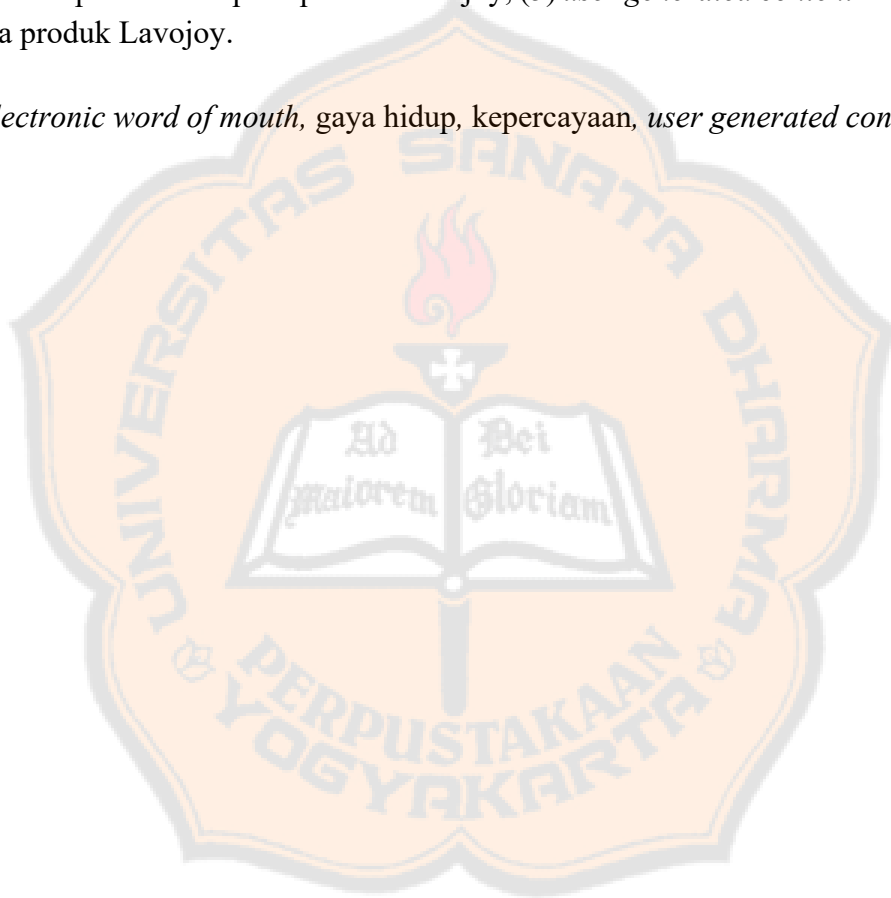## ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan *electronic word of mouth,* gaya hidup*,* kepercayaan*, user generated content* terhadap minat beli pada Produk Lavojoy, (2) pengaruh parsial *electronic word of mouth* terhadap minat beli pada Produk Lavojoy, (3) pengaruh parsial gaya hidup terhadap minat beli pada Produk Lavojoy, (4) pengaruh parsial kepercayaan terhadap minat beli pada Produk Lavojoy, (5) pengaruh parsial *user generated content* terhadap minat beli pada Produk Lavojoy. Jenis penelitian adalah penelitian deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling.* Analisis data dengan analisis regresi linier berganda menggunakan program IBM SPSS 25. Hasil yang diperoleh menunjukkan bahwa: (1) *electronic word of mouth,* gaya hidup*,* kepercayaan*, user generated content* berpengaruh secara simultan terhadap minat beli pada produk Lavojoy, (2) *electronic word of mouth* berpengaruh terhadap minat beli pada produk Lavojoy, (3) gaya hidup berpengaruh terhadap minat beli pada produk Lavojoy, (4) kepercayaan tidak berpengaruh terhadap minat beli pada produk Lavojoy, (5) *user generated content* berpengaruh terhadap minat beli pada produk Lavojoy.

Kata Kunci: *electronic word of mouth,* gaya hidup*,* kepercayaan*, user generated content*, dan minat beli

ABSTRACT

This study aims to determine: (1) the simultaneous effect of electronic word of mouth, lifestyle, trust, user generated content on purchase intention in Lavojoy Products, (2) the partial effect of electronic word of mouth on purchase intention in Lavojoy Products, (3) the partial effect of lifestyle on purchase intention in Lavojoy Products, (4) the partial effect of trust on purchase intention in Lavojoy Products, (5) the partial effect of user generated content on purchase intention in Lavojoy Products. This type of research is descriptive research with a quantitative approach. The sampling technique used purposive sampling. Data analysis with multiple linear regression analysis using the IBM SPSS 25 program: (1) electronic word of mouth, lifestyle, trust, user generated content simultaneously affect purchase intention in Lavojoy products, (2) electronic word of mouth affects purchase intention in Lavojoy products, (3) lifestyle affects purchase intention in Lavojoy products, (4) trust has no effect on purchase intention in Lavojoy products, (5) user generated content affects purchase intention in Lavojoy products.

Keyword: electronic word of mouth, lifestyle, trust, user generated content, and purchase intention