

**PENGARUH KUALITAS PRODUK, PEMASARAN MEDIA
SOSIAL, DAN *E-WOM* TERHADAP MINAT BELI PRODUK
NPURE CENTELLA ASIATICA FACE TONER DENGAN
CITRA MEREK SEBAGAI VARIABEL MEDIASI**

SKRIPSI

Oleh:

Mamluatul Chusniyah

NIM: 08010321017



**UIN SUNAN AMPEL
S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL
SURABAYA
2025**

PERNYATAAN

PERNYATAAN

Saya, Mamluatul Chusniyah, 08010321017, menyatakan bahwa:

1. Skripsi saya ini adalah asli dan benar-benar hasil karya saya sendiri, dan bukan hasil karya orang lain dengan mengatasnamakan saya, serta bukan merupakan hasil peniruan atau penjiplakan (*plagiarism*) dari karya orang lain. Skripsi ini belum pernah diajukan untuk mendapatkan gelar akademik baik di UIN Sunan Ampel Surabaya, maupun di perguruan tinggi lainnya.
2. Di dalam skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dengan disebut nama pengarang dan dicantumkan dalam daftar Pustaka.
3. Pernyataan ini saya buat dengan sebenar-benarnya, dan apabila dikemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis skripsi ini, serta sanksi-sanksi lainnya sesuai dengan norma dan peraturan yang berlaku di UIN Sunan Ampel Surabaya.

Surabaya, 17 Oktober 2024


METERAI
TEMPER
BBE6/ALX417519119
Mamluatul Chusniyah
NIM. 08010321017

PERSETUJUAN PEMBIMBING

Surabaya, 13 Februari 2025

Skripsi telah selesai dan siap untuk diuji

Dosen Pembimbing,

A handwritten signature in black ink, consisting of a large, stylized 'C' shape followed by a vertical line and a horizontal stroke.

Dr. Ir. Muhamad Ahsan, M.M.

NIP. 196806212007011030

LEMBAR PENGESAHAN

LEMBAR PENGESAHAN

PENGARUH KUALITAS PRODUK, PEMASARAN MEDIA SOSIAL, DAN *E-WOM* TERHADAP MINAT BELI PRODUK NPURE *CENTELLA* *ASIATICA FACE TONER* DENGAN CITRA MEREK SEBAGAI VARIABEL MEDIASI

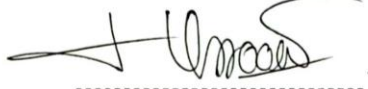
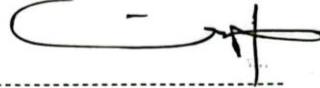
Oleh
Mamluatul Chusniyah
NIM: 08010321017

Telah dipertahankan di depan dewan penguji pada tanggal 11 Maret 2025 dan dinyatakan memenuhi syarat untuk diterima.

Susunan Dewan Penguji:

1. Dr. Ir. Muhamad Ahsan, M.M.
NIP. 196806212007011030
(Penguji 1)
2. Muchammad Saifuddin, M.SM
NIP. 198603132019031011
(Penguji 2)
3. Prof. H. Nur Kholis, M.Ed.Admin.,
NIP. 196703111992031003
(Penguji 3)
4. Riska Agustin S.Si., M.SM
NIP. 199308172020122024
(Penguji 4)

Tanda Tangan:



Surabaya, 11 Maret 2025

Dekan,



Dr. Sirajul Arifin, S.Ag., S.S., M.E.I.

NIP. 197005142000031001 ✓

LEMBAR PUBLIKASI



**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS**

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Mamluatul Chusniyah
NIM : 08010321017
Fakultas/Jurusan : Ekonomi dan Bisnis Islam/ Ekonomi Syariah
E-mail address : mamluatulchusniyah@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Sekripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)

yang berjudul :

Pengaruh Kualitas produk, Pemasaran media sosial, dan *e-WOM* terhadap Minat beli Produk Npure

Centella Asiatica Face Toner dengan Citra merek sebagai variabel mediasi

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 08 Juli 2025

(Mamluatul Chusniyah)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, pemasaran media sosial, dan *e-WOM* terhadap minat beli pada produk *Npure Centella Asiatica Face Toner* dengan citra merek sebagai mediasi di 3 populasi terbesar di Indonesia yaitu Jawa Timur, Jawa Tengah, dan Jawa Barat dengan rentang usia *Gen Z* yaitu 12-27 tahun.

Pengumpulan data pada penelitian ini dilakukan dengan cara menyebar kuesioner secara online dengan menggunakan link *google form*, dengan menggunakan teknik *voluntary sampling*, yaitu metode pengambilan sampel kepada responden yang dilakukan dengan cara sukarela untuk berpartisipasi dalam penelitian. Selain itu penelitian ini juga menggunakan analisis IPMA (*Importance-Performance Map Analysis*) untuk memberikan saran atau sebagai bahan pertimbangan terkait kinerja perusahaan dengan lebih spesifik. Kuesioner diolah menggunakan alat analisis Smart PLS versi 4.0.

Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap minat beli, pemasaran media sosial berpengaruh terhadap minat beli, *e-WOM* berpengaruh signifikan terhadap minat beli, kualitas produk berpengaruh terhadap citra merek, pemasaran media sosial berpengaruh terhadap citra merek, *e-WOM* berpengaruh terhadap citra merek, citra merek berpengaruh terhadap minat beli, kualitas produk berpengaruh positif dan signifikan terhadap minat beli melalui citra merek, pemasaran media sosial berpengaruh positif dan signifikan terhadap minat beli melalui citra merek, dan *e-WOM* berpengaruh positif dan signifikan terhadap minat beli melalui citra merek. Berdasarkan analisis IPMA menghasilkan indikator *trendiness* dan *interactivity* pada variabel pemasaran media sosial.

