

## ABSTRAK

### **PENGARUH CITRA MEREK DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI ULANG PADA PRODUK KOSMETIK MADAME GIE**

Oleh

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Penelitian bertujuan untuk mengetahui pengaruh Pengaruh Citra Merek dan *Electronic Word Of Mouth* Terhadap Minat Beli Ulang Produk Kosmetik Madame Gie. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian pada produk kosmetik Madame Gie di Bandar Lampung dengan jumlah sampel 100 responden. Metode Penelitian ini menggunakan analisis linier berganda, dengan pengujian hipotesis yaitu uji t dan uji F dan pemilihan sampel secara *non probability sampling*, yakni *purposive sampling*. Alat analisis menggunakan Program SPSS versi 20. Berdasarkan hasil uji yang dilakukan, dapat disimpulkan bahwa Citra Merek dan *Electronic Word Of Mouth* secara parsial dan simultan berpengaruh terhadap Terhadap Minat Beli Ulang Produk Kosmetik Madame Gie. Keterbatasan penelitian ini hanya dilakukan pada konsumen Madam Gie di Bandar Lampung saja.

**Kata Kunci :** Citra Merek, *Electronic Word Of Mouth* dan Minat Beli Ulang

## ABSTRACT

The purpose of this research was to find the effect of Brand Image and Electronic Word of Mouth on Repurchase Intention Madame Gie Cosmetic Products. The population in this study were consumers who had purchased Madame Gie cosmetic products in Bandar Lampung with a sample size of 100 respondents. This research method used multiple linear analysis, with hypothesis testing, namely the t test and F test and sample selection using non-probability sampling, namely purposive sampling. The analysis tool used the SPSS program version 20. Based on the result of the tests carried out, it was concluded that Brand Image and Electronic Word of Mouth partially and simultaneously affected the interest in repurchasing Madame Gie Cosmetic Products. The limitation of this research was that it was only conducted on Madam Gie consumers in Bandar Lampung.

**Keywords:** Brand Image, Electronic Word of Mouth, Repurchase Intention.

