

PENGARUH *WORD OF MOUTH* (WOM) DAN *ELECTRONIC WORD OF MOUTH* (EWOM) DI MEDIA SOSIAL TERHADAP MINAT PEMBELIAN ULANG PURBASARI LIPSTICK *COLOUR MATTE*

ABSTRAKSI

Oleh :

Wenny Anggarda Paramita

Dosen Pembimbing :

Nuri Purwanto, SST.,M.M.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh komunikasi word of mouth dan komunikasi electronic word of mouth terhadap minat pembelian ulang produk purbasari lipstick colour matte. Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan menggunakan metode *Explanatory Research* atau penelitian penjelasan yang menjelaskan pengaruh antar variabel-variabel penelitian melalui pengujian hipotesis. Populasi dalam penelitian ini adalah konsumen wanita yang pernah menggunakan dan mendapatkan informasi mengenai purbasari lipstick colour matte baik melalui teman, media social ataupun keduanya dengan jumlah sample sebanyak 100 responden. Dengan menggunakan skala likert, pengujian dilakukan dengan menggunakan bantuan program SPSS dan menggunakan uji validitas, reliabilitas serta uji regresi linier berganda. Hasil analisis dalam penelitian ini menjelaskan bahwa variabel word of mouth dan electronic word of mouth baik secara parsial maupun simultan secara positif dan signifikan mempengaruhi minat pembelian ulang produk purbasari lipstick colour matte.

Kata Kunci : *Word Of Mouth, Electronic Word Of Mouth* dan minat pembelian ulang.

**INFLUENCE OF WORD OF MOUTH (WOM) AND ELECTRONIC
WORD OF MOUTH (EWOM) IN SOCIAL MEDIA TO INTEREST IN RE-
PURCHASE PURBASARI LIPSTICK *COLOUR MATTE***

By :

Wenny Anggarda Paramita

Advisor :

Nuri Purwanto, SST.,M.M.

This study aims to determine and explain the influence of word of mouth communication and electronic word of mouth against the interest of repeated purchase of purbasari lipstick color matte product. The type of this research is descriptive quantitative research using Explanatory Research method or explanatory research that explains the influence between research variables through hypothesis testing. Population in this research is consumer of who used and get information about purbasari lipstick color matte through friend, social media or both with amount of sample counted 100 responden. By using Likert scale, the test is done by using SPSS program and using validity test, reliability and multiple linear regression test. The results of the analysis in this study explained that the variables of word of mouth and electronic word of mouth either partially or simultaneously positively and significantly affect the interest of repeated purchase of purbasari lipstick color matte product.

Keywords: Word Of Mouth, Electronic Word Of Mouth and repurchase interest.