Maka dengan adanya penelitian ini, sebaiknya perusahaan diharapkan mempertahankan kinerjanya, seperti perusahaan harus lebih *up to date* terhadap trend di media sosial, serta perusahaan harus lebih responsif terhadap pelanggan maupun calon pelanggan, karena pada faktor tersebut setelah dianalisis menggunakan IPMA, indikator pada variabel tersebut dianggap penting yang nantinya akan diharapkan sebagai penunjang keberhasilan perusahaan.

Kata Kunci : Kualitas Produk, Pemasaran Media Sosial, *e-WOM*, Citra Merek, dan Minat Beli.

ABSTRACT

This study aims to determine the effect of product quality, social media marketing, and e-WOM on purchasing interest in Npure Centella Asiatica Face Toner products with brand image as mediation in the 3 largest populations in Indonesia, namely East Java, Central Java, and West Java with a Gen Z age range of 12-27 years.

Data collection in this study was carried out by distributing questionnaires online using the google form link, using voluntary sampling techniques, namely a method of taking samples from respondents who are voluntarily participating in the study. In addition, this study also uses IPMA (Importance-Performance Map Analysis) analysis to provide suggestions or as considerations related to company performance more specifically. The questionnaire was processed using the Smart PLS version 4.0 analysis tool.

The results of the study indicate that product quality has a significant effect on purchase intention, social media marketing has an effect on purchase intention, e-WOM has a significant effect on purchase intention, product quality has an effect on brand image, social media marketing has an effect on brand image, e-WOM has an effect on brand image, brand image has an effect on purchase intention, product quality has a positive and significant effect on purchase intention through brand image, social media marketing has a positive and significant effect on purchase intention through brand image, and e-WOM has a positive and significant effect on purchase intention through brand image. Based on the IPMA analysis, the trendiness and interactivity indicators on the social media marketing variable.

Therefore, with this research, the company is expected to maintain its performance, such as the company must be more up to date with trends in social media, and the company must be more responsive to customers and potential customers, because in these factors after being analyzed using IPMA, the indicators in these variables are considered important which are expected to help the company's success.

Keywords: Product Quality, Social Media Marketing, e-WOM, Brand Image, and Purchase Intention

DAFTAR ISI

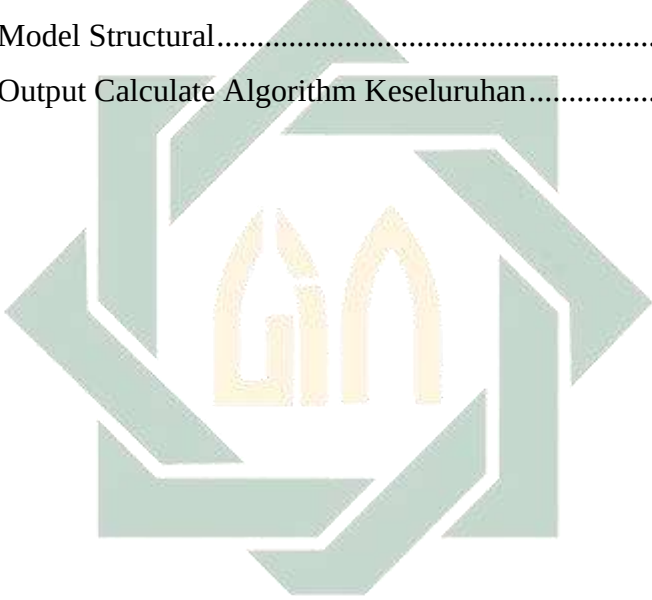
PERNYATAAN.....	i
PERSETUJUAN PEMBIMBING	ii
LEMBAR PENGESAHAN	iii
LEMBAR PUBLIKASI	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR.....	vii
DAFTAR ISI.....	vii
DAFTAR GAMBAR.....	xiii
DAFTAR TABEL	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	9
1.3 Tujuan Penelitian.....	11
1.4 Manfaat Penelitian.....	12
1.4.1 Teoritis	12
1.4.2 Praktis	13
BAB II KAJIAN PUSTAKA.....	15
2.1 Landasan Teori	15
2.1.1 <i>Theory of Planned Behavior</i>	15
2.1.2 Kualitas produk.....	16
2.1.3 Pemasaran media sosial	17
2.1.4 <i>e-WOM</i>	18
2.1.5 Citra merek	19
2.1.6 Minat beli.....	20
2.2 Kajian Pustaka	21
2.3 Kerangka Konseptual	26
2.4 Hipotesis.....	27
2.4.1 Pengaruh Kualitas produk terhadap Minat beli	27
2.4.2 Pengaruh Pemasaran media sosial terhadap Minat beli.....	28

