

ABSTRAK

Ismayanti Chasanah, 190211100178. Pengaruh *Electronic Word Of Mouth (E-Wom)* Dari Youtube *Beauty Vlogger* Terhadap Keputusan Pembelian Produk Kosmetik Wardah Melalui *Brand Image* (Studi Pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Dibawah bimbingan Ibu Yustina Chrismardani, S.Si., M.M.

Penelitian ini membahas mengenai permasalahan pada salah satu produk kosmetik lokal Indonesia yakni produk kosmetik Wardah. Tujuan dari penelitian ini untuk menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap keputusan pembelian produk kosmetik Wardah, untuk menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap *Brand Image* produk kosmetik Wardah, untuk menjelaskan pengaruh *Brand Image* terhadap keputusan pembelian produk kosmetik Wardah, untuk menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap keputusan pembelian produk kosmetik Wardah dengan melalui *Brand Image*. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode analisis jalur (*path analysis*), dengan jumlah responden sebanyak 96 responden.

Hasil dari penelitian ini adalah (1) *Electronic Word Of Mouth* tidak berpengaruh signifikan terhadap keputusan pembelian (2) *Electronic Word Of Mouth* berpengaruh signifikan terhadap *brand image* (3) *Brand Image* berpengaruh signifikan terhadap keputusan pembelian (4) *Electronic Word Of Mouth* berpengaruh secara tidak langsung terhadap keputusan pembelian dengan melalui *brand image*.

Kata kunci: *Electronic Word Of Mouth (E-Wom)*, Keputusan Pembelian, dan *Brand Image*.

ABSTRACT

Ismayanti Chasanah, 190211100178. The Influence of Electronic Word Of Mouth (E-Wom) From Youtube Beauty Vlogger On Purchasing Decisions Of Wardah Cosmetic Products Through The Brand Image (Study On Student Faculty Of Economics And Business, University Of Trunojoyo Madura). Under the guidance of Mrs. Yustina Chrismardani, S.Si., M.M.

This research discusses the problems with one of Indonesia's local cosmetic products, namely Wardah cosmetic products. The purpose of this study is to explain the effect of Electronic Word Of Mouth (E-Wom) on the decision to purchase Wardah cosmetic products, to explain the effect of Electronic Word Of Mouth (E-Wom) on the Brand Image of Wardah cosmetic products, to explain the effect of Brand Image on purchasing decisions Wardah cosmetic products, to explain the influence of Electronic Word Of Mouth (E-Wom) on purchasing decisions for Wardah cosmetic products through Brand Image. This study used a quantitative approach using the method of path analysis (path analysis), with a total of 96 respondents.

The results of this study are (1) Electronic Word Of Mouth has no significant effect on purchasing decisions (2) Electronic Word Of Mouth has a significant effect on brand image (3) Brand Image has a significant effect on purchasing decisions (4) Electronic Word Of Mouth has a significant on purchase decision through brand image.

Keywords: Electronic Word Of Mouth (E-Wom), Purchase Decision, and Brand Image.