

ABSTRACT

The purpose of this study was to determine the impact of Electronic Word of Mouth on Etude House's consumer Purchase Intention. Sampling method in this research is non-probability sampling with purposive sampling technique that is by distributing questionnaires to the respondents who knew Etude House through online information with 100 respondents. The research method used is the quantitative methods with multiple linear regression test and using Likert scale as the scale of measurement.

The results showed that the significant influence of electronic word of mouth on purchase intention. It can be concluded that the electronic word of mouth can affect consumer purchase intention on Etude House. Suggestion for this research is Etude House should provide more information, clearly and interesting about products, pricing, location, and promotions, also provides a place to leave critics or complaint on social media so Etude House can receive feedback to improve a better performance.

Keyword: Electronic Word of Mouth, Purchase Intention, E-WOM Quality, E-WOM Quantity, Sender's Expertise.