2.4.3 Pengaruh <i>e-WOM</i> terhadap Minat beli	30
2.4.4 Pengaruh Kualitas produk terhadap Citra merek.....	31
2.4.5 Pengaruh Pemasaran media sosial terhadap Citra merek	33
2.4.6 Pengaruh <i>e-WOM</i> terhadap Citra merek.....	35
2.4.7 Pengaruh Citra merek terhadap Minat beli	36
2.4.8 Pengaruh Kualitas produk terhadap Minat beli melalui Citra merek ...	38
2.4.9 Pengaruh Pemasaran media sosial terhadap Minat beli melalui Citra merek	40
2.4.10 Pengaruh <i>e-WOM</i> terhadap Minat beli melalui Citra merek	41
BAB III METODE PENELITIAN	44
3.1 Jenis Penelitian	44
3.2 Waktu dan Tempat Penelitian	44
3.3 Populasi dan Sampel	44
3.3.1 Populasi.....	44
3.3.2 Sampel	45
3.4 Variabel Penelitian	46
3.4.1 Variabel Independen.....	47
3.4.2 Variabel Mediasi.....	47
3.4.3 Variabel Dependen	47
3.5 Definisi Operasional.....	48
3.6 Jenis dan Sumber Data	49
3.6.1 Data Primer	49
3.6.2 Data Sekunder.....	49
3.7 Teknik Pengumpulan Data	50
3.8 Teknik Analisis Data	51
3.8.1 <i>Outer Model</i>	52
3.8.2 <i>Inner Model</i>	53
BAB IV HASIL ANALISIS DAN PEMBAHASAN.....	55
4.1 Gambaran Umum Objek Penelitian	55
4.2 Deskripsi Hasil Penelitian	57
4.2.1 Jenis Kelamin Responden.....	58
4.2.2 Domisili Responden.....	58

4.2.3 Usia Responden	59
4.2.4 Konten Media Sosial Yang Diketahui Responden	60
4.3 Hasil Jawaban Responden	60
4.3.1 Kualitas Produk.....	61
4.3.2 Pemasaran Media Sosial	62
4.3.3 <i>e-WOM</i>	62
4.3.4 Citra Merek	63
4.3.5 Minat Beli	64
4.4 Analisis Model	65
4.4.1 <i>Outer Model</i>	66
4.4.2 <i>Inner Model</i>	73
4.4.3 <i>Importance-Performance Map (IPMA)</i>	81
4.5 Pembahasan	86
4.5.1 Pengaruh Kualitas produk terhadap Minat beli	86
4.5.2 Pengaruh Pemasaran media sosial terhadap Minat beli.....	89
4.5.3 Pengaruh <i>e-WOM</i> terhadap Minat beli	92
4.5.4 Pengaruh Kualitas produk terhadap Citra merek.....	95
4.5.5 Pengaruh Pemasaran media sosial terhadap Citra merek	97
4.5.6 Pengaruh <i>e-WOM</i> terhadap Citra merek.....	99
4.5.7 Pengaruh Citra merek terhadap Minat beli	101
4.5.8 Pengaruh Kualitas produk terhadap Minat beli melalui Citra merek .	104
4.5.9 Pengaruh Pemasaran media sosial terhadap Minat beli melalui Citra merek	106
4.5.10 Pengaruh <i>e-WOM</i> terhadap Minat beli melalui Citra merek	108
BAB V KESIMPULAN DAN SARAN	110
5.1 Kesimpulan.....	110
5.2 Saran	111
5.2.1 Bagi Perusahaan.....	111
5.2.2 Bagi Peneliti Selanjutnya.....	111
DAFTAR PUSTAKA	113

DAFTAR GAMBAR

Gambar1. 1 Pemberian Penghargaan oleh Rekor Muri Indonesia.....	4
Gambar1. 2 Pengguna Sosial Media Indonesia 2017-2026	6
Gambar1. 3 Platform sosial media ter favorit	7
Gambar1. 4 Ulasan pelanggan Npure	8
Gambar2. 1 Kerangka Konseptual	26
Gambar 4. 1 Logo Npure	55
Gambar 4. 2 Produk Npure Centella Asiatica Face Toner.....	56
Gambar 4. 3 Model Structural.....	65
Gambar 4. 4 Output Calculate Algorithm Keseluruhan.....	66


 UIN SUNAN AMPEL
 S U R A B A Y A

DAFTAR TABEL

Tabel 2. 1 Kajian Pustaka.....	21
Tabel 3. 1 Tabel Krejcie and Morgan (1970).....	46
Tabel 3. 2 Definisi Operasional	48
Tabel 4. 1 Jenis Kelamin Responden	58
Tabel 4. 2 Domisili Responden.....	58
Tabel 4. 3 Usia Responden.....	59
Tabel 4. 4 Konten Media Sosial yang Diketahui Responden	60
Tabel 4. 5 Hasil Jawaban Responden Variabel Kualitas Produk	61
Tabel 4. 6 Hasil Jawaban Responden Variabel Pemasaran Media Sosial.....	62
Tabel 4. 7 Hasil Jawaban Responden Variabel e-WOM.....	62
Tabel 4. 8 Hasil Jawaban Responden Variabel Citra Merek	63
Tabel 4. 9 Hasil Jawaban Responden Variabel Minat Beli.....	64
Tabel 4. 10 Hasil Uji Validitas Konvergen Tahap 1.....	67
Tabel 4. 11 Hasil Uji Validitas Konvergen Tahap 2.....	68
Tabel 4. 12 Nilai Average Variance Extracted	70
Tabel 4. 13 Nilai Cross Loading	71
Tabel 4. 14 Hasil Uji Reliabilitas.....	72
Tabel 4. 15 Hasil Uji R-Square	73
Tabel 4. 16 Hasil Path Coefficients (Mean, STDEV, T-Statistics, P-Values)	74
Tabel 4. 17 Hasil Specific Indirect Effect (Mean, STDEV, T-Statistics, P-Values)	78

