

## RINGKASAN

Penelitian ini dilakukan dengan tujuan untuk menganalisis pengaruh daya tarik *beauty influencer*, *electronic word of mouth* dan *brand resonance* yang memediasi terhadap keputusan pembelian produk *moisturizer skintific*. Responden pada penelitian ini berjumlah 115 mahasiswa-mahasiswi FEB UNSOED yang pernah membeli dan menggunakan produk *moisturizer skintific*.

Berdasarkan hasil penelitian diperoleh kesimpulan yaitu: 1) Daya tarik *beauty influencer* berpengaruh positif terhadap keputusan pembelian produk *moisturizer skintific*, 2) *Electronic word of mouth* berpengaruh positif terhadap keputusan pembelian produk *moisturizer skintific*, 3) *Electronic word of mouth* berpengaruh positif terhadap keputusan pembelian *moisturizer skintific* yang dimediasi *brand resonance*, 4) *Brand resonance* berpengaruh positif terhadap keputusan pembelian produk *moisturizer skintific*. Implikasi manajerial yang dapat diambil dari penelitian ini adalah untuk lebih meningkatkan pembelian, merek *skintific* dapat meningkatkan lagi strategi promosinya melalui *beauty influencer*, E-wom dan *brand resonance*, dikarenakan ketika konsumen puas dengan suatu merek, maka citra merek terbentuk di benak mereka dan ketika mempunyai citra produk dapat membantu konsumen mengambil keputusan, sehingga meningkatkan keputusan pembelian *moisturizer skintific*.

Kata Kunci: Daya Tarik *Beauty Influencer*, *Electronic Word Of Mouth*, *Brand Resonance*, Keputusan Pembelian

## **Summary**

*This research was conducted with the aim of analyzing the influence of the attractiveness of beauty influencers, electronic word of mouth and brand resonance which mediates on purchasing decisions for skintific moisturizer products. Respondents in this study were 115 FEB UNSOED students who had purchased and used skintific moisturizer products.*

*Based on the results of the study, it can be concluded that: 1) The attractiveness of beauty influencers has a positive effect on purchasing decisions for skintific moisturizer products, 2) Electronic word of mouth has a positive effect on purchasing decisions for skintific moisturizer products, 3) Electronic word of mouth has a positive effect on purchasing decisions for skintific moisturizers mediated by brand resonance, 4) Brand resonance has a positive effect on purchasing decisions for skintific moisturizer products. The managerial implication that can be drawn from this research is to further increase purchases, scientific brands can further improve their promotional strategies through beauty influencers, E-wom and brand resonance, because when consumers are satisfied with a brand, a brand image is formed in their minds and when they have Product image can help consumers make decisions, thereby increasing the purchase decision of a skintific moisturizer.*

*Keywords: Beauty Influencer Attractiveness, Electronic Word Of Mouth, Brand Resonance, Purchase Decision*

