

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran Brand Image sebagai mediasi relasi antar *Credibility Endorser*, EWOM, dan *Product Quality* terhadap *Purchase Intention* pengguna produk kosmetik Wardah di Kota Semarang jenis penelitian adalah Explantory Research dengan populasi penelitian adalah pengguna produk Wardah di Kota Semarang. Teknik pengambilan menggunakan sampel adalah metode Purposive Sampling dengan total sampel 100 pengguna produk Wardah dengan minimal usia 17 tahun dan pelanggan pernah memakai produk Wardah. menggunakan Teknik pengumpulan data kuesioner dan pengujian instrument, pengujian hipotesis klasik, dan pengujian hipotesis menggunakan SPSS versi 15.0. Hasil penelitian menemukan bahwa *Brand Image* hanya dapat memediasi relasi antara *Product Quality* dengan *Purchase Intention* pengguna produk wardah di Kota Semarang. Penelitian juga menemukan hasil EWOM dan *Product Quality* positif dan signifikan terhadap Citra Merek dan *Purchase Intention*. Penelitian ini juga menemukan bahwa *Credibility Endorser* memiliki pengaruh positif dan tidak signifikan terhadap *Brand Image* dan Minat Beli.

Kata kunci : Produk Wardah, *Credibility Endorser*, EWOM, *Product Quality*, *Brand Image*, *Purchase Intention*



ABSTRACT

The purpose of this research is to use *Brand Image* as a mediating relationship between *Credibility Endorser*, EWOM, and *Product Quality* to *Purchase Intention* of Wardah Cosmetic product users in Semarang City. The type of research used is explanatory research, in with the research objects are Wardah Products in the city of Semarang. Retrieval technique the sample used is the purposive sampling method, sample size is 100 Wardah product users and customers who use wardah product with a minimum age of 17 years. The data technique used a questionnaire with analysis data techniques use tool testing, classical hypothesis testing and hypothesis testing using SPSS version 15.0. research results found *Brand Image* can only mediation relationship between *Product Quality* and *Purchase Intention* for Wardah product users in Semarang City this study also found that EWOM and positive *Product Quality* effect significant to *Brand Image* and *Purchase Intention*. This study also found that *Credibility Endorser* had no positive impact on *Brand Image* and *Purchase Intention*.

Keyword : Wardah Product, *Credibility Endorser*, EWOM, *Product Quality*, *Brand Image Purchase Intention*

