

SUMMARY

*This research is an empirical study on the Wardah brand lipsticks, entitled “**Influence Brand Image, Brand Trust and Price toward Purchase Intention by Electronic Word of Mouth as Moderator Variables**”. The purpose of this study was to analyze influence brand image, brand trust and price toward purchase intention and how the influence of electronic word of mouth as a moderating variable in the relation between brand image, brand trust and price with purchase intention in the consumers of wardah’s lipstick.*

The number of samples used is 200 respondents with a sample collection technique using purposive sampling method. The subjects of this study were the female University Jenderal Soedirman student users Wardah’s lipstick. The object of research is the brand image, brand trust, price purchase intention and electronic word of mouth. Using Structural equation Modelling (SEM), the result of this study indicate that the brand image, brand trust and price have positive influence toward purchase intention. Meanwhile, electronic word of mouth moderate the relation between brand image and price toward purchase intention.

The implications of the conclusion of the study was Wardah should improve the marketing strategy by increasing brand image and brand trust, then stabilize the price so as to create positive electronic word of mouth and it will increase purchase intention.

Keywords : Brand Image, Brand Trust, Price, Electronic Word of Mouth, Purchase Intention