

ABSTRAK

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Pengaruh *Electronic Word of Mouth* (E-WOM) dan Inovasi Produk Terhadap Keputusan Pembelian dengan Citra Merek Sebagai Variabel Intervening Serta Tinjauannya dari Sudut Pandang Islam (Studi Empirik pada Pengguna *Moisturizer Skintific*) di DKI Jakarta

141 halaman + xix halaman + 26 tabel + 8 gambar + 6 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* (E-WOM) terhadap keputusan pembelian dengan citra merek sebagai variabel intervening pada pengguna *moisturizer Skintific* di DKI Jakarta serta tinjauannya dari sudut pandang islam. Sampel dalam penelitian ini adalah pengguna *moisturizer Skintific* di DKI Jakarta yang berjumlah 150 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data menggunakan metode *survey* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu metode SPSS dan *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (E-WOM) berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Inovasi Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian. *Electronic Word of Mouth* (E-WOM) berpengaruh positif dan signifikan terhadap Citra Merek. Inovasi Produk berpengaruh positif dan signifikan terhadap Citra Merek. Citra Merek dapat memediasi pengaruh *Electronic Word of Mouth* (E-WOM) terhadap Keputusan

Pembelian. Citra Merek dapat memediasi pengaruh Inovasi Produk terhadap Keputusan Pembelian. *Electronic Word of Mouth* (E-WOM) pada *moisturizer* Skintific sudah memenuhi prinsip – prinsip syariat Islam, *Electronic Word of Mouth* (E-WOM) dan inovasi produk telah disampaikan dengan jujur, amanah, dan tidak menyesatkan serta menggunakan bahan – bahan kandungan aktif yang halal untuk digunakan konsumen Muslim.

Kata Kunci: *Electronic Word of Mouth*, Inovasi Produk, Citra Merek, Keputusan Pembelian

ABSTRACT

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The Influence of Electronic Word of Mouth (E-WOM) and Product Innovation on Purchase Decisions with Brand Image as an Intervening Variable and Its Review from an Islamic Perspective (Empirical Study on Skintific Moisturizer Users in DKI Jakarta)

141 pages + xix pages + 26 tables + 8 images + 6 appendices

Abstract Description

This research aims to determine the impact of Electronic Word of Mouth (E-WOM) on purchasing decisions with brand image as an intervening variable for Skintific moisturizer users in DKI Jakarta, as well as its review from an Islamic perspective. The sample in this study consists of 150 respondents who are users of Skintific moisturizer in DKI Jakarta. The sampling technique used is purposive sampling. Data collection was performed using a survey method with a questionnaire instrument. The data analysis methods used are SPSS and Partial Least Square Structural Equation Modeling (PLS-SEM). The results of the study show that Electronic Word of Mouth (E-WOM) has a positive and significant effect on Purchasing Decisions. Product Innovation has a positive and significant effect on Purchasing Decisions. Electronic Word of Mouth (E-WOM) has a positive and significant effect on Brand Image. Product Innovation has a positive and significant effect on Brand Image. Brand image mediates the effect of Electronic Word of Mouth (E-WOM) on Purchase Decisions. Brand image mediates the effect of Product Innovation on Purchase Decisions. From an Islamic

perspective, Electronic Word of Mouth (E-WOM) on Skintific moisturizer has met the principles of Islamic law. Electronic Word of Mouth (E-WOM) and product innovations have been communicated honestly, with trustworthiness, and without misleading, using active ingredients that are halal for Muslim consumers.

Keywords: Electronic Word of Mouth, Product Innovation, Brand Image, Purchase Decision.