

ABSTRAK

PENGARUH *BRAND IMAGE*, *BRAND AMBASSADOR*, *ELECTRONIC WORD OF MOUTH* DAN KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN PRODUK *LANEIGE WATER SLEEPING MASK*
(Studi Pada Mahasiswa Universitas Lampung)

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Brand image* berpengaruh terhadap minat beli konsumen, 2) *Brand ambassador* berpengaruh terhadap minat beli konsumen, 3) *Electronic word of mouth* berpengaruh terhadap minat beli konsumen, 4) Kualitas produk berpengaruh terhadap minat beli konsumen. Populasi dalam penelitian ini adalah seluruh konsumen potensial yang berminat membeli produk *Laneige Water Sleeping Mask* di Lampung. Teknik pengambilan sampel menggunakan *Purposive Sampling*. Penelitian ini menggunakan kuesioner yang disebarakan sebanyak 100 kuesioner. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis data adalah regresi linier berganda, uji t dan uji F menggunakan *software* SPSS 23. Hasil penelitian ini menunjukkan bahwa: 1) *Brand image* berpengaruh positif terhadap minat beli konsumen, 2) *Brand ambassador* tidak berpengaruh terhadap minat beli konsumen, 3) *Electronic word of mouth* berpengaruh positif terhadap minat beli konsumen, 4) Kualitas produk berpengaruh positif terhadap minat beli konsumen

Kata Kunci: *Brand Image*, *Brand Ambassador*, *Electronic Word of Mouth*, Kualitas Produk, Minat Beli

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, BRAND AMBASSADOR,
ELECTRONIC WORD OF MOUTH AND PRODUCT QUALITY TOWARDS
THE CONSUMERS INTEREST TO BUY LANEIGE WATER SLEEPING
MASK PRODUCTS**

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This study aims to determine whether: 1) Brand image influences consumer's buying interest, 2) Brand ambassador influences consumer's buying interest, 3) Electronic word of mouth influences consumer's buying interest, and 4) Product quality influences consumer's buying interest. The population of this research are potential customers who have willingness to buy the product of Laneige Water Sleeping Mask in Lampung. The sampling technique used is purposive sampling. This study used questionnaires that was distributed to 100 respondents. Test instruments using are validity and reliability tests. The data analysis technique is multiple linear regression, t test and F test using SPSS 23 software. The results of this study indicated that: 1) Brand image had a positive effect on consumer's buying interest, 2) Brand ambassador had no effect on consumer's buying interest, 3) Electronic word of mouth had a positive effect on consumer's buying interest, and 4) Product quality had a positive effect on consumer's buying interest.

Keywords: *Brand Image, Brand Ambassador, Electronic Word of Mouth, Product Quality, Buying Interest*