

ABSTRACT

Penta Natural Cosmetics (NPURE) has won numerous awards for its growth and innovation, and is recognized as one of the best cosmetic brands in Indonesia. The company focuses on natural skincare products from local farmers, including popular products such as NPURE Marigold, NPURE Noni Probiotic, and NPURE Centella Asiatica. The beauty industry is booming, driven by the importance of self-care, healthy lifestyle trends, and increasing awareness of innovative and sustainable products.

e-WOM has a greater impact than other marketing and advertising strategies, companies should optimize the comment feature by providing relevant information rather than filtering it. This is because the credibility of e-WOM comes from product reviews and comments by consumers and is considered a trusted source of information that influences purchase intentions. This shows that e-WOM has a positive and significant influence on purchase intentions.

Quantitative research methods are an effective approach to obtain valuable information about a population and support decision making. This research involves collecting quantitative data in the form of numbers from the population being studied and applying statistical analysis techniques called quantitative data analysis. This technique allows researchers to identify patterns, relationships, and correlations in the data, providing a deeper understanding of the population being analyzed.

The survey results (e-WOM) have a positive and significant effect on purchase intention (T -statistic = 7,000), and e-WOM also has a significant effect on attitude (T -statistic = 17.), attitude has a positive and significant effect on purchase intention (T -statistic = 8,000), and e-WOM has a significant effect on purchase intention through attitude communication (T -statistic = 6.

This study proves that the way e-wom influences purchase intention mediated by attitude significantly influences e-wom on purchase intention. These results strengthen previous research which shows that everything is closely related to increasing purchase intention.

Keywords: Electronic Word Of Mouth (e-WOM), Purchase Intention, Attitude