ABSTRACT

This study aims to analyze the influence of brand image, product quality and electronic word of mouth on purchase intention on PIXY lipstick product in Semarang. The variables used in this study are brand image, product quality and electronic word of mouth as independent variables and purchase intention as the dependent variable. The samples used in this study were 100 respondents live in Semarang who have an interest to buy PIXY lipstick product.

The sampling in this study uses non probability sampling with purposive sampling technique using a questionnaire as a method of data collection. The analysis used is Multiple Linear Analysis using SPSS 23 analysis tools.

The result in this study indicates that brand image, product quality and electronic word of mouth has a positive and significant influence on purchase intention.

Keywords: brand image, product quality and electronic word of mouth, purchase intention.

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