

ABSTRAK

Cantika Firyal Thifally, 2022; Menguji Faktor-Faktor Yang Memengaruhi Niat Pembelian: Studi Pada Pengikut Media Sosial Produk *Skincare* Di Jakarta. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Prof. Usep Suhud, M.Si., Ph.D & Shandy Aditya, BIB, MBPS.

Tujuan dari penelitian ini adalah untuk menguji pengaruh positif dan signifikan *e-wom*, *social media marketing*, *brand image* terhadap *purchase intention* produk *skincare* Somethinc. Penelitian ini menggunakan metode survei dengan menyebarkan kuesioner. Objek dari penelitian ini yaitu 200 responden dengan karakteristik; pengikut sosial media Somethinc, berdomisili di Jakarta, dan berusia sekitar 17-60 tahun. Lalu, peneliti menggunakan software SPSS versi 26 sebagai alat untuk menguji validitas *Exploratory Factor Analysis* dan *Cronbach's Alpha*, sedangkan software AMOS versi 26 yaitu suatu program untuk menganalisis *Structural Equation Model (SEM)* untuk melakukan validitas *Confirmatory Factor Analysis* dan uji hipotesis. Berdasarkan uji yang telah dilakukan, penelitian ini menunjukkan bahwa *e-wom* terhadap *purchase intention* tidak ada pengaruh signifikan, *e-wom* terhadap *brand image* diterima dan signifikan, *social media marketing* terhadap *brand image* diterima dan signifikan, *social media marketing* terhadap *purchase intention* diterima dan signifikan dan *brand image* terhadap *purchase intention* diterima dan signifikan

Kata Kunci: Citra merek, Komunikasi elektronik dari mulut ke mulut, Niat pembelian, Pemasaran media sosial, Perawatan kulit Somethinc

ABSTRACT

Cantika Firyal Thifally, 2022; Testing the Factors That Affect Purchasing Intentions: Study On Followers of Media Social Skincare Products In Jakarta. Thesis, Jakarta: S1 Management Study Program, Faculty of Economics, State University of Jakarta. Advisory Team: Prof. Usep Suhud, M.Si., Ph.D & Shandy Aditya, BIB, MBPS.

The objectives of this research are to verify the positive and significant influences of e-wom, social media marketing, and brand image on purchase intention of Somethinc's skincare product. This research used a survey method by distributing questionnaires. The Object of this research is 200 respondents with the following characteristics; followers of Somethinc's social media, domiciled in Jakarta, and aged around 17-60 years. Then, the researchers used SPSS software version 26 as a tool to verify the validity of Exploratory Factor Analysis and Cronbach's Alpha, while AMOS software version 26 is a program to analyze Structural Equation Model (SEM) and examined the validity of Confirmatory Factor Analysis and hypothesis testing. Based on the test performed, this research showed that e-wom on purchase intention has no significant influence, e-wom on brand image accepted and significant, social media marketing on brand image accepted and significant, social media marketing on purchase intention accepted and significant, and brand image on purchase intention accepted and significant.

Keyword: *Brand image, E-wom, Social media marketing, Purchase intention, Skincare Somethinc*