ABSTRAK

Putri Karmila Ode, 2021. Pengaruh *Electronic Word Of Mouth* Terhadap *Purchase Intention* Pada *Masker Axis-y Mugwort Pore Clarifying Wash Off Pack* Dengan *Brand Image* sebagai *Variabel Mediating* (Studi Kasus Pada Pengguna TikTok). Di bawah bimbingan Dr. E. Ida Hidayanti, SE., M.Si dan Subhan, SE, M.Com (Adv,)

Penelitian ini membahas mengenai bagaimana *electronic word of mouth* berpengaruh terhadap *purchase intention* pada *masker axis-y mugwort pore clarifying wash off pack* dengan *brand image* sebagai variabel *mediating* dengan menggunakan studi kasus pada pengguna TikTok. Penelitian ini bertujuan untuk mengetahui dan menganalisis keterkaitan antara pengaruh *electronic word of mouth* berpengaruh terhadap *purchase intention* pada *masker axis-y mugwort pore clarifying wash off pack* dengan *brand image* sebagai variabel *mediating*. Penelitian ini menggunakan sampel sebanyak 140 responden yang ditentukan oleh dengan teknik *Purposive Sampling* dimana sampel dalam penelitian ini terdiri dari responden yang menggunakan TikTok, mengetahui *masker axis-y mugwort pore clarifying wash off pack* dari TikTok dan menggunakannya. Metode analisis data yang digunakan dalam penelitian ini adalah PLS *(Partial Least Square)* dengan alat uji analisis menggunakan *software SmartPLS* versi 3.0.

Hasil penelitian ini menunjukkan bahwa: (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention* pada produk *masker axis-y mugwort pore clarifying wash off pack* (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap *brand image* produk *masker axis-y mugwort pore clarifying wash off pack* (3) *brand image* berpengaruh positif dan signifikan terhadap *purchase intention* pada produk *masker axis-y mugwort pore clarifying wash off pack* (4) *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention* pada produk *masker axis-y mugwort pore clarifying wash off pack* yang di mediasi oleh *brand image.*

Kata kunci: *electronic word of mouth, brand image* dan *purchase intention*.

ABSTRACT

Putri Karmila Ode, 2021. *The Effect of Electronic Word Of Mouth on Purchase Intention on Axis-y Mugwort Pore Clarifying Wash Off Pack Masks with Brand Image as a Mediating Variable (Case Study on TikTok Users). Under the guidance of Dr. E. Ida Hidayanti, SE., M.Si and Subhan, SE, M.Com (Adv,)*

This study discusses how electronic word of mouth affects purchase intention on axis-y pore clarifying wash off pack masks with brand image as a mediating variable using case studies on TikTok users. This study aims to determine and analyze the relationship between the effect of electronic word of mouth on purchase intention on the axis-y mugwort pore clarifying wash off pack mask with brand image as a mediating variable. This study uses a sample of 140 respondents determined by the Purposive Sampling technique where the sample in this study consists of respondents who use TikTok, know the axis-y mugwort pore clarifying wash off pack mask from TikTok and use it. The data analysis method used in this research is PLS (Partial Least Square) with analysis test equipment using SmartPLS version 3.0 software.

The results of this study indicate that: (1) electronic word of mouth has a positive and significant effect on purchase intention on the axis-y mask product mugwort pore clarifying wash off pack (2) electronic word of mouth has a positive and significant effect on the brand image of the axis-y mask product mugwort pore clarifying wash off pack (3) brand image has a positive and significant effect on purchase intention on mask products axis-y mugwort pore clarifying wash off pack (4) electronic word of mouth has a positive and significant effect on purchase intention on mask products axis-y mugwort pore clarifying wash off pack mediated by brand image.

Keywords: electronic word of mouth, brand image and purchase intention.