

## ABSTRAK

William Sugiarto Prasetyo (01011200088)

### **ANALISIS PERAN REVIEW HELPFULNESS, CUSTOMERS' TRUST IN EWOM, DAN BRAND ATTITUDE SEBAGAI VARIABEL MEDIASI ANTARA POSITIVE EWOM DAN PURCHASE INTENTION DALAM PENGALAMAN DARING SHOPPING PRODUK KOSMETIK MELALUI SOCIOLLA**

(XVII + 149 halaman; 12 gambar + 29 tabel + 20 lampiran)

Penelitian ini mencakup beberapa aspek penting. Pertama, meskipun telah ada sejumlah penelitian yang mengkaji pengaruh Electronic Word of Mouth (EWOM) terhadap niat pembelian dalam konteks belanja daring, masih ada kekurangan dalam pemahaman yang lebih mendalam tentang mekanisme internal yang menghubungkan EWOM dengan niat pembelian, khususnya dalam konteks produk kosmetik melalui platform seperti Sociolla. Pendekatan penelitian yang peneliti gunakan di dalam penelitian ini adalah pendekatan kuantitatif, dengan menggunakan PLS SEM sebagai alat analisisnya. Hasil penelitian terhadap 210 responden menunjukkan bahwa semua hubungan antar variabel yang diteliti dalam penelitian ini adalah positif dan signifikan, kecuali hubungan antara Customers' Trust in EWOM dan Purchase Intention yang meskipun positif, tidak sekuat hubungan lainnya. Dalam konteks analisis ini, hubungan positif tersebut menunjukkan bahwa meningkatnya nilai variabel independen (Positive EWOM, Review Helpfulness, Customers' Trust in EWOM) berkontribusi pada peningkatan variabel dependen (Brand Attitude, Purchase Intention) dalam pengalaman daring shopping produk kosmetik.

**Kata Kunci:** Review Helpfulness, Customers Trust on EWOM, Brand Attitude, Positive EWOM, Purchase Intention

**Referensi:** 30 (1994-2023)

## ABSTRACT

William Sugiarto Prasetyo (01011200088)

***Analysis of the Role of Review Helpfulness, Customers' Trust on EWOM, and Brand Attitude as Mediating Variables between Positive EWOM and Purchase Intention in the Daring Shopping Experience for Cosmetic Products Through Sociolla***

*(XVII + 149 pages; 12 images + 29 tables + 20 appendices)*

*This study encompasses several crucial aspects. First, despite numerous studies examining the influence of Electronic Word of Mouth (EWOM) on Purchase Intention in the context of daring shopping, there is still a lack of a deeper understanding of the internal mechanisms connecting EWOM to Purchase Intention, especially in the context of cosmetic products through platforms such as Sociolla. The research approach employed in this study is quantitative, utilizing PLS SEM as the analytical tool. The results of the study involving 210 respondents indicate that all relationships among the variables examined in this research are positive and significant, except for the relationship between Customers' Trust in EWOM and Purchase Intention, which, although positive, is not as strong as the other relationships. In the context of this analysis, these positive relationships suggest that an increase in the values of independent variables (Positive EWOM, Review Helpfulness, Customers' Trust in EWOM) contributes to the enhancement of dependent variables (Brand Attitude, Purchase Intention) in the daring shopping experience for cosmetic products.*

***Keywords:*** Review Helpfulness, Customers Trust on EWOM, Brand Attitude, Positive EWOM, Purchase Intention

***Reference:*** 30 (1994-2023)