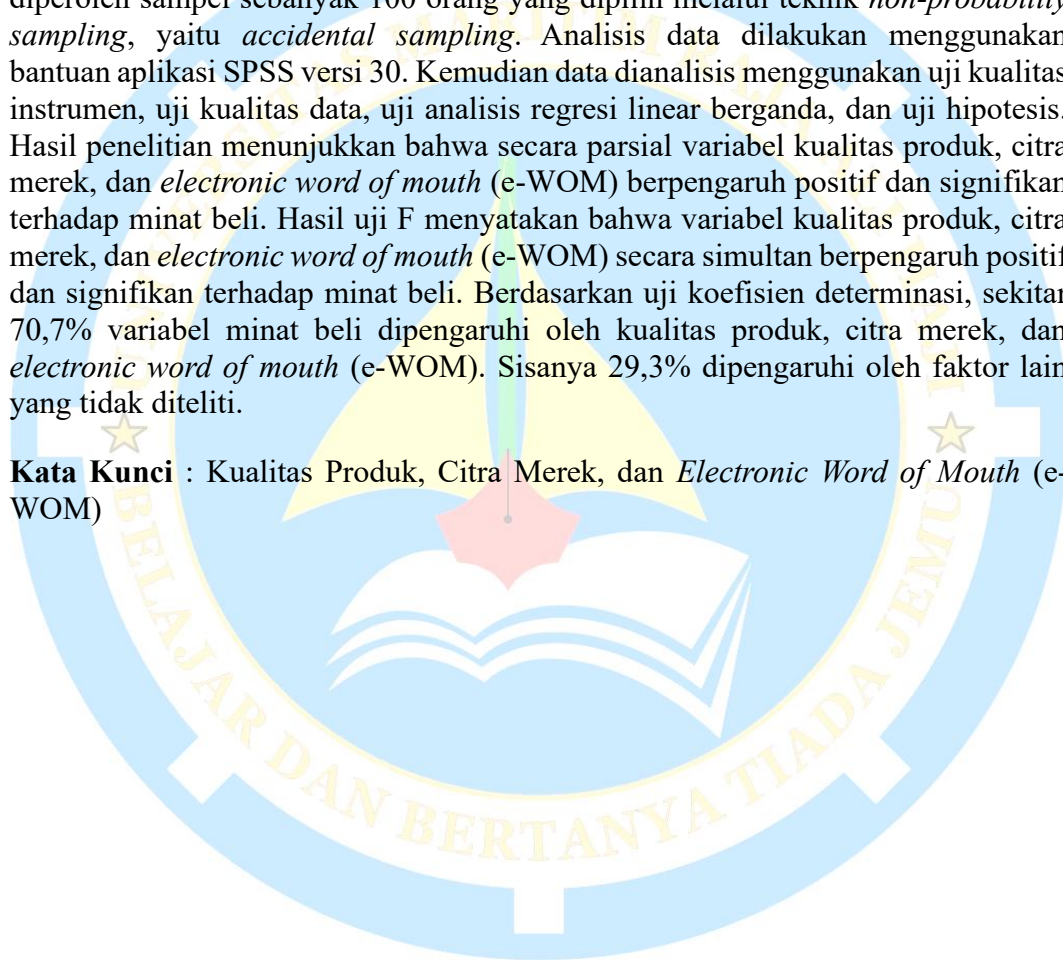


ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah kualitas produk, citra merek, dan *electronic word of mouth* (e-WOM) berpengaruh signifikan terhadap minat beli produk *skincare* MS Glow di Kota Tanjungpinang. Jenis penelitian dalam skripsi ini adalah penelitian kuantitatif. Sampel yang digunakan adalah masyarakat Kota Tanjungpinang yang berusia 15 – 59 tahun, mengetahui dan mengenal merek MS Glow, serta berada di lokasi penelitian pada saat penyebaran kuesioner. Populasi dalam penelitian ini berjumlah 154.000 jiwa, dan berdasarkan rumus slovin diperoleh sampel sebanyak 100 orang yang dipilih melalui teknik *non-probability sampling*, yaitu *accidental sampling*. Analisis data dilakukan menggunakan bantuan aplikasi SPSS versi 30. Kemudian data dianalisis menggunakan uji kualitas instrumen, uji kualitas data, uji analisis regresi linear berganda, dan uji hipotesis. Hasil penelitian menunjukkan bahwa secara parsial variabel kualitas produk, citra merek, dan *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan terhadap minat beli. Hasil uji F menyatakan bahwa variabel kualitas produk, citra merek, dan *electronic word of mouth* (e-WOM) secara simultan berpengaruh positif dan signifikan terhadap minat beli. Berdasarkan uji koefisien determinasi, sekitar 70,7% variabel minat beli dipengaruhi oleh kualitas produk, citra merek, dan *electronic word of mouth* (e-WOM). Sisanya 29,3% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci : Kualitas Produk, Citra Merek, dan *Electronic Word of Mouth* (e-WOM)



ABSTRACT

This study aims to find out whether product quality, brand image, and electronic word of mouth (e-WOM) have a significant effect on the interest in buying MS Glow skincare products in Tanjungpinang City. The type of research in this thesis is quantitative research. The sample used was people from Tanjungpinang City aged 15-59 years, knew and knew the MS Glow brand, and were at the research location at the time of the questionnaire distribution. The population in this study amounted to 154,000 people, and based on the slovin formula, a sample of 100 people was obtained which was selected through a non-probability sampling technique, namely accidental sampling. Data analysis was carried out using the help of the SPSS version 30 application. Then the data was analyzed using instrument quality tests, data quality tests, multiple linear regression analysis tests, and hypothesis tests. The results of the study showed that partially the variables of product quality, brand image, and electronic word of mouth (e-WOM) had a positive and significant effect on buying interest. The results of the F test stated that the variables of product quality, brand image, and electronic word of mouth (e-WOM) simultaneously had a positive and significant effect on buying interest. Based on the determination coefficient test, around 70.7% of the purchase interest variables were influenced by product quality, brand image, and electronic word of mouth (e-WOM). The remaining 29.3% were influenced by other factors that were not studied.

Keywords : *Product Quality, Brand Image, and Electronic Word of Mouth (e-WOM)*

