

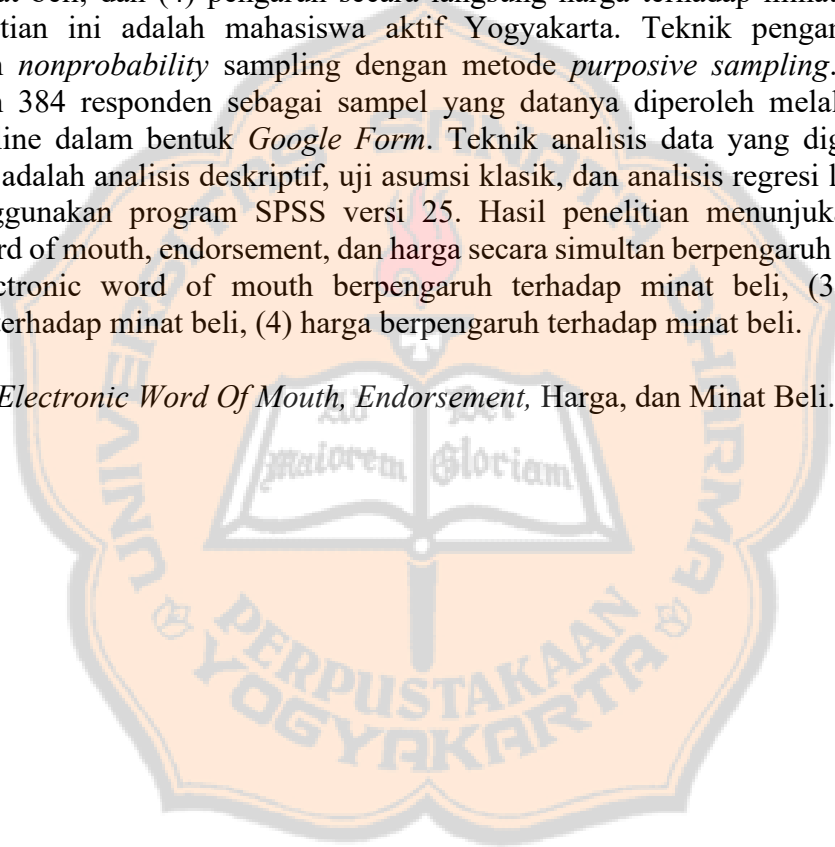
ABSTRAK

**PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM),
ENDORSEMENT, DAN HARGA PADA MINAT BELI PRODUK SKINTIFIC**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung electronic word of mouth, endorsement, dan harga terhadap minat beli, (2) pengaruh secara langsung electronic word of mouth terhadap minat beli, (3) pengaruh secara langsung endorsement terhadap minat beli, dan (4) pengaruh secara langsung harga terhadap minat beli. Populasi dalam penelitian ini adalah mahasiswa aktif Yogyakarta. Teknik pengambilan sampel menggunakan *nonprobability* sampling dengan metode *purposive sampling*. Penelitian ini menggunakan 384 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner online dalam bentuk *Google Form*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan program SPSS versi 25. Hasil penelitian menunjukkan bahwa: (1) electronic word of mouth, endorsement, dan harga secara simultan berpengaruh terhadap minat beli, (2) electronic word of mouth berpengaruh terhadap minat beli, (3) endorsement berpengaruh terhadap minat beli, (4) harga berpengaruh terhadap minat beli.

Kata Kunci : *Electronic Word Of Mouth, Endorsement, Harga, dan Minat Beli.*



ABSTRACT

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
ENDORSEMENTS, AND PRICE ON INTENTION TO PURCHASE SKINTIFIC
PRODUCTS**

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This research aims to determine: (1) the direct influence of electronic word of mouth, endorsement, and price on buying interest. (2) the direct influence of electronic word of mouth on buying interest, (3) the direct influence of endorsements on buying interest. and (4) the direct influence of price on buying interest. The population in this study were Active Yogyakarta Students. The sampling technique uses nonprobability sampling with a purposive sampling method. This research used 384 respondents as samples, whose data was obtained through distributing online questionnaires using Google Forms. The data analysis techniques used in this research are descriptive analysis, classical assumption testing, and multiple linear regression analysis using the SPSS version 25 program. The research results show that: (1) electronic word of mouth, endorsement, and price simultaneously influence Purchase Intentio, (2) electronic word of mouth influences Purchase Intentio, (3) endorsement influences Purchase Intentio, and (4) price influences Purchase Intentio.

Keywords: Electronic Word of Mouth, Endorsement, Price, and Purchase Intentio