DAFTAR PUSTAKA

- Abadi, A. P., & Fitri, R. (2023). Peran Citra Merek Sebagai Mediasi *Electronic Word Of Mouth* Terhadap Minat Beli *Skincare* Avoskin. *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 17(1), 20–29. <https://doi.org/10.32815/jibeka.v17i1.993>
- Abdullah, D. K., Jannah, M., Aiman, U., Fadilla, Z., Taqwin, N., Masita, Ardiawan, K. N., & Eka Sari, M. (2022). Metodologi Penelitian Kuantitatif. Yayasan Penerbit Muhammad Zaini Anggota IKAPI (026/DIA/2012). 978-623-5722-91-7
- Abigail, J., Sari, V. P., & Saputra, D. (2024). *The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products*. *Procedia Computer Science*, 234, 537–544. <https://doi.org/10.1016/j.procs.2024.03.037>
- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior And Human Decision Processes* 50, 179-211 (1991)
- Akbar, R., MS, M., & Rouly H. Pandjaitan. (2020). *The Mediating Role of Brand Image in the Effect of Sales Promotion, Product Quality, and Celebrity Endorser on Purchase Intention*. *Journal of University of Shanghai for Science and Technology*, 22(10), 272–282.
- Alfi Nabilah, A., Yuni Dharta, F., & Ramdhani, M. (2024). Pengaruh *Brand Image* Terhadap Keputusan Pembelian *Npure Face Toner Centella Asiatica* Pada Followers Instagram @npureofficial. *Innovative: Journal Of Social Science Research*, Volume 4 Nomor 3, 1–10. <https://doi.org/E-ISSN 2807-4238> and [P-ISSN 2807-4246](https://doi.org/P-ISSN 2807-4246)
- Alfira, A., Bharata, W., & Sanjaya, A. (2021). Media Sosial Marketing pada Instagram Shopee Indonesia dan Pengaruhnya terhadap *Customer Engagement* serta *Brand Image*. *Indonesian Journal of Islamic Economics and Finance*, 1(2), Article 2. <https://doi.org/10.37680/ijief.v1i2.1079>
- Alrwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). *The effect of electronic word of mouth communication on purchase intention and brand*

- image: An applicant smartphone brands in North Cyprus. Management Science Letters*, 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Anugrahani, Y., & Hartono, A. (2023). *The Effect of Social Media Marketing Activities of Skin Care Brand Image on Customer Loyalty. Asian Journal of Economics, Business and Accounting*, 23(10), 1–17. <https://doi.org/10.9734/ajebe/2023/v23i10966>
- Ardiningrum, C. C. (2024). Eksistensi Skincare di Kalangan Gen Z yang Menjadi Sorotan Kaum di Masa Kini. kumparan. <https://kumparan.com/user-17072024032336/eksistensi-skincare-di-kalangan-gen-z-yang-menjadi-sorotan-kaum-di-masa-kini-2393W4MNA8p>
- Arifin, W., Marsudi, M., & Wijaya, R. (2022). *The Effect of Product Quality on Purchase Decision Mediated by Brand Image. Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 2(04), 367–378. <https://doi.org/10.22219/jamanika.v2i04.23808>
- Audrina, S. O., Immanuel, D. M., Putri, M. R., Sienatra, K. B., Damara, D., Lembut, P. I., Oktariani, F., Suryakusuma, A., & Stephanus, D. S. (2023). Pemeditasian Antara Pengaruh E-Wom Terhadap Purchase Intention Dengan Mediasi Brand Image Pada Produk Skincare Merek Lokal Indonesia Yang Ada Di E-Commerce. *Jurnal Akuntansi*. <https://doi.org/10.33479/parsimonia.2021.8.2>
- Ayu Uthami Febriati, I. G., & Rsi Respati, N. N. (2020). *The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. American Journal of Humanities and Social Sciences Research (AJHSSR)*, Volume-4(Issue-3), 1–7. <https://doi.org/e-ISSN :2378-703X>
- Azizah, L., & Gunawan, J. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. 10(2). <https://doi.org/DOI: 10.12962/j23373539.v10i2.73923>
- Bartikowski, B., Richard, M.-O., & Gierl, H. (2023). *Fit or misfit of culture in marketing communication? Development of the culture-ladenness fit index.*

- Journal of Business Research*, 167, 114191.
<https://doi.org/10.1016/j.jbusres.2023.114191>
- Bataineh, A. Q. (2015). *The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image*. *International Journal of Marketing Studies*, 7(1), p126. <https://doi.org/10.5539/ijms.v7n1p126>
- Cahyani, N., Pratomo, A. W., Fauzie, A. M., Jaya, P., & Fadillah, A. (2024). *The Impact of Social Media Influence Marketing on Enhancing Brand Awareness and Purchase Intention*. 45(2). <https://doi.org/DOI : 10.52155>
- Chairunisa, M., & Herawati, S. (2022). Pengaruh E-WOM terhadap Purchase Intention Dimediasi oleh Brand Image Pelembab Pond's di Kota Bandung. *Jurnal Ekonomi, Bisnis, Manajemen dan Akuntansi*, 19(2).
- Chandra, Z. A. P., & Indrawati. (2023). *The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables*. *Quality - Access to Success*, 24(192). <https://doi.org/10.47750/QAS/24.192.19>
- Cheung, C. M. K., & Lee, M. K. O. (2012). *What drives consumers to spread electronic word of mouth in online consumer-opinion platforms*. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Chin, T. K., & Harizan, S. H. (2017). *Factors Influencing Consumers' Purchase Intention of Cosmetic*.
- Chrisniyanti, A., Fah, C. T., & HELP University, Malaysi. (2022). *The Impact Of Social Media Marketing On Purchase Intention Of Skincare Products Among Indonesian Young Adults*. *Eurasian Journal Of Social Sciences*, 10(2), 68–90. <https://doi.org/10.15604/ejss.2022.10.02.001>
- Elseidi, R. I., & El-Baz, D. (2016). *Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: An empirical study in Egypt*. 7(5).
- Erwin, Judijanto, L., Yuliasih, M., Nugroho Adi, M., Nurbaeti Amien, N., & Mauliansyah, F. (2024). *Social Media Marketing Trends*. Pt. Sonpedia Publishing Indonesia.

