

ABSTRACT

Currently, internet have become a part of daily life. Social media users are increasing, they even dominating internet users in Indonesia. In this era, consumers use content that has been created by content creator on their social media to be used as a recommendations before they buy some product. This research based on problems that related to Electronic Word of Mouth and Source Characteristic to Purchase Intention mediated by Brand Image on MakeOver consumer in West Java.

The method used in this research is quantitative with descriptive and causal research types. The population used in this research are people who live in West Java who has used or currently using MakeOver products with a total sample size of 385 respondents who has been wacth make up review and knowing beauty influencers. The sampling used in this research is the nonprobability sampling method. The data analysis technique used SEM method with SmartPLS as the helper.

The results of the descriptive analysis shows that Electronic Word of Mouth, Source Characteristic, Brand Image and Purchase Intention are in a super good category. From the effect of the hypothesis for all of the variables are accepted with score >1.96 .. Brand Image has a positive and significant against Purchase Intention with score 7.738. Electronic Word of Mouth has a positive and significant againts Brand Image with score 7.335. Source Characteristic has a positive and significant againts Brand Image with score 5.034. Electronic Word of Mouth has a positive and significant againts Purchase Intention with score 3.018. Source Characteristic has a positive against Purchase Intention with score 6.888. Electronic Word of Mouth have significant and positive against to Purchase Intention by means of Brand Image with score 5.187. Source Characteristic have significant and positive against to Purchase Intention by means of Brand Image with score 3.855.

Keywords : *Electronic Word of Mouth, Source Characteristic, Brand Image & Purchase Intention.*