributing questionnaires to 100 female respondents, aged 17 over 31 years, familiar with forums femaledaily.com, has never made purchases of Maybelline products, and resides in Jabodetabek.*

The results showed that there is an influence between electronic word of mouth and brand image of consumer buying interest in Maybelline cosmetics products. The results of this study suggest that the company should be able to improve the quality of products that will affect Ewom, because Ewom will affect the brand image of a product and consumer buying interest in Maybelline cosmetics.