

ABSTRAK

Judul : Pengaruh Kualitas Produk, Social Media Influencer, Citra Merek sebagai Variabel Intervening Terhadap Purchase Intention Pada Wardah Cosmetics

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Tujuan penelitian ini untuk mengetahui pengaruh kualitas produk, social media influencer, citra merek sebagai variabel intervening terhadap purchase intention pada Wardah Cosmetics . Penelitian ini dilakukan kepada mahasiswa aktif reguler yang aktif berorganisasi di Universitas Esa Unggul dengan jumlah responden 110. Responden penelitian ditentukan menggunakan teknik purposive sampling. Data pada penelitian ini menggunakan data primer dengan pengumpulan data dilakukan dengan penyebaran kuesioner menggunakan skala likert 4 poin untuk mengukur 22 pertanyaan. Teknik analisis data menggunakan path analysis. Hasil penelitian membuktikan bahwa kualitas produk berpengaruh positif dan signifikan terhadap citra merek, social media influencer berpengaruh positif dan signifikan terhadap citra merek, kualitas produk berpengaruh positif dan signifikan terhadap purchase intention, social media influencer berpengaruh positif dan signifikan terhadap purchase intention. citra merek berpengaruh positif dan signifikan terhadap purchase intention. Berdasarkan hasil penelitian tersebut dapat disimpulkan bahwa variabel intervening sosial memperkuat variabel independen dan dependen.

Kata kunci : Kualitas Produk, *Social Media Influencer*, Citra Merek, *Purchase Intention*.

ABSTRACT

Title : *The Influence of Product Quality, Social Media Influencers, Brand Image as Intervening Variables Against Purchase Intention at Wardah Cosmetics*

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The purpose of this study was to determine the effect of product quality, social media influencers, brand image as an intervening variable on purchase intention at Wardah Cosmetics. This research was conducted on regular active students who are active in organizations at Esa Unggul University with a total of 100 respondents. Research respondents were determined using purposive sampling technique. The data in this study used primary data. Data collection was carried out by distributing questionnaires using a 4-point Likert scale to measure 22 questions. Data analysis techniques using path analysis. The results of the study prove that product quality has a positive and significant effect on brand image, social media influencers have a positive and significant effect on brand image, product quality has a positive and significant effect on purchase intention, social media influencers have a positive and significant effect on purchase intention. Brand image has a positive and significant effect on purchase intention. Based on these results, it can be concluded that social intervening variables strengthen the independent and dependent variables.

Keywords : *Product Quality, Social Media Influencers, Brand Image, Purchase Intention*