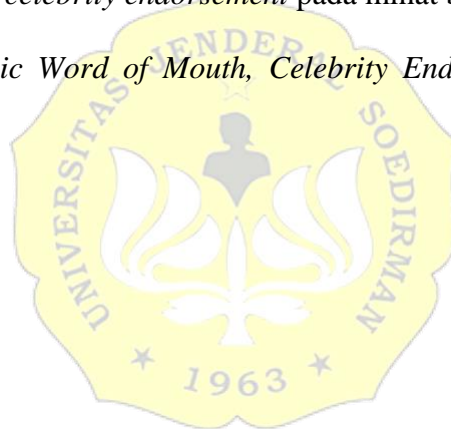


RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* dan *celebrity endorsement* pada minat beli dengan citra merek sebagai variabel mediasi. Pada penelitian ini, sampel yang digunakan sebanyak 125 responden yang merupakan generasi Z di Indonesia yang belum pernah membeli Scarlett Whitening serta pernah melihat ulasan online dan selebriti yang mempromosikan Scarlett Whitening di media sosial. Penelitian ini merupakan jenis penelitian survei dengan pendekatan kuantitatif dan metode pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) yang diolah dengan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa 1) *electronic word of mouth* tidak berpengaruh pada minat beli, 2) *celebrity endorsement* berpengaruh pada minat beli, 3) *electronic word of mouth* berpengaruh pada citra merek, 4) *celebrity endorsement* berpengaruh pada citra merek, 5) citra merek berpengaruh pada minat beli, 6) citra merek tidak memediasi *electronic word of mouth* pada minat beli, 7) citra merek memediasi *celebrity endorsement* pada minat beli.

Kata kunci: *Electronic Word of Mouth, Celebrity Endorsement, Citra Merek, Minat Beli.*



SUMMARY

This study aims to analyze the effect of electronic word of mouth and celebrity endorsements on purchase intention with brand image as a mediating variable. In this study, the sample used was 125 respondents who were generation Z in Indonesia who have never bought Scarlett Whitening and have seen online reviews and celebrities promoting Scarlett Whitening on social media. This research use a survey type with a quantitative approach and the sampling method uses non-probability sampling with a purposive sampling technique. Based on the results of research conducted using Structural Equation Modeling (SEM) analysis with SmartPLS 3.0 software. The results of this study indicate that 1) electronic word of mouth has no effect on purchase intention, 2) celebrity endorsement has an effect on purchase intention, 3) electronic word of mouth has an effect on brand image, 4) celebrity endorsement has an effect on brand image, 5) brand image has an effect on purchase intention, 6) brand image does not mediate electronic word of mouth on purchase intention, 7) brand image mediates celebrity endorsement on purchase intention.

Keywords: *Electronic Word of Mouth, Celebrity Endorsement, Brand Image, Purchase Intention.*

