

ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH*, *CELEBRITY ENDORSER* DAN *COUNTRY OF ORIGIN* TERHADAP *PURCHASE INTENTION* MELALUI *BRAND IMAGE* DI WARDAH BEAUTY HOUSE SEMARANG

ABSTRAK

Penelitian ini bertujuan untuk mengetahui : 1) pengaruh *electronic word of mouth* terhadap *brand image* di Wardah Beauty House 2) pengaruh *celebrity endorser* terhadap *brand image* di Wardah Beauty House 3) pengaruh *country of origin* terhadap *brand image* di Wardah Beauty House 4) pengaruh *electronic word of mouth* terhadap *purchase intention* di Wardah Beauty House Semarang 5) pengaruh *celebrity endorser* terhadap *purchase intention* 6) pengaruh *country of origin* terhadap *purchase intention*. Responden dalam penelitian ini adalah konsumen yang membeli produk wardah di Wardah Beauty House Semarang.

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data *electronic word of mouth*, *celebrity endorser*, *country of origin*, *purchase intention* di produk wardah dengan *brand image* sebagai variabel intervening. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier dengan menggunakan alat bantu software SPSS versi 22.

Hasil dari penelitian ini menunjukkan bahwa *electronic word of mouth*, *celebrity endorser*, *country of origin* terbukti berpengaruh positif dan signifikan pada *brand image*, *electronic word of mouth*, *celebrity endorser*, *country of origin*, dan *brand image* mempunyai pengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* berhasil memediasi hubungan , *electronic word of mouth* dan **celebrity endorser** terhadap *purchase intention* tetapi *brand image* tidak berhasil memediasi *country of origin* terhadap *purchase intention*.

Kata Kunci : *electronic word of mouth*, *celebrity endorser*, *country of origin*, *brand image* dan *purchase intention*.

**ANALYSIS OF ELECTRONIC WORD OF MOUTH, CELEBRITY
ENDORSER AND COUNTRY OF ORIGIN EFFECTS ON PURCHASE
INTENTION THROUGH BRAND IMAGE IN WARDAH BEAUTY HOUSE
SEMARANG**

ABSTRACT

This study aims to determine: 1) the effect of electronic word of mouth on brand image at Wardah Beauty House 2) the influence of celebrity endorser on brand image at Wardah Beauty House 3) the influence of country of origin on brand image at Wardah Beauty House 4) the influence of electronic word of mouth on purchase intention at Wardah Beauty House Semarang 5) influence of celebrity endorser on purchase intention 6) influence of country of origin on purchase intention. Respondents in this study are consumers who buy wardah products at Wardah Beauty House Semarang.

The research method used is explanatory research with a quantitative approach because it explains the relationship between variables using a questionnaire as a tool in data collection to reveal electronic word of mouth data, celebrity endorsers, country of origin, purchase intention in wardah products with brand image as intervening variable. The analysis technique used in this study is linear regression analysis using SPSS software version 22.

The results of this study indicate that electronic word of mouth, celebrity endorser, country of origin are proven to have a positive and significant effect on brand image, electronic word of mouth, celebrity endorser, country of origin, and brand image have a positive and significant effect on purchase intention. Brand image managed to mediate relationships, electronic word of mouth and celebrity endorsers to purchase intention but brand image did not succeed in mediating the country of origin to purchase intention.

Keywords: *electronic word of mouth, celebrity endorser, country of origin, brand image and purchase intention*