

ABSTRAK

Judul : Analisis Pengaruh *Electronic Word of Mouth* Dan *Perceived Value* Terhadap Minat Beli Pada Pengguna Lipstik Revlon Melalui Citra Merek
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Penelitian ini bertujuan untuk mengetahui Pengaruh *Electronic Word of Mouth* Dan *Perceived Value* Terhadap Minat Beli Pada Pengguna Lipstik Revlon Melalui Citra Merek. Variabel independen terdiri atas *Electronic Word of Mouth* Dan *Perceived Value*, Variabel Dependen adalah Minat Beli, dan Variabel Intervening adalah Citra Merek. Penelitian ini dilakukan pada konsumen yang pernah membaca review online tentang Lipstik merek Revlon serta orang yang ingin membeli dan menggunakan Lipstik Revlon. Sampel yang digunakan adalah sebanyak 110 responden dengan teknik pengambilan sampel yaitu *Purposive Sampling*. Jenis penelitian ini adalah asosiatif yang bersifat kausal dan metode yang digunakan dalam penelitian ini adalah SEM-PLS dengan pengolahan data SmartPLS.

Hasil penelitian menunjukkan bahwa *Electronic Word of* tidak berpengaruh signifikan terhadap Citra Merek sedangkan *Perceived Value* berpengaruh secara signifikan terhadap Citra Merek, *Electronic Word of Mouth*, *Perceived Value* dan Citra Merek berpengaruh secara signifikan terhadap Minat Beli.

Kata Kunci: *Electronic Word of Mouth*, *Perceived Value*, Citra Merek Minat Beli

ABSTRACT

Title : Analysis of the Effect of Electronic Word of Mouth and Perceived Value on Purchase Intention in Revlon Lipstick Users Through Brand Image
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This study aims to determine the effect of Electronic Word of Mouth and *Perceived Value* on Purchase Intention in Revlon Lipstick Users through Brand Image. The independent variable consists of Electronic Word of Mouth and Perceived Value, Dependent Variable is Purchase Intention, and Intervening Variable is Brand Image. This research was conducted on consumers who have read online reviews about Revlon Lipstick and people who want to buy and use Revlon Lipstick. The sample used was 110 respondents with a sampling technique that is purposive sampling. This type of research is causal associative and the method used in this study is SEM-PLS with SmartPLS data processing.

The results showed that Electronic Word of Mouth no significant effect on Brand Image while Perceived Value had a significant effect on Brand Image, Electronic Word of Mouth, Perceived Value and Brand Image had a significant effect on Purchase Intention.

Keywords: Electronic Word of Mouth, Perceived Value, Brand Image, Purchase Intention.