

ABSTRACT

YouTube has become one of social media platforms that are using by company to do some promotion about their products. One of those companies is Wardah. The way of marketing that the company does need a help form beauty vlogger seems so can be effective to introduce the product that launched by that company and directly. The new way of marketing that the beauty vloggers do by giving the statement that can have a positive or negative impact about the product or company through the internet. This statement also known by people with electronic word of mouth (e-WOM). This information that the beauty vloggers do will be accepted by viewers so that viewers will have intention and interest to use that product like the beauty vloggers do. This reseacrh has a main goal to find out how influence the electronic of mouth can be towards purchase intention with information acceptance as a mediator to Inonesian teenagers who watching or looking Wardah cosmetics beauty vlogger.

The variable studied is Electronic Word of Mouth (X) is any positive and negative statements made by potential customers, actual customers, and former customers about the product or company over the internet. The e-WOM indicator in this research is 20 indicators. The second variable of Information Acceptance (Y) is that most people who receive messages that receive messages delivered via e-WOM mainly from sources with credibility intend to use the information obtained in their termination process needs. Information Acceptance indicator in this research is 2 indicator. The last variable Purchase Intention (Z) is the interpersonal influence through branding cues will form the intention of purchasing consumers online. Purchase Intention indicator in this research is 3 indicator.

This research used quantitative descriptive as the method, and where the entire document was got towards questionnaire. Technique that used in this research to find out the sample was purposive sampling. The entire Questionnaire was shared to 400 respondents that are teenagers in Indonesia among 10-24 years old who watched or saw Wardah cosmetic's beauty vlogger. Data analysis technique in this research used path analysis.

Based on the result of test hypothesis this research can be found that: 1) e-WOM has a direct influence towards information acceptance and purchase intention, 2) information acceptance has a direct influence towards purchase intention, 3) e-WOM has an indirect influence towards purchase intention with the information acceptance as mediator. In this research can be found that the indirectct influence between e wom towards purchase intention with information acceptance as a mediator has a huge influence if compared with a direct influence e wom towards purchase intention and the direct influence of information acceptance towards purchase intention. This is also to show off that e wom has an important role to viewers to looking information statement that can be encouraged with purchase intention in wardah cosmetic's products, towards information acceptance.

Keywords : E-WOM, Information Acceptance, Purchase Intention