

**HUBUNGAN ANTARA PERSEPSI TERHADAP *ELECTRONIC WORD OF MOUTH*
(EWOM) DENGAN NIAT MEMBELI *GREEN COSMETIC PRODUCT* PADA
PEREMPUAN GENERASI MILENIAL**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi terhadap eWOM dengan niat membeli *green cosmetic product* pada perempuan generasi milenial. Hipotesis penelitian yang diajukan adalah adanya hubungan positif dan signifikan antara variabel persepsi terhadap eWOM dengan niat membeli *green cosmetic product* pada perempuan generasi milenial. Subjek dalam penelitian ini adalah 414 orang kelahiran tahun 1980-2000 yang pernah mengakses dan/atau membeli *green cosmetic product* serta pernah membaca ulasan/*review online* mengenai *green cosmetic product*. Pengumpulan data dilakukan dengan membagikan kuesioner online menggunakan *google form*. Kuesioner penelitian ini terdiri dari skala persepsi terhadap eWOM (15 item, $\alpha = 0,908$) dan skala niat membeli *green cosmetic product* (4 item, $\alpha = 0,865$). Hasil uji asumsi menunjukkan bahwa data tidak memenuhi syarat normalitas namun memenuhi syarat linearitas. Oleh karena itu, analisis data dilakukan dengan menggunakan *Spearman's Rho*. Hasil uji analisis menunjukkan bahwa variabel persepsi terhadap eWOM memiliki korelasi yang positif dan cukup kuat dengan niat membeli *green cosmetic product*. Kedua variabel tersebut memiliki nilai koefisien korelasi $r = 0,437$ dan nilai signifikansi $p = 0,000$. Hal ini menunjukkan bahwa semakin positif persepsi terhadap eWOM, maka semakin tinggi pula niat membeli *green cosmetic product* pada perempuan generasi milenial.

Kata kunci: perempuan generasi milenial, persepsi terhadap eWOM, niat membeli *green cosmetic product*

CORRELATION BETWEEN THE PERCEPTION OF ELECTRONIC WORD OF MOUTH (EWOM) WITH THE INTENTION TO BUY GREEN COSMETIC PRODUCTS AMONG MILLENNIAL WOMEN

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ABSTRACT

This study aims to determine the correlation between perceptions of electronic word of mouth with the intention of buying green cosmetic products among the millennial women. The hypothesis of the proposed research is the positive and significant correlation between the variable of perceptions of eWOM with the intention of buying green cosmetic products among the millennial women. The subjects in this study were 414 people born in 1980-2000 who has prior access and/or purchase of green cosmetic products and read the reviews or reviews online about green cosmetic products. The data was collected by distributing a online questionnaire using google form. This research questionnaire consists of a scaled perceptions of eWOM (15 items, $\alpha = 0,908$) and purchase intention scaled of green cosmetic products (4 items, $\alpha = 0,865$). The test result showed the assumption that the data are not eligible for normality but were qualified for linearity. Therefore, the data analysis was performed using Spearman's Rho method. Test result analysis shows that the variable perceptions of eWOM has positively correlated and quite strong with the intention of buying green cosmetic products. Both of these variables have a correlation coefficient of $r = 0,437$ and the value of of significance $p = 0,000$. This result show that the more positively perceptions of eWOM, the higher millennial women intention of buying green cosmetic products become.

Keywords: millennial women, perception of eWOM, the intention of buying green cosmetic products.