

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh *Beauty Influencer*, *Ulasan Konsumen Daring* dan *Kualitas Produk Terhadap Minat Beli Prouduk Maybelline*. Metode yang digunakan pada penelitian ini adalah kuantitatif. Objek penelitian adalah *brand* Maybelline dengan populasi adalah seluruh pengguna Maybellie dengan sampel sebanyak 180 responden. Di hitung berdasarkan rumus *Structural Equation Modelling (SEM)*. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa *beauty influencer* berpengaruh negative dan tidak signifikan terhadap minat beli produk Maybelline, *ulasan konsumen daring* berpengaruh positif dan signifikan terhadap minta beli produk Maybelline dan *kualitas produk* berpengaruh positif dan signifikan terhadap minat beli produk Maybelline.

Kata Kunci: Beauty Influencer, Ulasan Konsumen Daring, Kualitas Produk dan Minat Beli.



ABSTRACT

This study aims to examine and analyze the effect of Beauty Influencer, Online Consumer Review, Product Quality toward Purchase Intention on Maybelline product. The method used in this research is quantitative. The object of research is Maybelline brand with a population of all Maybelline consumer with a sample of 180 respondents. It is calculated based on the Structural Equation Modeling (SEM) formula. The sampling method used purposive sampling. Methods of data collection using survey methods, with the research instrument is a questionnaire. Data analysis method using Partial Least Square. This study proves that beauty influencer has a negative effect and not significant on purchasing intention for Maybelline product, online consumer reviews has a positive and significant effect on purchasing intention for Maybelline product and product quality has a positive and significant effect on purchasing intention for Maybelline product.

Keywords: *Beauty Influencer, Online Consumer Review, Product Quality and Purchase Intention.*



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