

**Analisis *Electronic Word of Mouth* dan Kualitas Produk  
Terhadap Citra Merek Serta Dampaknya Pada  
Keputusan Pembelian**

(Survey pada konsumen Produk Masker Mustika Ratu di forum diskusi Femaledaily)

**Tesis**

Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh  
Gelar Magister Manajemen pada Program Studi Manajemen  
Konsentrasi Manajemen Pemasaran



Oleh:

Dolores Silvia

1707469

**PROGRAM STUDI MAGISTER MANAJEMEN  
SEKOLAH PASCASARJANA  
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**Oleh:**

**Dolores Silvia**

**(1707469)**

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Manajemen Pada Program Studi Magister Manajemen**

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Universitas Pendidikan Indonesia  
September 2019**

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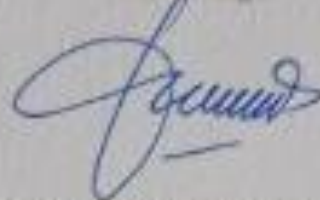
DOLORES SILVIA

ANALISIS *ELECTRONIC WORD OF MOUTH* DAN KUALITAS PRODUK  
TERHADAP CITRA MEREK SERTA DAMPAKNYA PADA KEPUTUSAN  
PEMBELIAN

(Survey Pada Konsumen Produk Masker Mustika Ratu di Forum Diskusi  
Femalesdaily)

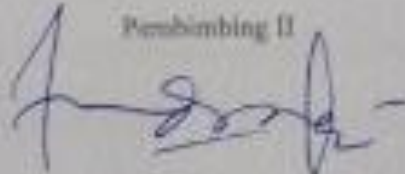
Tesis ini disetujui dan disahkan oleh:

Pembimbing I



Dr. Pungo Dewi Dirgantari, S.Pd., MEd., MM  
NIP. 198208302095022003

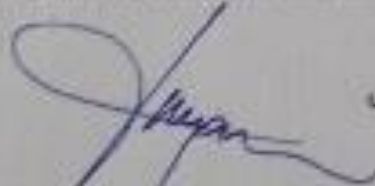
Pembimbing II



Dr. Heny Hendrayati, S.Pd., MM  
NIP. 197610112905612002

Mengetahui,

Ketua Program Studi Magister Manajemen



Prof. Dr. Hj. Fatih Harriyati, MP  
NIP. 196802251993012001

## **LEMBAR PERNYATAAN BEBAS PLAGIARISME**

Dengan ini saya menyatakan bahwa tesis dengan judul “Analisis *Electronic Word of Mouth* dan Kualitas Produk Terhadap Citra Merek Serta Dampaknya Pada Keputusan Pembelian (Survey pada konsumen Produk Masker Mustika Ratu diforum diskusi Femaledaily)’ ini beserta seluruh isinya benar-benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran terhadap etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, September 2019

Dolores Silvia

## ABSTRAK

**Dolores Silvia (1707649) “Analisis *Electronic Word of Mouth* dan Kualitas Produk Terhadap Citra Merek serta Dampaknya Pada Keputusan Pembelian”** (Survey pada konsumen Produk Masker Mustika Ratu di forum diskusi Femaledaily). **Dibawah bimbingan Dr. Puspo Dewi Dirgantari, S.Pd., MT, MM. dan Dr Heny Hendrayati S.IP., MM.**

Penelitian ini bertujuan untuk mengetahui gambaran mengenai *electronic word of mouth*, kualitas produk, citra merek, dan keputusan pembelian serta bagaimana pengaruh *electronic word of mouth* dan kualitas produk terhadap citra merek serta dampaknya pada keputusan pembelian pada konsumen produk masker Mustika Ratu di forum diskusi online Femaledaily. Persentase pertumbuhan penjualan Mustika Ratu dan *Top Brand Indeks* produk masker Mustika Ratu menurun hal ini mengindikasikan rendahnya keputusan pembelian. Metode penelitian yang digunakan dalam penelitian ini bersifat deskriptif dan *explanatory survey* dengan teknik *simple random sampling*. Responden dalam penelitian ini adalah konsumen produk masker Mustika Ratu di forum diskusi online Femaledaily dengan jumlah sampel 200 orang. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan alat bantu AMOS22 dan SPSS 22. Hasil penelitian mendapatkan bahwa *Electronic Word of Mouth* berpengaruh positif terhadap citra merek dan berpengaruh negatif terhadap keputusan pembelian. kualitas produk berpengaruh positif terhadap citra merek dan keputusan pembelian. citra merek berpengaruh positif terhadap keputusan pembelian.

**Kata Kunci: *Electronic Word of Mouth*, Kualitas Produk, Citra Merek, Keputusan Pembelian**

## ***ABSTRACT***

**Dolores Silvia (1707649) "Analysis of Electronic Word of Mouth and Product Quality on Brand Image and Its Impact on Purchasing Decisions"** (Survey of consumers of Mustika Ratu Mask Products in the Femaledaily discussion forum). **Under the guidance of Dr. Puspo Dewi Dirgantari, S.Pd., MT, MM. and Dr. Heny Hendrayati S.IP., MM.**

This study aims to find an overview of electronic word of mouth, product quality, brand image, and purchasing decisions as well as how the influence of electronic word of mouth and product quality on brand image and its impact on purchasing decisions on consumers of Mustika Ratu mask products in the online discussion forum Femaledaily . The percentage of sales growth of Mustika Ratu and the ranking of *Top Brand Indeks* mask products for Mustika Ratu decreased, this indicates a low purchasing decision. The research method used in this research is descriptive and explanatory survey with simple random sampling technique. Respondents in this study were consumers of mask products Mustika Ratu in the Femaledaily online discussion forum with a sample of 200 people. The data analysis technique used is Structural Equation Modeling (SEM) with AMOS22 and SPSS 22 tools. The results of the study found that the Electronic Word of Mouth had a positive effect on brand image and negatively influenced purchasing decisions. Product quality has a positive effect on brand image and purchasing decisions. brand image has a positive effect on purchasing decisions.

Keywords: Electronic Word of Mouth, Product Quality, Brand Image, Purchasing Decisions

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