

ABSTRAK

Pengaruh *Electronic Word of Mouth* (E-WOM) dan *Influencer* Terhadap Minat

Beli *Face Wash* Kahf di Kota Kediri

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Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (e-wom) dan *influencer* terhadap minat beli produk *Face Wash* Kahf di Kota Kediri. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel menggunakan *non-probability sampling* melalui *purposive sampling* dengan kriteria responden laki-laki berusia 17–35 tahun yang berdomisili di Kota Kediri serta mengetahui atau memiliki ketertarikan terhadap produk *Face Wash* Kahf. Jumlah sampel yang digunakan sebanyak 100 responden. Data dianalisis menggunakan metode *Partial Least Square–Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (e-wom) berpengaruh positif dan signifikan terhadap minat beli dengan nilai *original sample* sebesar 0,176, *T-statistics* sebesar 2,176, dan *P-value* sebesar 0,030. Selain itu, *influencer* juga berpengaruh positif dan signifikan terhadap minat beli dengan nilai *original sample* sebesar 0,657, *T-statistics* sebesar 9,241, dan *P-value* sebesar 0,000. Temuan tersebut menunjukkan bahwa pengaruh *influencer* terhadap minat beli lebih kuat dibandingkan *Electronic Word of Mouth* (e-wom). Kesimpulan penelitian ini adalah *Electronic Word of Mouth* (e-wom) dan *influencer* terbukti mampu meningkatkan minat beli konsumen terhadap produk *Face Wash* Kahf di Kota Kediri, dengan *influencer* menjadi faktor yang memberikan pengaruh paling dominan. Hasil penelitian ini diharapkan dapat menjadi pertimbangan bagi perusahaan dalam menyusun strategi pemasaran digital yang lebih efektif.

Kata kunci: *electronic word of mouth*, *influencer*, minat beli,

ABSTRACT

The Influence of Electronic Word of Mouth (e-wom) and Influencers on Purchase Intention for Kahf Face Wash in Kediri City

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This study aims to analyze the influence of Electronic Word of Mouth (e-wom) and influencers on purchasing interest in Kahf Face Wash products in Kediri City. The study used a quantitative approach with a survey method. The sampling technique used non-probability sampling through purposive sampling with the criteria of male respondents aged 17–35 years who live in Kediri City and know or have an interest in Kahf Face Wash products. The number of samples used was 100 respondents. Data were analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The results showed that Electronic Word of Mouth (e-wom) had a positive and significant effect on purchasing interest with an original sample value of 0.176, a T-statistic of 2.176, and a P-value of 0.030. In addition, influencers also have a positive and significant effect on purchase intention with an original sample value of 0.657, a T-statistic of 9.241, and a P-value of 0.000. These findings indicate that the influence of influencers on purchase intention is stronger than Electronic Word of Mouth (e-wom). The conclusion of this study is that Electronic Word of Mouth (e-wom) and influencers are proven to be able to increase consumer purchase intention for Kahf Face Wash products in Kediri City, with influencers being the factor that provides the most dominant influence. The results of this study are expected to be a consideration for companies in developing more effective digital marketing strategies.

Keywords: *electronic word of mouth, influencers, purchase intention*