

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM)
AND KEY OPINION LEADER (KOL) THROUGH BRAND IMAGE ON
PURCHASE DECISION
(Consumer Make Over Indonesia In Jakarta)**



**Compiled to Meet the Requirements for Thesis Subject for Undergraduate
Business Administration Study Program Faculty of Social and Political
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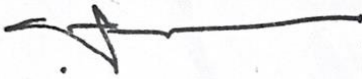
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**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM)
AND KEY OPINION LEADER (KOL) THROUGH BRAND IMAGE ON
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ABSTRACT

Abstract: Various cosmetics brands in Indonesia is strengthening the competition among cosmetics brands, so it is necessary to have the strategies to improve customers purchase decision. Strategies that might be best option in this digital era is by utilizing online platform to improve brand image. Improving brand image by increase the intensity of customer's discussion and reach wider audiences by using key opinion leader. This study aims to determine the effect of electronic word of outh and key opinion leader through brand image on purchase decision. This type of research is explanatory research with a quantitative approach. The total samples in this research is 100 respondents with a non-probability sampling technique which is purposive sampling. Data collection techniques are through questionnaires and interviews and processed using SmartPLS 3.3.3. The results show that the electronic word of mouth and key opinion leader have a positive and significant effect on brand image. The electronic word of mouth, key opinion leader and brand image have a positive and significant effect on purchase decision. The electronic word of mouth and key opinion leader variables has a positive and significant indirect effect through Brand Image on purchase decision. This research supports the consumer behavior theory that is expected to satisfy the needs of consumers by searching, purchase, using and evaluating products. This study has limitations which are cross-sectional so that future research can be carried out longitudinally. Based on the results, it is recommended that Make Over needs to encourage customers to spread word of mouth in any online platforms also the key opinion leader in line with Make Over's vision and mission which could improve Brand Image which ultimately improves purchase decisions.

Keywords: Electronic Word of Mouth, Key Opinion Leader, Brand Image, Purchase Decision

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