

ABSTRAKSI

Fransisca Tamara Teta, Nomor Induk Mahasiswa 141190068, Jurusan Ilmu Manajemen Fakultas Ekonomi dan Bisnis Universitas Pembangunan Nasional “Veteran” Yogyakarta. Judul Penelitian “Pengaruh *Electronic Word of Mouth* dan Harga terhadap Niat Beli dengan *Brand Image* sebagai Variabel Intervening pada Produk Scarlett Whitening” (Survei pada Mahasiswa di D.I Yogyakarta). Dosen pembimbing Dyah Sugandini, DR, M.Si.

Penelitian ini dilakukan untuk mengetahui “Pengaruh *Electronic Word of Mouth* dan Harga terhadap Niat Beli dengan *Brand Image* sebagai Variabel Intervening pada Produk Scarlett Whitening” (Survei pada Mahasiswa di D.I Yogyakarta). Sampel dalam penelitian ini berjumlah 100 orang, dimana kriteria sampel adalah orang yang belum pernah menggunakan produk skin care dan body care Scarlett Whitening. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non probability sampling* melalui perhitungan sampel dengan populasi tidak diketahui. Teknik analisa data pada penelitian ini menggunakan metode *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS)

Hasil penelitian ini menunjukkan bahwa *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *Brand Image*, Harga berpengaruh positif dan signifikan terhadap *Brand Image*, *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Niat Beli, Harga berpengaruh positif dan signifikan terhadap Niat Beli, *Brand Image* berpengaruh positif dan signifikan terhadap Niat Beli, *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap Niat Beli melalui *Brand Image*, Harga berpengaruh positif dan signifikan terhadap Niat Beli melalui *Brand Image*.

Berdasarkan hasil penelitian brand Scarlett Whitening sudah memiliki image yang baik di benak konsumen namun jika perusahaan disarankan mengambil strategi untuk mengendalikan ulasan dan review dari konsumen serta perusahaan disarankan untuk menetapkan harga yang pas untuk produk perusahaan karena hal ini akan mempengaruhi pandangan konsumen mengenai brand.

Kata kunci : *Electronic Word of Mouth*, E-WOM, Harga, Niat Beli, *Brand Image*

ABSTRACTION

Fransisca Tamara Teta, Student Identification Number 141190068, Department of Management Science, Faculty of Economics and Business, National Development University "Veteran" Yogyakarta. Research title "The Influence of Electronic Word of Mouth and Price on Purchasing Intention with Brand Image as an Intervening Variable to Scarlett Whitening Product" (Survey on College Students at D.I Yogyakarta). Supervising lecturer Dyah Sugandini, DR, M.Si.

This research was conducted to determine "The Influence of Electronic Word of Mouth and Price on Purchasing Intention with Brand Image as an Intervening Variable to Scarlett Whitening Product" (Survey on Students at D.I Yogyakarta). The sample in this study was 100 people, where the sample criteria were people who had never used Scarlett Whitening skin care and body care products. The sampling technique used in this research is non-probability sampling through sample calculation with an unknown population. The data analysis technique in this research uses the Structural Equation Modeling (SEM) method with Partial Least Square (PLS)

The results of this research show that Electronic Word of Mouth has a positive and significant effect on Brand Image, Price has a positive and significant effect on Brand Image, Electronic Word of Mouth has a positive and significant effect on Purchasing Intention, Price has a positive and significant effect on Purchasing Intention, Brand Image has an effect positive and significant on Purchasing Intention, Electronic Word of Mouth has a positive and significant effect on Purchasing Intention through Brand Image, Price has a positive and significant effect on Purchasing Intention through Brand Image.

Based on the research results, the Scarlett Whitening brand already has a good image in the minds of consumers, but if the company does not take a strategy to control reviews from consumer and the company is advised to set the right price for the company's products because this will affect consumers' views of the brand.

Keywords: Electronic Word of Mouth, E-WOM, Price, Purchase Intention, Brand Image

