

**PENGARUH *ELECTRONIC WORD OF MOUTH* DAN CITRA MEREK
TERHADAP MINAT BELI *HAND AND BODY LOTION* NIVEA PADA
MAHASISWA UNDIKSHA SINGARAJA**

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *electronic word of mouth* dan citra merek terhadap minat beli baik secara simultan maupun parsial pada mahasiswa Undiksha Singaraja. Desain dalam penelitian ini adalah penelitian kausal dengan populasinya adalah seluruh konsumen yang berminat membeli produk Nivea *hand and body lotion*. Adapun sampel yang digunakan sebanyak 120 orang dengan menggunakan teknik *purposive sampling*. Instrumen yang digunakan dalam pengumpulan data adalah kuesioner dan teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa (1) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli Nivea *hand and body lotion*; (2) citra merek berpengaruh positif dan signifikan terhadap minat beli Nivea *hand and body lotion*; (3) *electronic word of mouth* dan citra merek berpengaruh signifikan terhadap minat beli Nivea *hand and body lotion* pada mahasiswa Undiksha Singaraja.

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

***THE EFFECT OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE
ON THE PURCHASE INTEREST OF NIVEA HAND AND BODY LOTION
AMONG UNDIKSHA SINGARAJA STUDENTS***

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ABSTRACT

This study aims to examine the influence of electronic word of mouth and brand image on purchase intention, both simultaneously and partially, among students of Undiksha Singaraja. The research design is causal research, with the population consisting of all consumers interested in purchasing Nivea hand and body lotion. The sample used consists of 120 individuals selected using purposive sampling techniques. The instrument used for data collection is a questionnaire, and the data analysis technique employed is multiple linear regression analysis. The results of this study indicate that (1) electronic word of mouth has a positive and significant effect on the purchase intention of Nivea hand and body lotion; (2) brand image has a positive and significant effect on the purchase intention of Nivea hand and body lotion; (3) electronic word of mouth and brand image significantly affect the purchase intention of Nivea hand and body lotion among Undiksha Singaraja students.

Keywords: electronic word of mouth, brand image, purchase intention