

# **Pengaruh *Influencer Marketing*, *Ewom* Dan *Brand Image* Terhadap *Purchase Intention* Produk Skintific**

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## **Abstrak**

Penelitian ini merupakan studi kuantitatif yang bertujuan untuk mengetahui, menganalisis, serta membuktikan pengaruh dari *influencer marketing*, *EWOM* dan *brand image* baik secara langsung maupun tidak langsung terhadap *purchase intention*. Populasi penelitian mencakup pengguna media sosial yang berminat membeli produk Skintific dan beraktivitas di wilayah DKI Jakarta. Sampel berjumlah 100 responden yang dipilih melalui teknik *non-probability sampling* dengan metode *purposive sampling*. Pengumpulan data pada penelitian ini dilakukan dengan menyebarkan kuesioner secara daring menggunakan *Google Form*. Teknik analisis yang digunakan adalah metode analisis *Partial Least Square* (PLS) dengan *software* SmartPLS versi 3.0. Hasil penelitian ini menunjukkan bahwa *influencer marketing* berpengaruh positif dan signifikan terhadap *purchase intention*(1), *EWOM* berpengaruh positif dan signifikan terhadap *purchase intention*(2), dan *brand image* berpengaruh positif dan paling signifikan terhadap *purchase intention*(3).

**Kata kunci** : *brand image* , *EWOM* dan *influencer marketing*.

***The Influence Of Influencer Marketing, EWOM And Brand Image On  
Purchase Intention For Skintific Products***

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**Abstract**

*This research is a quantitative study that aims to determine, analyze, and prove the influence of influencer marketing, EWOM, and brand image, both directly and indirectly, on purchase intention. The research population includes social media users who are interested in purchasing Skintific products and are active in the DKI Jakarta area. The sample consisted of 100 respondents selected through non-probability sampling using the purposive sampling method. Data collection for this study was conducted by distributing an online questionnaire using Google Forms. The analysis technique used was the Partial Least Square (PLS) analysis method with SmartPLS version 3.0 software. The results of this study indicate that influencer marketing has a positive and significant effect on purchase intention (1), EWOM has a positive and significant effect on purchase intention (2), and brand image has a positive and most significant effect on purchase intention (3).*

**Keywords :** *brand image , EWOM and influencer marketing.*