

## ABSTRAK

**Ipa Alpaizah (1168020124): “Pengaruh *Brand Image*, *Brand Ambassador* dan *Electronic word of Mouth (e-WOM)* terhadap Minat Beli Konsumen Produk Nature Republic Aloe Vera 92% Soothing Gel (Studi Kasus pada Mahasiswi pada berbagai Universitas di Kota Bandung) ”**

Minat beli konsumen merupakan gambaran bahwa konsumen memiliki ketertarikan untuk membeli suatu produk di masa depan. Ada banyak strategi dalam memunculkan minat konsumen, diantaranya ialah dengan memperhatikan faktor *brand image*, *brand ambassador* dan *electronic word of mouth (e-WOM)*.

Tujuan yang ingin dicapai melalui penelitian ini ialah Untuk mengetahui pengaruh dari *brand image*, *brand ambassador* dan *electronic word of mouth (e-WOM)* secara simultan terhadap minat beli produk Nature Republic Aloe Vera pada Mahasiswi Universitas di Kota Bandung.

Teknik pengambilan sampel yang digunakan ialah teknik *cluster sampling (area sampling)* dengan area yang dipilih ialah 6 Kecamatan di area Bandung Timur.

Hasil penelitian menunjukkan bahwa *brand image* dan *electronic word of mouth (e-WOM)* memberikan pengaruh terhadap minat beli konsumen.

**Kata Kunci:** *Brand Image*, *Brand Ambassador*, *Electronic Word Of Mouth (e-WOM)*



## ABSTRACT

**Ilpa Alpaizah (1168020124): “ The Influence of *Brand Image, Brand Ambassador, and Electronic Word of Mouth (e-WOM)* to Purchase Intention of Nature Republic Aloe Vera 92% Soothing Gel (Case on Female Students at Various Universities in Bandung)**

*The interest in buying consumers is an image of the consumer's interest in purchasing a product in the future. There is many strategies to attract consumer's interest include considering the brand image, brand ambassador and the electronic word of mouth (e-WOM).*

*The goal of this research is to see how far the impact of brand image, brand ambassador and electronic word of mouth (e-WOM) on purchase intention of Nature Republic Aloe Vera in Female Students University in Bandung.*

*The sampling technique uses cluster sampling (area sampling) technique with the siz selected areas in East Bandung.*

*The results of the research is that brand image and electronic word of mouth (e-WOM) have an influence on purchase intention of Nature Republic Aloe Vera in Female Students University in Bandung*

**Keywords: brand image, brand ambassador, electronic word of mouth (e-WOM)**





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