

***THE ROLE OF ELECTRONIC WORD OF MOUTH AND BRAND  
PERSONALITY TOWARDS PURCHASING DECISION ON LOCAL BRAND  
COSMETIC “MAKE OVER”***

**Ade Pungki Royani**

***ABSTRACT***

*This study aims to investigate the role of electronic word of mouth and brand personality towards purchasing decision on local brand cosmetic “MAKE OVER”. A total of 439 women respondents aged 20-34 years were involved in this study. Electronic word of mouth measured using a scale which consists of 6 items, brand personality measured using a scale consists of 19 items, and purchase decision measured using a scale consists of 20 items. The study found that electronic word of mouth and brand personality had a significant role towards purchasing decision. The result of the R square of 0.569 shows that electronic word of mouth and brand personality gives the influence of 56.9% to purchasing decision.*

*Keywords: Electronic Word of Mouth, eWOM, Brand Personality, Purchase  
Decision*

**PERAN *ELECTRONIC WORD OF MOUTH* DAN KEPRIBADIAN MEREK  
TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK MEREK LOKAL  
“MAKE OVER”**

**Ade Pungki Royani**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui peran *electronic word of mouth* (eWOM) dan kepribadian merek terhadap keputusan pembelian kosmetik merek lokal “MAKE OVER”. Sampel yang dilibatkan dalam penelitian ini berjumlah 439 orang wanita dengan usia 20-34 tahun. *Electronic word of mouth* diukur menggunakan alat ukur yang terdiri dari 6 item pernyataan, kepribadian merek diukur melalui 19 item pernyataan, dan keputusan pembelian diukur melalui 20 item pernyataan. Ditemukan dalam hasil penelitian bahwa *electronic word of mouth* dan kepribadian merek berperan secara signifikan terhadap keputusan pembelian. Hasil *R square* sebesar 0.569 menunjukkan bahwa *electronic word of mouth* dan kepribadian merek memiliki peran sebesar 56.9% terhadap keputusan pembelian.

Kata Kunci: *Electronic Word of Mouth*, eWOM, Kepribadian Merek, Keputusan  
Pembelian