

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* terhadap citra merek dan minat pembelian produk SK-II di kalangan pembaca dan anggota *female daily forum*, dengan 115 responden yang terlibat pada penelitian ini. Teknik pengambilan sampel yang diterapkan adalah dengan *online recruited sampling* dengan *convenience sampling*. Berdasarkan tanggapan responden, dilakukan uji validitas, reliabilitas dan normalitas. Hasil analisis dengan menggunakan metode penelitian kausal menunjukkan bahwa *electronic word of mouth* secara signifikan berpengaruh positif terhadap citra merek, *electronic word of mouth* secara signifikan berpengaruh positif terhadap minat pembelian dan citra merek secara signifikan berpengaruh positif terhadap minat pembelian.

Kata kunci: *Electronic Word Of Mouth*, Citra Merek, Minat Pembelian.



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This research is purpose to analyze the effect of electronic word of mouth on brand image and purchase intention in SK-II product for readers and members female daily forum, with 115 respondents involved in this research. Sample collection technique is applied to online recruited sampling with convenience sampling. Based on respondents, to test the validity, reliability and normality. The results of the analysis using the method of causal research shows that electronic word of mouth significantly positive effect on brand image, electronic word of mouth significantly positive effect on purchase intention and brand image significantly positive effect on purchase intention.

Key word: Electronic Word Of Mouth, Brand Image, Purchase Intention.

