

ABSTRACT

Beauty trends and Indonesian women seem inseparable so that the cosmetic industry can develop well in the future. This situation encourages various companies engaged in beauty and body care to create and innovate quality products that consumers are looking for to win the market, one of which is "Wardah". Based on the Zap Beauty Index 2020 survey, 77.2% of Indonesian women tend to use Instagram to look for references to care and beauty products. In Instagram social media, Instagram users provide reviews and comments regarding Wardah Colorfit Velvet Matte Lip Mousse which is a form of Electronic Word of Mouth. In addition, Wardah uses Brand Ambassadors as a form of communication to represent their products in advertising.

This study aims to analyze the influence of Brand Ambassador and three dimensions of Electronic Word of Mouth, which are Electronic Word of Mouth Quality, Electronic Word of Mouth Quantity, and Sender's Expertise on the Purchase Intention of Wardah Colorfit Velvet Matte Lip Mousse.

The type of research used is descriptive with quantitative research methods with data collection techniques by collecting online questionnaires distributed through Google Form. Filling out the questionnaire in this study used a Likert scale as a rating scale. This study has a total sample of 400 respondents, and the sampling technique used is non probability sampling with a purposive sampling method. This research uses Structural Equation Modeling Partial Least Square (SEM-PLS) analysis technique.

Based on the study results, it can be concluded that Brand Ambassador, Electronic Word of Mouth Quality, Electronic Word of Mouth Quantity, and Sender's Expertise have a positive and significant influence towards Purchase Intention. So it can be concluded that Brand Ambassador Zaskia Sungkar, Electronic Word of Mouth Quality, Electronic Word of Mouth Quantity, and Sender's Expertise on Instagram can be a strong source in influencing a consumer's Purchase Intention.

For further researchers, it is recommended to expand and add other variables, change the object of research, and learn more about Electronic Word of Mouth on other social media such as TikTok, Facebook, YouTube, Twitter, and other business sectors or even conduct comparative research between several social media platforms. It is suggested that different results can be obtained to determine the effect on Purchase Intention.

Keywords: Brand Ambassador, Electronic Word of Mouth, Purchase Intention