

Pengaruh elektronik word of mouth terhadap niat beli konsumen pada produk kosmetik = The impact of electronic word of mouth toward customer purchase intention on cosmetic product

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Abstrak

Penelitian ini didesain untuk mengetahui bagaimana pengaruh elektronik word of mouth terhadap minat beli konsumen terhadap produk kosmetik.

Dari hasil analisis di peroleh bahwa kredibilitas isi dari pesan yang disampaikan melalui online review sangat berpengaruh terhadap niat beli konsumen, khususnya dengan konsumen yang memiliki kesamaan dengan orang yang memberikan review akan lebih tinggi menilai kredibilitas isi pesan.

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This research designed to discover how the effects of electronic word of mouth on consumers interest in buying cosmetic product.

From the results of analyzes obtained that the credibility of the content of the messages conveyed through an online review influence on consumer purchase intention, especially with consumers who have in common with the person who gave the review would assess the credibility of the higher content of the message.