

***The Influence of Social Media Marketing, Electronic Word of Mouth, and Brand Image On Purchase Intention in Emina Products***

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***Abstract***

*Cosmetics are like a basic need, no longer a secondary need, especially for women, this encourages innovation from entrepreneurs to create cosmetic products for various groups. This study is a quantitative study to determine the influence of social media marketing, electronic word of mouth, and brand image on purchase intention in Emina products. The sample for this research was the 2019 Batch of the Faculty of Economics and Business UPN Veteran Jakarta with a total sample of 181 respondents. The sampling technique was carried out by non-probability sampling with purposive sampling method. Data collection using a questionnaire and analysis was carried out using the SmartPLS 3.0 application. The results of this study show that: (1) social media marketing has a positive and significant effect on purchase intention of 0.202, (2) electronic word of mouth has a positive and significant effect on purchase intention 0.539 and (3) brand image has a positive and significant effect on purchase intention buy by 0.207. While the contribution of social media marketing, electronic word of mouth, and brand image to purchase intention with an Adjusted R Square value of 0.438 or 43.8% while 56.2% is caused by other factors.*

***Keywords : social media marketing, electronic word of mouth, brand image, purchase intention, and Emina.***

# **Pengaruh *Social Media Marketing*, *Electronic Word of Mouth*, dan Citra Merek Terhadap Minat Beli pada Produk Emina**

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## **Abstrak**

Kosmetik sudah seperti menjadi kebutuhan dasar bukan lagi kebutuhan sekunder terutama bagi para wanita, hal ini mendorong inovasi dari para pengusaha untuk menciptakan produk kosmetik bagi berbagai kalangan. Penelitian ini merupakan penelitian kuantitatif yang memiliki tujuan untuk menganalisis adakah pengaruh *social media marketing*, *electronic word of mouth*, dan citra merek terhadap minat beli pada produk Emina. Sampel dari penelitian ini adalah Mahasiswi Fakultas Ekonomi dan Bisnis UPN Veteran Jakarta Angkatan 2019 dengan jumlah sampel sebanyak 181 responden. Teknik pengambilan sampel dilakukan dengan *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dengan menggunakan kuesioner dan analisis dilakukan menggunakan aplikasi SmartPLS 3.0. Hasil pada penelitian ini menunjukkan bahwa: (1) *social media marketing* berpengaruh positif dan signifikan terhadap minat beli sebesar 0,202, (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli 0,539 dan (3) citra merek berpengaruh positif dan signifikan terhadap minat beli sebesar 0,207. Sedangkan kontribusi *social media marketing*, *electronic word of mouth*, dan citra merek terhadap minat beli dengan nilai *Adjusted R Square* yaitu 0,438 atau 43,8% sedangkan 56,2% disebabkan oleh faktor lain.

**Kata Kunci :** *social media marketing*, *electronic word of mouth*, citra merek, minat beli, dan Emina.