- Fakriyah, I. P. & Abdurrahman. (2024). *The Influence of Social Media Marketing on Purchase Intentions with Brand Trust and Brand Image as a mediating role in Avoskin Products. International Journal of Applied and Advanced Multidisciplinary Research*, 2(3), 173–184. <https://doi.org/10.59890/ijaamr.v2i3.1506>
- Ginting, D. B. (2009). *Structural Equation Model (Sem)*. Media Informatika Vol 8. No. 3
- Ginting, M., Joe, S., & Simanjuntak, I. M. (2023). Analisis *Brand Image* dalam Memediasi Promosi dan Kualitas Produk Terhadap Minat Beli pada Produk Bubble Tea Chatime. *Jurnal Wira Ekonomi Mikroskil*, 13(2), 195–204. <https://doi.org/10.55601/jwem.v13i2.1045>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). *e-WOM Scale: Word-of-mouth measurement scale for e-services context. Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hafizah, Z. U., & Kussudyarsana, K. (2024). *Social media influencers and e-WOM on Skintific products purchase intentions: The mediating role of brand image. Jurnal Mantik*, 7(4), 3765–3774. <https://doi.org/10.35335/mantik.v7i4.4873>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). *When to use and how to report the results of PLS-SEM. European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). *Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Harvina, L. G. D. (2022). *The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya*. 3(2). <https://doi.org/10.24123/jeb.v3i2.4801>
- Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). *The Influence of TikTok EWOM on Purchase Intentions for The Originote Skincare Products. Asean*

- International Journal of Business*, 3(2), 141–153.
<https://doi.org/10.54099/aijb.v3i2.1017>
- Hidayati, F. N., & Priyono, B. (2024). Pengaruh *Social Media Marketing*, *Influencer Marketing* dan *Word Of Mouth (WOM)* Terhadap Minat Beli pada UMKM Sprouts Farms. *Journal of Business Administration Economics & Entrepreneurship*, 35–42.
- Huang, K., Si, Y., Guo, C., & Hu, J. (2024). *Recent advances of electrospun strategies in topical products encompassing skincare and dermatological treatments*. *Advances in Colloid and Interface Science*, 331, 103236.
<https://doi.org/10.1016/j.cis.2024.103236>
- Hulu, P., Ruswanti, E., & Hapsari, N. P. (2018). *Influence of Product Quality, Promotion, Brand Image, Consumer Trust towards Purchase Intention (Study Case on Pocari Sweat Isotonic Drink)*. *IOSR Journal of Business and Management (IOSR-JBM)*, 20(8). <https://doi.org/10.9790/487X-2008015561>
- Indriana, A., Sholahuddin, M., Kuswati, R., & Soepatini. (2022). *The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products*. *Journal of Business and Management Studies*, 4(4), 197–210.
<https://doi.org/10.32996/jbms.2022.4.4.29>
- Jannah, F. W., Karnadi, K., & Harisandi, Y. (2022). Kualitas Produk dan *Celebrity Endorser* dalam Menentukan Minat Beli Produk Ms Glow Melalui *Brand Image* Sebagai *Variabel Intervening* Di Hanaa Beauty Store Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(3), 493.
<https://doi.org/10.36841/jme.v1i3.1982>
- Jayad, I., Wahyu, A., & Sumardi. (2023). *The Influence Of Electronic Word Of Mouth And Social Media Marketing On Brand Image And Interest In Buying E-Commerce Cosmetic Products*. *Penanomics: International Journal of Economics*, 2(1), 11–22. <https://doi.org/10.56107/penanomics.v2i1.95>
- Kim, A. J., & Ko, E. (2012). *Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand*. *Journal of Business*

- Research*, 65(10), 1480–1486.
<https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kompas.com. (2023). 15 Medsos Favorit Orang Indonesia, Nomor 1 Bukan Instagram. <https://tekno.kompas.com/read/2023/02/14/10300097/15-medsos-favorit-orang-indonesia-nomor-1-bukan-instagram>
- Kusumawati, M., & Rahmawan, G. (2024). *Factors Influence of Purchase Intention on Beauty Product. International Journal of Educational Research*, 2(1).
<https://doi.org/10.51601/ijersc.v2i1.27>
- L Situmorang, I. (2017). Pengaruh Kualitas Produk Dan Iklan Terhadap Citra Merek Dan Keputusan Pembelian Produk Kecantikan Merek Pond's Pada Remaja Di Kota Pekanbaru. *JOM Fekon*, 04(01).
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). *Understanding purchase intention of university students towards skin care products. PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/PRR-11-2018-0031>
- Lee, J. L., James, J. D., & Kim, Y. K. (2014). *A Reconceptualization of Brand Image. International Journal of Business Administration*, 5(4), Article 4.
<https://doi.org/10.5430/ijba.v5n4p1>
- Limanto, R. (2021). Pengaruh Kualitas Produk, Harga Dan Promosi Melalui Instagram Terhadap Minat Beli Konsumen Hswgrail.Id. *Performa*, 6(1), 57–66. <https://doi.org/10.37715/jp.v6i1.1919>
- Macheke, T., Quaye, E. S., & Ligaraba, N. (2024). *The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. Young Consumers*, 25(4), 462–482. <https://doi.org/10.1108/YC-05-2023-1749>
- Mantiri, S. M. B., Mangantar, M. M., & Tumewu, F. J. (2022). *The Influence Of Ewom And Wom On Purchase Intention Of Shopee Customer In Manado. Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(1), Article 1. <https://doi.org/10.35794/emba.v10i1.39381>
- Melinda, V., Artina, N., & Lestari, R. B. (2021). Pengaruh Kualitas Produk, *Brand Image*, *Brand Ambassador*, Dan *Word Of Mouth (Wom)* Terhadap Minat Beli Konsumen Pada *Skincare Nature Republic* Di Kota Palembang.

