

ABSTRAK
PENGARUH HARGA PRODUK, *SOCIAL MEDIA MARKETING*, DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI ULANG KOSMETIK WARDAH

Studi terhadap Konsumen Kosmetik Wardah di Kota Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) Untuk mengetahui pengaruh secara bersama-sama harga produk, *social media marketing*, dan *electronic word of mouth* terhadap minat beli ulang konsumen kosmetik Wardah. 2) Untuk mengetahui pengaruh harga produk, *social media marketing*, dan *electronic word of mouth* secara parsial terhadap minat beli ulang konsumen kosmetik Wardah. Jumlah sampel sebanyak 119 responden. Teknik pemilihan sampel yang digunakan adalah *purposive sampling*. Uji Instrumen menggunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah analisis regresi linier berganda menggunakan aplikasi IBM SPSS 26. Hasil penelitian ini menunjukkan bahwa: 1) Harga produk, *social media marketing*, dan *electronic word of mouth* sama-sama berpengaruh terhadap minat beli ulang konsumen kosmetik Wardah. 2) Harga produk, *social media marketing*, dan *electronic word of mouth* secara pasial berpengaruh terhadap minat beli ulang konsumen kosmetik Wardah.

Kata kunci: Harga produk, *social media marketing*, *electronic word of mouth*, minat beli ulang, dan Wardah.

ABSTRACT

THE INFLUENCE OF PRODUCT PRICE, SOCIAL MEDIA MARKETING, AND ELECTRONIC WORD OF MOUTH ON WARDAH'S CONSUMER'S REPURCASHE INTENTION

A Case Study on Wardah Cosmetics' Consumers at Yogyakarta

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This research aims to find out: 1) the influence of product price, social media marketing, and electronic word of mouth simultaneously on consumers repurchase intention of Wardah Cosmetics. 2) the influence of product price, social media marketing, and electronic word of mouth partially on consumers repurchase intention of Wardah Cosmetics. The samples are 119 respondents. The method of sampling is purposive sampling. The instrument is tested with validity and reliability test. The data analysis technique is multiple linear regression analysis using IBM SPSS 26. The result of the research shows that: 1) Product price, social media marketing, and electronic word of mouth simultaneously influence the consumers repurcashe intention of Wardah Cosmetics. 2) Product price, social media marketing, and electronic word of mouth influence partially on the consumers repurcashe intention of Wardah Cosmetics.

Keywords: Product Price, Social Media Marketing, Electronic Word of Mouth, Repurchase Intention, and Wardah.