

PENGARUH *ELECTRONIC WORD OF MOUTH* (eWOM) DAN CITRA MEREK TERHADAP MINAT BELI OBAT JERAWAT ACNES

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ABSTRAK

Penelitian ini membahas mengenai permasalahan Acnes yang mengalami penurunan minat beli yang cukup drastis, di tengah maraknya persaingan dan mulai munculnya ulasan negatif mengenai Acnes. Tujuan penelitian ini untuk mengetahui pengaruh *electronic word of mouth* (eWOM) dan citra merek terhadap minat beli mahasiswa Jurusan S1 Manajemen Universitas Pendidikan Ganesha. Metode penelitian yang digunakan adalah kuantitatif kausal dengan teknik analisis linier berganda. Jumlah sampel yang digunakan sebanyak 130. Menggunakan teknik *nonprobability* sampling dengan metode *purposive* sampling. Pengolahan data menggunakan program SPSS 24 for windows, dengan variabel bebas *electronic word of mouth* (X_1), citra merek (X_2) dan minat beli (Y) sebagai variabel terikat. Temuan peneliti adalah 1) *electronic word of mouth* (eWOM) berpengaruh positif dan signifikan terhadap minat beli. 2) citra merek berpengaruh positif dan signifikan terhadap minat beli. 3) *electronic word of mouth* (eWOM) dan citra merek berpengaruh positif dan signifikan terhadap minat beli.

Kata kunci: *electronic word of mouth*, citra merek, minat beli

ABSTRACT

This study discusses the problem of Acnes which experienced a drastic decline in purchasing interest, amidst the increasing competition and the emergence of negative reviews about Acnes. The purpose of this study was to determine the effect of electronic word of mouth (eWOM) and brand image on the purchasing interest of students of the Bachelor of Management Department, Universitas Pendidikan Ganesha. The number of samples used was 130. Using nonprobability sampling technique with purposive sampling method. The research method used was quantitative causal with multiple linear analysis technique. Data processing used SPSS 24 for windows program, with independent variables electronic word of mouth (X_1), brand image (X_2) and purchasing interest (Y) as dependent variables. The researcher's findings were 1) electronic word of mouth (eWOM) has a positive and significant effect on purchasing interest. 2) brand image has a positive and significant effect on purchasing interest. 3) electronic word of mouth (eWOM) and brand image have a positive and significant effect on purchasing interest.

Keywords : *electronic word of mouth, brand image, purchasing interest*