

ABSTRAK

PENGARUH ELECTRONIC WORD OF MOUTH DAN BRAND AMBASSADOR TERHADAP MINAT BELI PADA PRODUK KECANTIKAN SCARLETT WHITENING DENGAN KEPERCAYAAN SEBAGAI VARIABEL MEDIASI

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *electronic word of mouth* terhadap minat beli pada produk kecantikan Scarlett Whitening, (2) pengaruh *brand ambassador* terhadap minat beli pada produk kecantikan Scarlett Whitening, (3) pengaruh *brand ambassador* terhadap minat beli yang dimediasi kepercayaan pada produk kecantikan Scarlett Whitening, (4) pengaruh *electronic word of mouth* terhadap minat beli yang dimediasi kepercayaan pada produk kecantikan Scarlett Whitening. Teknik pengambilan sampel menggunakan *accidental sampling*, data yang diperoleh sebanyak 100 responden. Teknik analisis datanya menggunakan *partial Least Square* dan menggunakan WarpPLS 8.0. Hasil yang diperoleh menunjukkan bahwa : (1) *electronic word of mouth* berpengaruh terhadap minat beli pada produk kecantikan Scarlett Whitening, (2) *brand ambassador* berpengaruh terhadap minat beli pada produk kecantikan Scarlett Whitening, (3) *brand ambassador* berpengaruh terhadap minat beli dimediasi kepercayaan pada produk kecantikan Scarlett Whitening, (4) *electronic word of mouth* berpengaruh terhadap minat beli dimediasi kepercayaan pada produk kecantikan Scarlett Whitening.

Kata kunci : *Electronic Word Of Mouth*, *Brand Ambassador*, Minat Beli, Kepercayaan.

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND BRAND AMBASSADOR ON BUYING INTENTION IN SCARLETT WHITENING BEAUTY PRODUCTS WITH TRUST AS A MEDIATION VARIABLE

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This study aims to determine: (1) the effect of electronic word of mouth on buying intention in Scarlett Whitening beauty products, (2) the effect of brand ambassadors on buying intention in Scarlett Whitening beauty products, (3) the effect of brand ambassadors on buying intention mediated by trust in Scarlett Whitening beauty products, (4) the effect of electronic word of mouth on buying intention mediated by trust in Scarlett Whitening beauty products. The sampling technique used accidental sampling and the data obtained were 100 respondents. The data analysis technique uses Partial Least Square with WarpPLS 8.0. The results show that: (1) electronic word of mouth affects buying intention in Scarlett Whitening beauty products, (2) brand ambassadors affect buying intention in Scarlett Whitening beauty products, (3) brand ambassadors affect buying intention mediated by trust in Scarlett Whitening beauty products, (4) electronic word of mouth affects buying intention mediated by trust in Scarlett Whitening beauty products.

Keywords: *Electronic Word Of Mouth, Brand Ambassadors, Buying intention, Trust.*

