

## RINGKASAN

Penelitian ini merupakan penelitian mengenai pengaruh kredibilitas beauty influencer, *electronic word of mouth*, kualitas produk dan citra merek terhadap niat beli. Penelitian ini berjudul “Pengaruh Kredibilitas Beauty Influencer, *Electronic Word Of Mouth*, dan Kualitas Produk Terhadap Niat Beli dengan Citra Merek sebagai Variabel Mediasi (Studi Pada Konsumen Lipstik Wardah)”.

Populasi dalam penelitian ini adalah konsumen yang memiliki niat beli terhadap produk Lipstik Wardah yaitu Colorfit Velvet Matte Lip Mousse Wardah. Sampel pada penelitian ini sebanyak 96 responden yang diambil menggunakan metode *non probability sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis regresi berganda diolah dengan *software* SPSS menunjukkan bahwa : (1) Kredibilitas beauty influencer berpengaruh positif terhadap niat beli. (2) *Electronic word of mouth* berpengaruh positif terhadap niat beli. (3) Kualitas produk berpengaruh positif terhadap niat beli. (4) Citra Merek berpengaruh positif terhadap niat beli. (5) Kredibilitas beauty influencer tidak berpengaruh positif terhadap citra merek. (6) *Electronic word of mouth* berpengaruh positif terhadap citra merek. (7) Kualitas produk berpengaruh positif terhadap citra merek. (8) Citra merek tidak memediasi pengaruh kredibilitas beauty influencer terhadap niat beli. (9) Citra merek memediasi pengaruh *electronic word of mouth* terhadap niat beli. (10) Citra merek memediasi pengaruh kualitas produk terhadap niat beli.

**Kata kunci:** Kredibilitas Beauty Influencer, *Electronic Word of Mouth*, Kualitas Produk, Citra Merek, Niat Beli.

## **SUMMARY**

*The research is study about the influence of beauty influencer credibility, electronic word of mouth, product quality and brand image on purchase intention. This study entitled "The Effect of Beauty Influencer Credibility, Electronic Word Of Mouth, and Product Quality on Purchase Intention with Brand Image as a Mediation Variable (Study on Wardah Lipstick Consumers)".*

*The population in this study are consumers who have the intention to buy Wardah's Lipstick products, namely Wardah's Colorfit Velvet Matte Lip Mousse. The sample in this study were 96 respondents who were taken using a non-probability sampling method.*

*Based on the results of research conducted using multiple regression analysis processed with SPSS software, it shows that: (1) Beauty influencer credibility has a positive effect on purchase intention. (2) Electronic word of mouth has a positive effect on purchase intention. (3) Product quality has a positive effect on purchase intention. (4) Brand Image has a positive effect on purchase intention. (5) Beauty influencer credibility does not have a positive effect on brand image. (6) Electronic word of mouth has a positive effect on brand image. (7) Product quality has a positive effect on brand image. (8) Brand image does not mediate the influence of beauty influencer credibility on purchase intention. (9) Brand image mediates the effect of electronic word of mouth on purchase intention. (10) Brand image mediates the effect of product quality on purchase intention.*

*Keywords: Beauty Influencer Credibility, Electronic Word of Mouth, Product Quality, Brand Image, Purchase Intention.*