

Analysis of The Influence of Brand Image as an Intervening Variable on Purchase Intention Mother of Pearl

By Aulia Rahmayanti

Abstract

The increasing population of women in Indonesia has an impact on the demand for products, including products in the cosmetic industry. Mother of Pearl is one of the local cosmetic brands that sells various kinds of makeup, one of which is lipstick. This research aims to determine, analyze, and prove the influence of Celebrity Endorsement, E-WOM, and Brand Image on Purchase Intention of Mother of Pearl lipstick. The population that is the focus of this research is women who have knowledge and interest in purchase Mother of Pearl lipstick, with a sample size of 105 respondents aged 17 years and over, and active in Jabodetabek, using the purposive sampling method. This research uses a quantitative approach and utilizes SmartPLS 4.0 software for data processing. The results indicate that: (1) Celebrity Endorsement has a significant effect on Purchase Intention through the Brand Image of Mother of Pearl lipstick products, (2) E-WOM does not affect Purchase Intention through the Brand Image of Mother of Pearl lipstick products, (3) Celebrity Endorsement has a significant effect on Purchase Intention of Mother of Pearl lipstick products, (4) E-WOM has a significant effect on Purchase Intention of Mother of Pearl lipstick products; and (5) Brand Image has a significant influence on Purchase Intention of Mother of Pearl lipstick products.

Keywords: *Celebrity Endorsement, E-WOM, Brand Image, Purchase Intention, Mother of Pearl*

Analisis Pengaruh Citra Merek Sebagai Variabel Intervening Pada Minat Beli Mother of Pearl

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Abstrak

Meningkatnya populasi wanita di Indonesia berdampak pada permintaan terhadap produk, termasuk pada produk di industri kosmetik. Mother of Pearl merupakan salah satu merek kosmetik lokal yang menjual berbagai macam makeup, salah satunya adalah lipstik. Adapun penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Celebrity Endorsement*, *E-WOM*, dan Citra Merek terhadap Minat Beli lipstik Mother of Pearl. Populasi yang menjadi fokus penelitian ini adalah wanita yang memiliki pengetahuan dan ketertarikan untuk membeli lipstik Mother of Pearl, dengan jumlah sampel sebanyak 105 responden yang berusia 17 tahun ke atas dan beraktivitas di Jabodetabek, dengan menggunakan metode *purposive sampling*. Penelitian ini menggunakan pendekatan kuantitatif dan memanfaatkan *software* SmartPLS 4.0 untuk pengolahan data. Hasil penelitian menunjukkan bahwa: (1) *Celebrity Endorsement* berpengaruh signifikan terhadap Minat Beli melalui Citra Merek produk lipstik Mother of Pearl, (2) *E-WOM* tidak berpengaruh terhadap Minat Beli melalui Citra Merek produk lipstik Mother of Pearl, (3) *Celebrity Endorsement* berpengaruh signifikan terhadap Minat Beli produk lipstik Mother of Pearl, (4) *E-WOM* berpengaruh signifikan terhadap Minat Beli produk lipstik Mother of Pearl; dan (5) Citra Merek berpengaruh signifikan terhadap Minat Beli produk lipstik Mother of Pearl.

Kata Kunci: *Celebrity Endorsement*, *E-WOM*, Citra Merek, Minat Beli, Mother of Pearl