

ABSTRACT

The cosmetic industry continues to show its existence in the midst of the Covid-19 pandemic. In fact, the growth of the cosmetic industry shows an increasing trend and is able to adapt quickly to take advantage of the development of social media use. The object of this research is Azarine Cosmetic which is a local Indonesian brand where the product is currently viral in Indonesia. This study was conducted to determine the effect of Electronic Word of Mouth on Purchase Intention on Azarine Cosmetic. Even though the Azarine Cosmetic brand is viral on various social media, it is possible that Azarine Cosmetic will continue to be able to compete with other competitors.

In this research, the writer uses a quantitative method with descriptive research type. The population in this study is addressed to people who know the information and reviews, as well as users of products from Azarine Cosmetic. The sampling technique used in this research is non-probability sampling with purposive sampling. Questionnaires were distributed to 100 respondents. The data analysis technique used in this research is simple linear regression analysis.

Based on the results of the study, respondents' responses to the electronic word of mouth variable were in very good criteria with a total value of 2611 or 87.03%. For respondents' responses to the Purchase Intention variable, they are in good criteria with a total value of 1501 or 75.05%. The study also shows that the independent variable (Electronic Word of Mouth) has a t count greater than the t table value, where the t count is 7.451 and the t table is 3.812. and a significance level of $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted. So it can be concluded that there is a significant positive effect of the Electronic Word of Mouth (X) variable on Purchase Intention (Y) on Azarine Cosmetic. Based on the results of the calculation of the formula, the coefficient of determination is 36.6% or 0.366. This figure shows that electronic word of mouth has an effect of 36.6% on purchase intention. While the remaining 63.4% is influenced by other variables that are not in this study.

Keywords: *electronic word of mouth, purchase intention, Azarine Cosmetic*