

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (eWOM) AND  
VISUAL MERCHANDISING ON PURCHASE INTENTION THROUGH  
BRAND IMAGE AS AN INTERVENING VARIABLE IN THE  
ORIGINOTE SKINCARE PRODUCTS**

**(Survey of FEB UPN "Veteran" Yogyakarta Students)**

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***ABSTRACT***

*This study uses brand image as the mediating variable to demonstrate how electronic word of mouth and visual merchandising affect purchase intention. 100 participants took part in the study conducted at the Universitas Pembangunan Nasional "Veteran" Yogyakarta. The method used was quantitative, with the sampling technique using non-probability sampling with purposive sampling method. Data analysis employed descriptive statistical techniques using modeling partial least square (SEM-PLS) analysis tools with the SMART PLS 4.0 program.*

***Keywords :*** *Electronic Word of Mouth, Visual Merchandising, Brand Image, Purchase Intention*

**PENGARUH *ELECTRONIC WORD OF MOUTH* (eWOM) DAN *VISUAL MERCHANDISING* TERHADAP NIAT PEMBELIAN MELALUI CITRA MEREK SEBAGAI VARIABEL INTERVENING PADA PRODUK *SKINCARE THE ORIGINOTE***

**(Survei Pada Mahasiswa FEB UPN “Veteran” Yogyakarta)**

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**ABSTRAK**

Penelitian ini menggunakan citra merek sebagai variabel mediasi untuk menunjukkan bagaimana promosi mulut ke mulut dan tata letak toko mempengaruhi niat pembelian. 100 peserta berpartisipasi dalam penelitian, yang dilakukan di Universitas Pembangunan Nasional “Veteran” Yogyakarta. Metode yang digunakan adalah kuantitatif, dengan teknik pengambilan sampel menggunakan non-probability sampling dengan metode purposive sampling. Analisis data menggunakan teknik statistik deskriptif dengan alat analisis structural equation modelling partial least square (SEM-PLS) menggunakan program SMART PLS 4.0.

**Kata Kunci :** *Electronic Word of Mouth, Visual Merchandising, Citra Merek, Niat Pembelian*