

ABSTRAK

The development of information technology and the internet has changed the way of communicating and sharing information between individuals. One of the phenomena that emerged as a result of this development is Electronic Word of Mouth (E-WOM) which refers to information and recommendations about products or services communicated through digital platforms such as social media and e-commerce. Maybelline is one of the most favored or popular cosmetic brands so that it ranks first as the top sales in Indonesia.

This study aims to determine the effect of e-WOM implemented by Maybelline on social media on consumer purchase intention. This is motivated by the phenomenon and supporting facts that Maybelline is ranked first as a cosmetic sales in Indonesia but the percentage of sales has decreased every year. In addition, this study aims to determine the relationship and influence of each variable such as information quality, information quantity, information credibility, information usefulness, adoption information, and purchase intention.

This research uses a quantitative approach. The sample used was probability sampling with a purposive sampling technique of 459 respondents with the qualifications of social media user respondents and knowing the Maybelline brand, data collection in this study using a questionnaire method processed using Structural Equation Modeling (SEM) analysis with the SmartPLS application.

The results obtained are that information quality, information quantity and information credibility have a positive and significant effect on information usefulness. information quality, information quantity, and information credibility, information usefulness has a positive and significant effect on information adoption. Information adoption has a positive and significant effect on purchase intention. This model is able to predict consumer purchase intention on Maybelline products by 78.2%. This study suggests continuing to add variables of information quality, information quantity, and information credibility in predicting information adoption. In addition, future researchers can use the same model with more specialized social media platforms.

Keywords: Electronic Word of Mouth, Social Media, Purchase Intention