

ABSTRAK

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ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH*, *CREDIBILITY CELEBRITY ENDORSER*, DAN *VISIBILITY CELEBRITY ENDORSER* DEWI SANDRA TERHADAP *BRAND IMAGE* WARDAH *COSMETICS* SERTA TINJAUANNYA DARI SUDUT PANDANG ISLAM (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas YARSI)

87 + xv halaman, 18 tabel, 3 gambar dan 8 lampiran

Uraian Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *electronic word of mouth*, *credibility celebrity endorser*, dan *visibility celebrity endorser* terhadap *brand image*. Jumlah responden yang digunakan sebagai sampel adalah 50 responden dan alat analisis yang digunakan adalah Regresi Linear Berganda termasuk tes untuk (validitas dan uji reliabilitas). Regresi Linier Pengujian Test, Hipotesis (uji T dan F) dan uji Koefisien Determinasi. Berdasarkan analisis data statistik, indikator dalam penelitian ini adalah valid dan reliabel. Pengujian hipotesis menggunakan uji t *electronic word of mouth* sebesar 2.239, *credibility celebrity endorser* sebesar 2.311 dan *visibility celebrity endorser* sebesar -0,200. Bisa disimpulkan bahwa *electronic word of mouth*, *credibility celebrity endorser* berpengaruh terhadap *brand image*. Dari hasil uji F keseluruhan variabel bebas dapat mempengaruhi variabel terikat. Angka adjusted R square sebesar 0,282 atau setara dengan 28.2 persen, dapat dijelaskan bahwa *brand image* dipengaruhi oleh variabel bebas. Dari sudut pandang Islam, Wardah *Cosmetics* sudah menggunakan metode pemasaran yang tepat karena menggunakan *celebrity endorser* yang jujur, dan dapat dipercaya melalui *electronic word of mouth* sehingga menumbuhkan *brand image* pada konsumen.

Kata kunci : *electronic word of mouth*, *credibility celebrity endorser*, dan *visibility celebrity endorser*, *brand image*

ABSTRACT

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ANALYSIS OF THE EFFECT OF ELECTRONIC WORD OF MOUTH, CREDIBILITY CELEBRITY ENDORSER, AND VISIBILITY CELEBRITY ENDORSER OF DEWI SANDRA GOVERNMENT ON COSMETICS BRAND IMAGE AND OVERVIEW FROM ISLAMIC ANGLE (Case Study of YARSI University Faculty of Economics and Business Students)

87 + xv pages, 18 tables, 3 pictures and 8 attachments

Abstract Description

The purpose of this study was to determine the effect of electronic word of mouth, celebrity endorser credibility, and visibility celebrity endorser on brand image. The number of respondents used as samples is 50 respondents and the analysis tool used is Multiple Linear Regression including tests for (validity and reliability test). Linear Regression Test Test, Hypothesis (T and F test) and Determination Coefficient test. Based on the analysis of statistical data, the indicators in this study are valid and reliable. Hypothesis testing uses an electronic word of mouth t test of 2.239, the credibility of the celebrity endorser is 2.311 and the visibility of the celebrity endorser is -0.200. It can be concluded that electronic word of mouth, credibility of celebrity endorser influences brand image. From the results of the f test, all independent variables can affect the dependent variable. Adjusted R square number of 0.282 or equivalent to 28.2 percent, can be explained that the image is influenced by independent variables, while the remaining 71.8 percent is influenced by other factors. From an Islamic point of view, Wardah Cosmetics has used the right marketing method because it uses honest celebrity endorsers, and can be trusted through electronic word of mouth so that it grows the brand image of consumers.

Keywords: electronic word of mouth, credibility of celebrity endorser, and visibility celebrity endorser, brand image