

ABSTRAK

Pertumbuhan industri kosmetik di Indonesia mengalami kenaikan dikarenakan didukung oleh tingginya kesadaran wanita Indonesia akan pentingnya merawat kulit, sehingga produk perawatan kulit sudah menjadi kebutuhan primer bagi sebagian besar wanita Indonesia. Salah satu *brand* lokal perawatan kulit banyak diminati oleh khalayak adalah produk *brand* Avoskin yang mengusung konsep *green beauty*. Untuk mengetahui lebih dalam akan kelebihan dan keunggulan produk Avoskin. Tujuan penelitian ini untuk melihat seberapa besar pengaruh *Electronic Word of Mouth* pada *Female Daily* terhadap minat beli produk Avoskin. *Electronic Word of Mouth Female Daily* merupakan ulasan *online* yang dapat menjadi sumber informasi dan acuan mengenai produk Avoskin. Penelitian ini menggunakan teori *Social Information Processing Theory* dengan pendekatan kuantitatif dan metode *survey*. Sampel pada penelitian ini berjumlah 100 responden menggunakan teknik *purposive sampling* dengan karakteristik pernah membaca ulasan *online Female Daily* dan mengetahui produk Avoskin. Berdasarkan uji statistik yang telah dilakukan menggunakan aplikasi SPSS 26, terdapat hasil analisis linear sederhana $Y=11,817+1,030X$. Penelitian ini menunjukkan bahwa *Electronic Word of Mouth* pada *Female Daily* memiliki pengaruh dan hubungan yang signifikan terhadap minat beli Avoskin, hal tersebut diperoleh dari nilai R^2 sebesar 0,684 atau 68,4%. Terdapat variabel Status Ekonomi Sosial sebagai perantara yang berkontribusi secara parsial terhadap minat beli sebesar 0,749 atau 74,9%. Selain itu juga diperoleh angka signifikansi sebesar $0,000 > 0,005$, sehingga dapat dinyatakan bahwa $H_01 \& 2$ ditolak dan $H_{a1 \& 2}$ diterima. Artinya terdapat pengaruh *Electronic Word of Mouth* pada *Female Daily* terhadap minat beli Avoskin dan didukung Status Sosial Ekonomi.

Kata Kunci : *Electronic Word of Mouth*, minat beli, Avoskin, *Female Daily*

ABSTRACT

The growth of the cosmetic industry in Indonesia has increased because it is supported by the high awareness of Indonesian women about the importance of taking care of the skin, so that skin care products have become a primary need for most Indonesian women. One of the local skin care brands that is in great demand by the public is the Avoskin brand product which carries the concept of green beauty. To find out more about the advantages and disadvantages of Avoskin products. The purpose of this study is to see how much influence Electronic Word of Mouth on Female Daily has on buying interest in Avoskin products. Electronic Word of Mouth Female Daily is an online review that can be a source of information and reference about Avoskin products. This research uses Social Information Processing Theory with quantitative approach and survey method. The sample in this study amounted to 100 respondents using a purposive sampling technique with the characteristics of having read Female Daily online reviews and knowing Avoskin products. Based on statistical tests that have been carried out using the SPSS 26 application, there are simple linear analysis results $Y=11,817+1,030X$. This study shows that Electronic Word of Mouth in Female Daily has a significant influence and relationship on Avoskin buying interest, it is obtained from the R² value of 0.684 or 68.4%. There is a socio-economic status variable as an intermediary that partially contributes to buying interest of 0.749 or 74.9%. In addition, a significance number of $0.000 > 0.005$ was also obtained, so it can be stated that $H_{01\&2}$ is rejected and $H_{a1\&2}$ is accepted. This means that there is an influence of Electronic Word of Mouth on Female Daily on Avoskin buying interest and is supported by Socio-Economic Status.

Keywords: *Electronic Word of Mouth, buying interest, Avoskin, Female Daiy*

