

ABSTRACT

The main objective of this study was to examine and analyze the effect of Brand Image, Electronic Word Of Mouth and Beauty Vlogger on the interest in buying L'Oreal cosmetic products using a quantitative descriptive approach. The data in the study were obtained from 280 respondents of L'Oréal Group employees. Data analysis in this study used an method of structural equation modeling (SEM), namely partial least square (PLS). The first stage in this study was to test the validity of the questions for each variable along with its reliability. The second stage examines the relationship between Brand Image, Electronic Word Of Mouth and Beauty Vlogger on interest in buying L'Oreal cosmetic products. The results of this study stated that the variable Brand Image, Electronic Word Of Mouth and Beauty Vlogger had a positive and significant effect on Purchase Intention.

Keywords: Brand Image, Electronic Word Of Mouth, Beauty Vlogger and Purchase Intention

ABSTRAK

Tujuan utama dari penelitian ini adalah untuk menguji dan menganalisis pengaruh *Brand Image*, *Electronic Word Of Mouth* dan *Beauty Vlogger* terhadap minat beli produk kosmetik L'Oreal dengan menggunakan pendekatan deskriptif kuantitatif. Data dalam penelitian diperoleh dari 280 responden karyawan L'Oréal Group. Analisis data dalam penelitian ini menggunakan metode dari *structural equation modeling* (SEM) yaitu *partial least square* (PLS). Tahap pertama dalam penelitian ini untuk menguji validitas pertanyaan setiap variabel berikut dengan reliabilitasnya. Tahap kedua menguji hubungan antara *Brand Image*, *Electronic Word Of Mouth* dan *Beauty Vlogger* terhadap minat beli produk kosmetik L'Oreal. Hasil dari penelitian ini menyatakan bahwa variabel *Brand Image*, *Electronic Word Of Mouth* dan *Beauty Vlogger* berpengaruh positif dan signifikan terhadap *Purchase Intention*.

Kata Kunci: *Brand Image*, *Electronic Word Of Mouth*, *Beauty Vlogger* dan Minat beli produk kosmetik L'Oreal