- Publikasi Riset Mahasiswa Manajemen*, 3(1), 111–121.
<https://doi.org/10.35957/prmm.v3i1.1661>
- Murairwa, D. S. (2015). *Voluntary Sampling Design. International Journal of Advanced Research in Management and Social Sciences*, 4(2).
- Muthohar, A. F., & Hartono, B. (2023). Pengaruh *Digital Konten Marketing Media Sosial Tiktok Terhadap Brand Image Produk Scarlett Whitening (Studi Kasus Pada Mahasiswa UNTIDAR)*. 3.
- Nabila, A., Rajagukguk, N. K., Harahap, A. F., Daffa, M., & Khaira, I. (2024). Pengaruh *Social Media Marketing* Melalui Media Tiktok Terhadap Minat Beli Konsumen Pada Produk *Skincare Skintific* (Studi Pada Mahasiswa Prodi Manajemen Universitas Negeri Medan). 3(2).
<https://doi.org/10.56127/jekma.v3i2>
- Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023). Penyebab Pengaruhnya Pertumbuhan Pasar Indonesia Terhadap Produk *Skincare Lokal* Pada Tahun 2022. *ARMADA : Jurnal Penelitian Multidisiplin*, 1(12), 1390–1396. <https://doi.org/10.55681/armada.v1i12.1060>
- Npure. (2022). Setelah Menjadi *Skincare* Natural Terbaik Indonesia, NPURE Kini Mendapatkan Penghargaan dari Museum Rekor Indonesia. Npure Official. <https://npureofficial.id/blogs/npure-story/penghargaan-dari-museum-rekor-indonesia>
- Nugraha, H. P. (2021). Pengaruh Elemen Pemasaran Media Sosial Terhadap Keterlibatan Konsumen Pada Merek, Kesadaran Merek Dan Citra Merek.
- Nurchahyo, S. A., & Ali, A. (2023). Model Peningkatan *Purchase Intention* Berbasis *Credibility Endorser, Ewom, dan Product Quality* Melalui *Brand Image*. *Jibaku: Jurnal Ilmiah Bisnis, Manajemen dan Akuntansi*, 3(1), 32–45.
<https://doi.org/10.35473/jibaku.v3i1.2170>
- Othman, A. S., Abd Rahman, I., Teoh, N., Che Omar, A. R., & Hakim Osman, L. (2022). *An Empirical Study on the Factors Influencing Consumers' Purchase Intention of Cosmetic Products. Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 7(6), e001512.
<https://doi.org/10.47405/mjssh.v7i6.1512>

- Phu, Nguyen, Nhi, Uy, Khoa, Hung, Minh, Huong, & Suol. (2024). *Unlocking the key drivers of consumer purchase intentions for organic cosmetics: A study in Can Tho City, Vietnam*. *Heliyon*, 10(18), e37672. <https://doi.org/10.1016/j.heliyon.2024.e37672>
- Portal Informasi Indonesia. (2024). Indonesia.go.id—Pasar Kosmetik Indonesia Melesat 48 Persen, Peluang IKM Berinovasi. <https://indonesia.go.id/kategori/editorial/8516/pasar-kosmetik-indonesia-melesat-48-persen-peluang-ikm-berinovasi?lang=1>
- Pranoto, A. (2022). Analisis Faktor Yang Mempengaruhi Minat Beli Konsumen Terhadap Preferensi Pembelian Antara Produk Kosmetik Ramah Lingkungan Dan Konvensional. *Arthavidya Jurnal Ilmiah Ekonomi*. <https://arthavidya.wisnuwardhana.ac.id/index.php/arthavidya/about>
- Prasetio, A., Rahman, D., Sary, F., Pasaribu, R., & Sutjipto, M. (2022). *The role of Instagram social media marketing activities and brand equity towards airlines customer response*. *International Journal of Data and Network Science*, 6(4), 1195–1200.
- Prasetyo, A., & Ahmadi, M. A. (2024). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Niat Pembelian: Dengan Peran Mediasi *Brand Image* Dan *Brand Trust*. *Culture education and technology research (Cetera)*, 1(30).
- Prastyo, N. A., Suharto, A., & Tyas, W. M. (2018). Pengaruh *E-Wom (Electronic Word Of Mouth)* Dan Harga Terhadap Minat Beli Pada *Online Shop*
- Pravitasari, L. P., Masita, T. E., & Uripi, C. R. (2024). Pengaruh Kualitas Produk, *Influencer Review*, Kepercayaan Merek dan Citra Merek terhadap Minat Beli Produk Scarlett Whitening di Kota Purwokerto. *Prosiding Seminar Nasional Ilmu Ekonomi Dan Akuntansi*, 1(2), Article 2. <https://doi.org/10.62951/prosemnasieda.v1i2.23>
- Prawiyogi, A. G., Sadih, T. L., Purwanugraha, A., & Elisa, P. N. (2021). Penggunaan Media Big Book untuk Menumbuhkan Minat Membaca di Sekolah Dasar. *Jurnal Basicedu*, 5(1), 446–452. <https://doi.org/10.31004/basicedu.v5i1.787>

