The Influence of Digital Marketing, E-WOM dan Green Marketing on
Purchase Intention of Skincare Products

By Diffa Nadya Djamil

ABSTRAC

Skincare is a product that is used on the outside of the body, with the aim of cleaning, protecting and caring for the skin. The beauty industry, especially skincare, experiences rapid growth every year. With the high level of demand for beauty care products, problems arise regarding interest in purchasing skincare products which experience market fluctuations. This research aims to determine the influence of digital marketing, electronic word of mouth, and green marketing on interest in purchasing skincare products. This research is quantitative research using non-probability sampling techniques and purposive sampling methods with a sample of 120 respondents in the South Jakarta area. Distribution of the survey was carried out via Google form with a Likert scale and data analysis in this research used SmartPLS 4 software. The results of this research show that: (1) digital marketing has a positive and significant effect on purchase interest (2) electronic word of mouth has a positive and significant effect on buying interest (3) green marketing has a positive and significant effect on buying interest.

Keywords: Purchase Intention, Digital Marketing, E-WOM, Green Marketing, Skincare

Pengaruh Digital Marketing, E-WOM, dan Green Marketing Terhadap Minat Beli Produk Skincare

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ABSTRAK

Skincare merupakan suatu produk yang dipakai di bagian luar dari tubuh, dengan mempunyai tujuan untuk membersihkan, melindungi, serta merawat kulit. Industri kecantikan khususnya *skincare* mengalami pertumbuhan yang pesat di setiap tahunnya. Dengan tingginya tingkat permintaan produk perawatan kecantikan, muncul masalah mengenai minat beli produk *skincare* yang mengalami fluktuasi pasar. Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing, electronic word of mouth*, dan *green marketing*, terhadap minat beli produk *skincare*. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik *non-probability sampling* dan metode *purposive sampling* dengan pengambilan sampel sebanyak 120 responden di wilayah Jakarta Selatan. Penyebaran *survei* dilakukan melalui *google form* dengan skla likert serta analisis data dalam penelitian ini menggunakan *software* SmartPLS 4. Hasil dari penelitian ini menunjukan bahwa: (1) *digital marketing* berpengaruh positif dan signifikan terhadap minat beli (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli (3) *green marketing* berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: Minat Beli*, Digital Marketing, E-WOM, Green Marketing*, *Skincare*