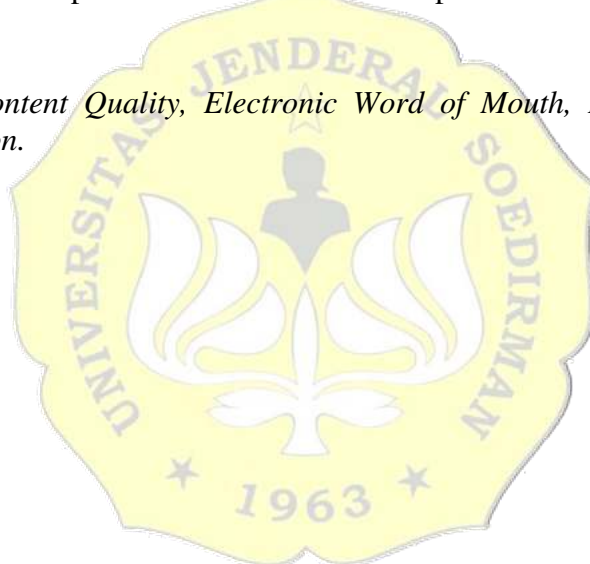


RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *content quality* dan *electronic word of mouth* terhadap *purchase intention* dengan *brand awareness* sebagai variabel mediasi pada produk Dear Me Beauty. Sampel pada penelitian ini sebanyak 232 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukkan bahwa : (1) *Content Quality* berpengaruh positif terhadap *Brand Awareness* (2) *Electronic word of mouth* tidak berpengaruh terhadap *Brand Awareness* (3) *Brand Awareness* tidak berpengaruh terhadap *Purchase Intention* (4) *Content Quality* berpengaruh positif terhadap *Purchase Intention* (5) *Electronic Word of Mouth* berpengaruh positif terhadap *Purchase Intention* (6) *Brand Awareness* dapat memediasi *Content Quality* terhadap *Purchase Intention* secara parsial (7) *Brand Awareness* dapat memediasi *Electronic Word of Mouth* terhadap *Purchase Intention* secara parsial.

Kata Kunci: *Content Quality, Electronic Word of Mouth, Brand Awareness, Purchase Intention.*



SUMMARY

This study aims to determine the effect of content quality and electronic word of mouth on purchase intention with brand awareness as a mediating variable for Dear Me Beauty products. The sample in this study was 232 respondents with a sampling technique using purposive sampling. Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software shows that: (1) Content Quality has a positive effect on Brand Awareness (2) Electronic word of mouth has no effect on Brand Awareness (3) Brand Awareness has no effect on Purchase Intention (4) Content Quality has a positive effect on Purchase Intention (5) Electronic Word of Mouth has a positive effect on Purchase Intention (6) Brand Awareness can partially mediate Content Quality on Purchase Intention (7) Brand Awareness can mediate Electronic Word of Mouth towards Purchase Intention partially.

Keywords: *Content Quality, Electronic Word of Mouth, Brand Awareness, Purchase Intention.*

