

PENGARUH E-WOM, TRUST DAN BRAND IMAGE TERHADAP PURCHASE INTENTION (KASUS: PRODUK KOSMETIK WARDAH DI JAKARTA BARAT)

Oleh : Priscilla Loekman

As in the science and technology, the need for human life growing. Not only the need for clothing, food, residence, education and health just. The need to beautify self now a top priority in supporting the daily appearance. One way to changes his appearance or beautify self with use cosmetics. The study is done in west Jakarta from the consumer who had never used other cosmetic products this. Data systems analytic use smartpal (partial least square). This research gather 150 data consumers, involved in this research as samples have been purchase products those cosmetics. Sampling system used known with the methods non probability of sampling. In conclusion prove that the higher consumer confidence in find the information products through online media so the purchase of products to high.

Keywords: E-Wom, Trust, Brand Image, Purchase Intention, Cosmetics