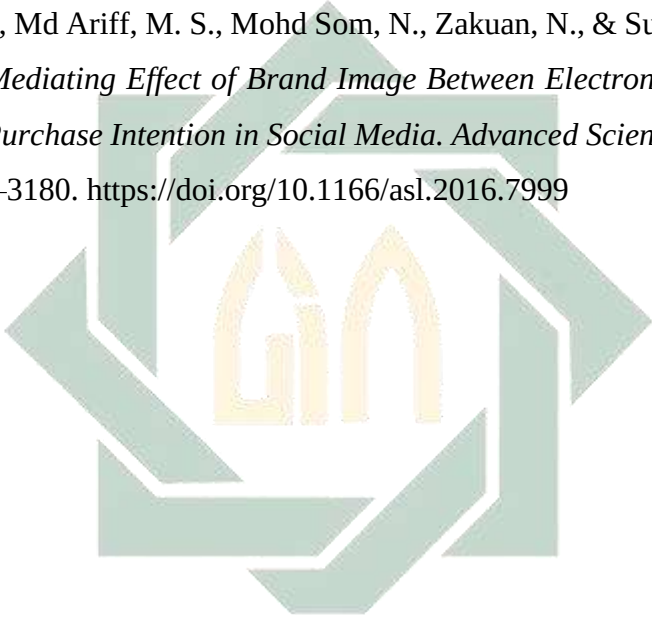
- Prihartini, D., & Damastuti, R. (2022). Pengaruh *e-WOM* terhadap Minat Beli *Skincare* Lokal pada Followers Twitter @ohmybeautybank. *Calathu: Jurnal Ilmu Komunikasi*, 4(1), 56–67. <https://doi.org/10.37715/calathu.v4i1.2724>
- Pujinata, H. K. R., & Efrata, T. C. (2023). Pengaruh *E-Wom*, *Content Marketing*, dan *Consumer Innovativeness* Terhadap Minat Beli Produk *Skincare* Di Indonesia. *PERFORMA*, 8(6), 656–672. <https://doi.org/10.37715/jp.v8i6.3980>
- Purwianti, L. (2022). *Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention. SEIKO : Journal of Management & Business*, 5(1). <https://doi.org/10.37531/sejaman.v5i1.1664>
- Putri, S. C., & Nofri, O. (2023). Peran Mediasi Citra Merek Pada Pengaruh Pemasaran Sosial Media Dan Ulasan Online Konsumen Terhadap Minat Beli Pada Generasi Z Pengguna Maybelline Di Kota Makassar. *Study of Scientific and Behavioral Management (SSBM)*, 4(1). [https://doi.org/10.24252/\(ssbm\).v4i1.36576](https://doi.org/10.24252/(ssbm).v4i1.36576)
- Ramadhani, H. S. (2019). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap *Brand Awareness*, *Brand Image*, dan *Brand Loyalty* (Studi Kasus: Followers Pada Instagram Lazada.Co. Id). 6(2). <https://repository.telkomuniversity.ac.id/pustaka/152453/>
- Reza Jalilvand, M., & Samiei, N. (2012). *The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Rifani, M., Rosyada, F. A., & Suhita, S. U. (2022). Pengaruh Media Sosial Dalam Strategi Pemasaran Produk Pada Usaha Mikro Kecil dan Menengah (UMKM). *Sahmiyya: Jurnal Ekonomi Dan Bisnis*, 1(2). <https://doi.org/10.28918/sahmiyya.v3i1>
- Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). *TikTok short video marketing and Gen Z's purchase intention: Evidence from the*

- cosmetics industry in Singapore. Journal of Asia Business Studies*, 18(4), 930–945. <https://doi.org/10.1108/JABS-04-2023-0138>
- Romanisti, S. A., Juniwati, Pebrianti, W., Heriyadi, & Jaya, A. (2024). *Does e-WOM and Product Quality Impact Purchase Decision in Tiktok Indonesia? Ilomata International Journal of Management*, 5(1), 45–61. <https://doi.org/10.52728/ijjm.v5i1.984>
- Rosari, T. L., & Simamora, B. (2024). *The power of brand ambassador Twice influences brand image and purchase intention on Scarlett Whitening beauty products. Jurnal Ekonomi Perusahaan*, 31(1), 41–52. <https://doi.org/10.46806/jep.v31i1.1133>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). *Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Satriyo, B., Indriana, Y., & Ridlo, M. (2021). *Pengaruh Social Media Marketing, E-Service Quality, dan Review Content terhadap Minat Beli pada UMKM Produk Organik. Jurnal Ilmu Manajemen*, 9(4), 1563–1571. <https://doi.org/10.26740/jim.v9n4.p1563-1571>
- Senavirathne, T. N., & Kumaradeepan, V. (2020). *The Relationship between Product Quality and Purchase Intention on Women's Skin Care Products in Sri Lanka, with Special Reference to Anuradhapura District. Shanlax International Journal of Management*, 8(2), 85–89. <https://doi.org/10.34293/management.v8i2.3314>
- Shafa, K. A., & Hidayat, A. (2022). *Social Media Marketing Activities, Brand Awarness, and Brand Image of Commitment on Somethinc Product Tiktok Account. Journal of Management*, 12(3). <https://doi.org/10.35335/enrichment.v12i3.614>
- Sihombing, L. A., Suharno, S., Kuleh, K., & Hidayati, T. (2023). *The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image. International Journal of Finance, Economics and Business*, 2(1), 44–60. <https://doi.org/10.56225/ijfeb.v2i1.170>

- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Sohn, J. W., & Kim, J. K. (2020). *Factors that influence purchase intentions in social commerce*. *Technology in Society*, 63, 101365. <https://doi.org/10.1016/j.techsoc.2020.101365>
- Solihin, D., & Ahyani, A. (2022). *The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention*. *Majalah Ilmiah Bijak*, 19(2), 193–205. <https://doi.org/10.31334/bijak.v19i2.2384>
- Stevani, B. V., & Andarini, S. (2023). Pengaruh *Product Knowledge*, *Product Quality*, dan *Brand Image* terhadap *Purchase Intention* Produk Kosmetik Maybelline di Surabaya. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 3164–3179. <https://doi.org/10.47467/alkharaj.v5i6.3638>
- Suandayana, I. B. P., & Setiawan, P. Y. (2018). Peran Citra Merek Dalam Memediasi Pengaruh Kualitas Produk Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, 8(1), 411. <https://doi.org/10.24843/EJMUNUD.2019.v08.i01.p15>
- Sudaryanto, S., Courvisanos, J., Rosediana Dewi, I., Rusdiyanto, R., & Rendis Yuaris, J. (2022). *Determinants of purchase intention during COVID-19: A case study of skincare products in East Java*. *Innovative Marketing*, 18(1), 181–194. [https://doi.org/10.21511/im.18\(1\).2022.15](https://doi.org/10.21511/im.18(1).2022.15)
- Syach, Dita Puruwita, & Nofriska Krissanya. (2024). *Social Media Marketing and E-Wom: Driving Purchase Intentions Through Brand Image*. *Jurnal Dinamika Manajemen Dan Bisnis*, 7(1), 60–78. <https://doi.org/10.21009/JDMB.07.1.5>
- Syahputra, I., Ginting, P., & Lubis, A. N. (2023). *The Influence Of Ewom And Perception Of Price On Purchase Intention With Brand Image As An Intervening Variable In Kahf Care Products*. <https://doi.org/10.54443/ijebas.v3i3.951>

- Sylvia, S., & Ramli, A. H. (2024). *The Influence Of E-Wom On Purchase Intention With Brand Image As A Mediation Variable*. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3). <https://doi.org/10.37641/jimkes.v11i3.2307>
- Tamara, D., Heriyati, L., Hanifa, T., & Carmen, M. (2021). *The Effect of Instagram Influencers on Purchase Intentions Mediated by Brand Image on Cosmetic Products (Study on Gen Z Women): (Study on Gen Z Women)*. *Open Access Indonesia Journal of Social Sciences*, 4(2), 111–123. <https://doi.org/10.37275/oaijs.v4i2.90>
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). *EWOM and brand awareness impact on consumer purchase intention: Mediating role of brand image*. 1(1). <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-51876-8>
- Tauhit, E. S., & Asmadi, F. (2024). *The effect of social media marketing on Instagram towards purchase intention of skincare products among Youth in Klang Valley*. *Brazilian Journal of Development*, 10(4), e68854. <https://doi.org/10.34117/bjdv10n4-027>
- Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd edition). SAGE. 978-1-5264-2386-3 978-1-5264-2387-0
- Verallo-Rowell, V. M. (2011). *The Validated Hypoallergenic Cosmetics Rating System: Its 30-Year Evolution and Effect on the Prevalence of Cosmetic Reactions*. *Dermatitis*, 22(2), 80–97. <https://doi.org/10.2310/6620.2011.10046>
- Wang, I.-C., Jiang, Y.-R., Wang, Y.-W., & Li, C.-Y. (2024). *Exploring the Multisensory Attractiveness of Cosmetic Packaging: A Study of Visual and Tactile Design Elements and Attractiveness Factors*. *Sustainability*, 16(13), 5716. <https://doi.org/10.3390/su16135716>
- Wardhana, A. (2024). *Perilaku Konsumen Di Era Digital*. Cv.Eureka Media Aksara. 978-623-120-041-9
- Xiong, L., Cho, V., Law, K. M., & Lam, L. (2021). *A study of KOL effectiveness on brand image of skincare products*. *Enterprise Information Systems*, 15(10), 1483–1500. <https://doi.org/10.1080/17517575.2021.1924864>

- Yani, S., Wijayanto, G., & Musfar, T. F. (2022a). Pengaruh *Social Media Marketing* dan *E-Wom* terhadap *Brand Image* Serta Dampaknya Terhadap Minat Beli. *Jurnal Manajemen Pemasaran dan Perilaku Konsumen*, 1(3), 277–289. <https://doi.org/10.21776/jmppk.2022.01.3.01>
- Yulianingsih, R., Syah, T. Y. R., & Anindita, R. (2019). *How Packaging, Product Quality And Promotion Affect The Purchase Intention? Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 46–55. <https://doi.org/10.18551/rjoas.2019-08.06>
- Yunus, N. H., Md Ariff, M. S., Mohd Som, N., Zakuan, N., & Sulaiman, Z. (2016). *The Mediating Effect of Brand Image Between Electronic Word of Mouth and Purchase Intention in Social Media. Advanced Science Letters*, 22(10), 3176–3180. <https://doi.org/10.1166/asl.2016.7999>



UIN SUNAN AMPEL
S U R A B A Y A