

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh electronic word of mouth (eWOM) followers autobase twitter ombb (ohmybeautybank) terhadap keputusan pembelian produk Love Beauty and Planet. Teknik pengambilan sampel dalam penelitian ini menggunakan purposive sampling. Sampel yang digunakan sebanyak 160 orang. Responden dalam penelitian ini merupakan followers dari autobase Ohmybeautybank, dan pernah membeli Produk Love Beauty & Planet. Penelitian ini menggunakan skala ordinal dengan teknik pengumpulan datanya menggunakan kuisioner dan diukur menggunakan SPSS 26. Alat analisis dalam penelitian ini menggunakan Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa *platform assistance*, *concern for other consumer*, *positive self enhancement / extraversion*, *social benefit*, *helping the company*, dan *advice seeking* memiliki pengaruh secara bersama – sama (simultan) dan secara individual (parsial) *platform assistance* merupakan variabel yang paling dominan mempengaruhi keputusan pembelian produk Love Beauty & Planet.

Kata Kunci: electronic word of mouth (eWOM), autobase twitter, keputusan pembelian

ABSTRACT

This study aims to determine and analyze the effect of electronic word of mouth (eWOM) followers autobase twitter ombb (ohmybeautybank) on purchasing decisions for Love Beauty and Planet products. The sampling technique in this study used purposive sampling. The sample used as many as 160 people. The respondents in this study are followers of the Ohmybeautybank autobase, and have purchased Love Beauty & Planet products. This study uses an ordinal scale with data collection techniques using questionnaires and measured using SPSS 26. The analytical tool in this study uses Multiple Linear Regression. The results of the study show that platform assistance, concern for other consumers, positive self-enhancement / extraversion, social benefits, helping the company, and advice seeking have a joint (simultaneous) and individual (partial) influence on platform assistance is the most dominant variable. influence the purchase decision of Love Beauty & Planet products.

Keywords: *electronic word of mouth (eWOM), twitter autobase, purchase decision*