

ABSTRAK

PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN PROMOSI TERHADAP MINAT BELI PRODUK DENGAN DIMEDIASI OLEH ELECTRONIC WORD OF MOUTH (E-WOM) PADA PRODUK PERAWATAN KULIT SCARLETT WHITENING

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung citra merek terhadap minat beli produk, (2) pengaruh secara langsung kualitas produk terhadap minat beli produk, (3) pengaruh secara langsung promosi terhadap minat beli produk, (4) pengaruh citra merek terhadap minat beli produk dengan dimediasi oleh *E-WOM*, (5) pengaruh kualitas produk terhadap minat beli produk dengan dimediasi oleh *E-WOM*, (6) pengaruh promosi terhadap minat beli produk dengan dimediasi oleh *E-WOM*. Populasi dalam penelitian ini adalah seluruh konsumen produk perawatan kulit Scarlett Whitening, sedangkan sampel dalam penelitian ini adalah sebanyak 96 konsumen produk perawatan kulit Scarlett Whitening. Teknik pengambilan sampel penelitian ini menggunakan kombinasi *purposive sampling* dan *snowball sampling*. Data diperoleh dengan cara menyebarkan kuesioner kepada 96 responden yang memenuhi kriteria. Kuesioner berkaitan dengan citra merek, kualitas produk, promosi, minat beli, dan *E-WOM*. Proses analisis data dilakukan dengan menggunakan *software SmartPLS 3*. Berdasarkan hasil analisis data, diperoleh hasil penelitian bahwa: (1) citra merek secara langsung berpengaruh positif terhadap minat beli produk, (2) kualitas produk secara langsung tidak berpengaruh positif terhadap minat beli produk, (3) promosi secara langsung berpengaruh positif terhadap minat beli produk, (4) citra merek tidak berpengaruh positif terhadap minat beli produk dengan dimediasi oleh *E-WOM*, (5) kualitas produk berpengaruh positif terhadap minat beli produk dengan dimediasi penuh oleh *E-WOM* (*full mediation*), (6) promosi tidak berpengaruh positif terhadap minat beli produk dengan dimediasi oleh *E-WOM*.

Kata kunci: citra merek, kualitas produk, promosi, minat beli, *E-WOM*.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PROMOTION TOWARD BUYING INTEREST THROUGH ELECTRONIC WORD OF MOUTH (E-WOM) AS THE MEDIATING VARIABLE OF SCARLETT WHITENING SKINCARE PRODUCT

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This study aims to determine: (1) the direct influence of brand image towards buying interest, (2) the direct influence of product quality towards buying interest, (3) the direct influence of promotion towards buying interest, (4) the influence of brand image towards buying interest mediated by E-WOM, (5) the influence of product quality towards buying interest mediated by E-WOM, (6) the influence of promotion towards buying interest mediated by E-WOM . The population in this study were all consumers of Scarlett Whitening skin care products, while the sample in this study were 96 consumers of Scarlett Whitening skin care products. The sampling technique of this research used the combination between purposive sampling and snowball sampling. Data was obtained by distributing questionnaires to 96 respondents who fit the criteria. Questionnaires related to brand image, product quality, promotion, buying interest, and E-WOM. The data analysis process used the SmartPLS 3 software. Based on the results of data analysis, the research results obtained that: (1) brand image had directly positive influence towards buying interest, (2) product quality didn't have directly positive influence towards buying interest, (3) promotion had directly positive influence towards buying interest, (4) brand image didn't have positive influence towards buying interest mediated by E-WOM, (5) product quality had positive influence towards buying interest mediated by E-WOM (full mediation), (6) promotion didn't have positive influence towards buying interest mediated by E-WOM.

Keywords: *brand image, product quality, promotion, buying interest, E-WOM.*