

ABSTRAK

Skripsi dengan judul "Pengaruh Daya Tarik Iklan, Harga, dan *Electronic Word of Mouth (e-WOM)* Terhadap Minat Pembelian Produk MS Glow (Studi Kasus Terhadap Masyarakat Di Kabupaten Tulungagung)" ini ditulis oleh Bely Dwi Mutiyawati, NIM 12402183300, pembimbing Dr. Ali Mauludi AC, M.A.

Penelitian ini dilatarbelakangi oleh perkembangan bisnis skincare di Indonesia saat ini berkembang dengan sangat pesat. Indonesia telah dianggap akan menjadi penyumbang terbesar kedua untuk pertumbuhan perawatan kulit di dunia. Sebagian masyarakat menganggap perawatan kulit wajah menjadi kebutuhan yang sangat penting, khususnya bagi wanita. Terdapat banyak hal yang dapat mempengaruhi minat konsumen untuk membeli produk skincare. Minat pembelian merupakan bagian dari komponen perilaku konsumen dalam sikap mengkonsumsi, kecenderungan responden untuk bertindak sebelum keputusan membeli benar-benar dilakukan. Agar minat pembelian produk skincare dapat meningkat maka perusahaan perlu untuk memperhatikan daya Tarik iklan, harga, serta *Electronic Word of Mouth (e-WOM)*.

Metode yang digunakan dalam penelitian ini menggunakan jenis pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini adalah konsumen/pengguna produk MS GLOW di Kabupaten Tulungagung. Sampling yang digunakan penelitian ini menggunakan teknik *probability sampling* yaitu *simple random sampling*. Namun dengan banyaknya konsumen produk yang berada di Kabupaten Tulungagung, maka peneliti memiliki pertimbangan lanjutan yaitu penelitian dilakukan pada konsumen pengguna produk MS Glow di Kabupaten Tulungagung yaitu sejumlah 100 konsumen.

Hasil penelitian ini menunjukkan bahwa: (1) Daya Tarik Iklan berpengaruh positif tidak signifikan terhadap minat pembelian; (2) Harga berpengaruh positif tidak signifikan terhadap minat pembelian; (3) *Electronic Word of Mouth (e-WOM)* berpengaruh positif dan signifikan terhadap minat pembelian; (4) Daya Tarik Iklan, Harga, dan *Electronic Word of Mouth (e-WOM)* secara bersama-sama berpengaruh terhadap minat pembelian.

Kata Kunci: Daya Tarik iklan, Harga, *Electronic Word of Mouth (e-WOM)*, Minat pembelian.

ABSTRACT

Thesis with the title "The Effect of Advertising Attractiveness, Price, and Electronic Word of Mouth (e-WOM) on Interest in Purchasing MS Glow Products (Case Studies of Communities in Tulungagung Regency)" was written by Bely Dwi Mutiyawati, NIM 12402183300, supervisor Dr. Ali Mauludi AC, M.A.

This research is motivated by the development of the skincare business in Indonesia which is currently growing very rapidly. Indonesia is considered to be the second largest contributor to the growth of skin care in the world. Some people consider facial skin care to be a very important need, especially for women. There are many things that can influence consumer interest in buying skincare products. Purchase intention is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually made. So that interest in purchasing skincare products can increase, companies need to pay attention to attractiveness of advertisements, prices, and Electronic Word of Mouth (e-WOM).

The method used in this study uses a quantitative approach to associative research. The population in this study were consumers/users of MS GLOW products in Tulungagung Regency. The sampling used in this study using a probability sampling technique, namely simple random sampling. However, with the large number of product consumers in Tulungagung Regency, the researchers have further considerations, namely the research was conducted on consumers who use MS Glow products in Tulungagung Regency, namely a number of 100 consumers.

The results of this study indicate that: (1) advertising attractiveness has no significant positive effect on purchase intention; (2) price has no significant positive effect on purchase intention; (3) Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchase intention; (4) advertising attractiveness, price, and Electronic Word of Mouth (E-WOM) together have an effect on purchase intention.

Keywords: Advertising attractiveness, Price, Electronic Word of Mouth (e-WOM), Purchase intent