

THESIS

**THE ROLE OF BRAND IMAGE MEDIATE THE INFLUENCE OF
INFLUENCER ENDORSEMENT, ELECTRONIC WORD OF
MOUTH, AND PRODUCT QUALITY ON PURCHASE DECISION OF
SKINTIFIC PRODUCT
(Case Study on Skintifie Consumer in East Surabaya)**



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**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF AUGUST 17, 1945 SURABAYA**

2024

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THESIS

**Submitted to Fulfill Terms of Use
Get a Bachelor's Degree in Economics
Management Study Program
Faculty of Economics and Business**

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2024**

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MEDIATE THE INFLUENCE OF
INFLUENCER ENDORSEMENT,
ELECTRONIC WORD OF MOUTH, AND
PRODUCT QUALITY ON PURCHASE
DECISION OF SKINTIFIC PRODUCT
(Case Study on Skintific Consumer in East
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Surabaya, 19 December 2023

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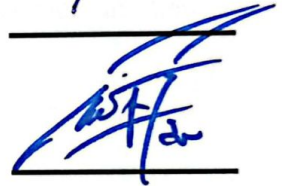
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PREFACE

Praise for God Almighty who has bestowed His grace and guidance so that I am given the opportunity to complete writing a thesis with the title "The Role of Brand Image Mediates the Influence of Influencer Endorsement, Electronic Word of Mouth, and Product Quality on Skintific Product Purchasing Decisions (Case Study on Skintific Consumers in East Surabaya)". I would like to thank all those involved in the preparation of my thesis to fulfill my Bachelor of Management degree. I would like to express my gratitude to:

1. Dr. Achmad Yanu Alif Fianto, S.T., MBA as my supervisor during the thesis work who has provided a lot of direction and knowledge so that my thesis writing can run smoothly. I am very grateful for the time given to guide me in conducting research.
2. Dr. Ulfi Pristiana, M.Si as the head of the Management study program who has provided opportunities and knowledge for me to write this thesis
3. Dr. Gustaf Naufan Febrianto, A.Md., SE, MM as the head of the Management study program lab who has provided opportunities for me and listened to my complaints during the process of preparing this thesis
4. Prof. Dr. H. Slamet Riyadi, M.Si., AK, CA as the Dean of the Faculty of Economics and Business who has provided an opportunity for me to do my thesis
5. Prof. Dr. Mulyanto Nugroho, MM, CMA, CPAI as the Chancellor of the University of 17 August 1945 Surabaya who took part in providing opportunities for me to study and compile my thesis
6. Mama and papa who are always there and support me in my studies by providing support and prayers so that I can complete my thesis on time
7. All Staff and Administrative Employees of the Faculty of Economics and Business who have helped me in providing direction and guidance so that my thesis can run well until the final trial takes place
8. Clara, Onel, Revina, Dwi, Nabila, and Firda who accompanied me from the first semester until I could finish my thesis on time, who have listened to all my complaints, encouraged me and helped me in any way
9. Friends of the HIMAJEMEN organization, ELCC, international classmates (Astri, Devia, Tarissa and Rochmah) and fellow students who I cannot mention one by one who took part in helping me work on my thesis
10. Jonathan Steven Valentino who accompanied me and always gave me support and encouraged me when I felt tired and scared when working on the thesis from the beginning to the completion of the trial
11. Myself who has struggled from the beginning until the end of this thesis has been completed, although there are many obstacles but it does not make me stop working on the thesis

With all my shortcomings and advantages in compiling my thesis, I realize that there are still many shortcomings in compiling my thesis, I openly accept criticism and suggestions for the good of writing my thesis. Finally, I hope that my thesis can help some parties in insight or knowledge. Thank you.

Surabaya, 20 December 2023



Sinta Dewi Anggraini

ABSTRACT

THE ROLE OF BRAND IMAGE MEDIATE THE INFLUENCE OF INFLUENCER ENDORSEMENT, ELECTRONIC WORD OF MOUTH, AND PRODUCT QUALITY ON PURCHASE DECISION OF SKINTIFIC PRODUCT

(Case Study on Skintific Consumer in East Surabaya)

This research examines the relationship between brand image mediating the influence of influencer endorsement, electronic word of mouth, and product quality on purchasing decisions for Skintific products (case study of Skintific consumers in East Surabaya).

Data collection was carried out using a questionnaire method which contained a list of questions regarding each variable studied. Respondents in this research were consumers of Skintific products who had purchased Skintific products who were domiciled in East Surabaya. The sample used in this research was 100 respondents. Data analysis in this research used the SmartPLS 3.0 program. Hypothesis testing using PLS is tested in two stages, namely the outer model and the inner model.

Keywords: Influencer Endorsement, Electronic Word of Mouth, Product Quality, Purchase Decision

SUMMARY

The relationship between influencer endorsement, electronic word of mouth (eWOM), product quality and purchase decisions are intertwined and play a crucial role in modern marketing dynamics. Through influencer endorsement strategies, brands can utilize the influence of famous or influential personalities to increase consumer awareness and interest in products. Meanwhile, electronic word of mouth (eWOM) provides a further dimension by harnessing the power of recommendations and positive reviews spread through digital platforms. Product quality is a key element, as a positive perception of quality can increase consumer appeal. The synergy between the three elements creates a strong foundation to influence purchasing decisions.

This research belongs to the type of quantitative research with the object of research on consumers of Skintific products in East Surabaya. This study used a questionnaire in collecting data and processed using Smart PLS. The results of this research show that: (1) influencer endorsement has a significant effect on brand image, (2) influencer endorsement has a significant effect on purchasing decisions, (3) electronic word of mouth has a significant effect on brand image, (4) electronic word of mouth has no significant effect on purchasing decisions, (5) product quality has a significant influence on brand image, (6) product quality has a significant influence on purchasing decisions, (7) brand image has no significant influence on purchasing decisions.

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