

ABSTRAK

PENGARUH *WORD OF MOUTH*, KUALITAS PRODUK DAN HARGA TERHADAP MINAT BELI PADA WARDAH KOSMETIK DI BANDARLAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh *Word of Mouth*, Kualitas Produk dan harga terhadap minat beli produk pada Wardah kosmetik di Bandar Lampung. Latar belakang penelitian ini berasal dari kekuatan Wardah kosmetik diakui sebagai salah satu Top Brand dan wardah sebagai penyedia kosmetik halal pertama di Indonesia. Populasi dalam penelitian ini adalah masyarakat pengguna Wardah kosmetik di Bandar Lampung, dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sampel *nonprobability sampling*. Hasil penelitian menunjukkan bahwa variabel *Word of mouth*, kualitas produk dan harga secara parsial berpengaruh positif dan signifikan terhadap minat beli produk Wardah kosmetik. Hasil penelitian juga menunjukkan bahwa *Word of mouth*, kualitas produk dan harga secara simultan berpengaruh signifikan terhadap minat beli produk Wardah kosmetik di Bandar Lampung. Sedangkan berdasarkan pada koefisien determinasi (R^2) sebesar 78.8% menunjukkan bahwa kemampuan *word of mouth*, kualitas produk dan harga dalam menjelaskan perubahan dalam minat beli dan dapat dikategorikan kuat. Hal ini menunjukkan bahwa sebesar 21.2% minat beli di pengaruhi oleh variabel lain.

Kata Kunci: Minat Beli, *Word Of Mouth*, kualitas produk, Harga, Wardah kosmetik

ABSTRACT

THE INFLUENCE OF WORD OF MOUTH, PRODUCT QUALITY AND PRICE ON BUYING INTEREST IN WARDAH COSMETICS IN BANDAR LAMPUNG

By

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This study aims to determine the effect of Word of Mouth, Product Quality and price on product purchase intention at Wardah komestik in Bandar Lampung. The background of this study comes from the strength of Wardah komestik recognized as one of the Top Brands and Wardah as the first halal cosmetics provider in Indonesia. The population in this study were Wardah komestik users in Bandar Lampung, and the sample took the whole population using nonprobability sampling method. The results showed that the variables Word of mouth, product quality and price partially had a positive and significant effect on buying interest in Wardah cosmetic products. The results also show that Word of mouth, product quality and price simultaneously have a significant effect on buying interest in Wardah cosmetic products in Bandar Lampung. Meanwhile, based on the coefficient of determination (R^2) of 78.8%, it shows that the ability of word of mouth, product quality and price to explain changes in buying interest and can be categorized as strong. This shows that 21.2% of buying interest is influenced by other variables.

Keywords: Purchase Intention, Word Of Mouth, product quality, Price, Wardah cosmetics