

## **ABSTRAK**

### **EVALUASI PENGARUH ULASAN DARING TERHADAP NIAT BELI PRODUK KOSMETIK LOKAL**

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Penelitian ini bertujuan untuk menguji kegunaan ulasan daring, keahlian pengulas, ketepatan waktu ulasan, volume ulasan daring, ulasan daring positif, ulasan daring negatif, dan ketepatan waktu ulasan daring terhadap niat beli produk kosmetik lokal.

Penelitian ini melibatkan 120 responden, dan mengumpulkan data menggunakan metode *purposive sampling*. Responden merupakan pengguna internet yang pernah membaca ulasan daring mengenai produk kosmetik lokal dalam dua belas bulan terakhir.

Hasil Penelitian menunjukkan bahwa kegunaan ulasan daring, keahlian pengulas, ketepatan waktu ulasan, volume ulasan daring, ulasan daring positif, dan ketepatan waktu ulasan daring berpengaruh positif terhadap niat beli produk kosmetik lokal, dan ulasan daring negatif memengaruhi niat beli produk secara negatif.

Kata kunci: Ulasan daring, *Electronic word of mouth*, forum daring, kosmetik.

## **ABSTRACT**

### **EVALUATION OF ONLINE REVIEWS' EFFECT TOWARD PURCHASE INTENTION OF COSMETIC PRODUCTS**

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This study aims to test the usefulness of online reviews, the expertise of reviewers, the timeliness of reviews, the volume of online reviews, positive online reviews, negative online reviews, and the timeliness of online reviews on purchase intentions of local cosmetic products.

This study involved 120 respondents, and collected data using purposive sampling method. Respondents are internet users who have read online reviews about local cosmetic products in the past twelve months.

The results showed that the usefulness of online reviews, the expertise of reviewers, the timeliness of reviews, the volume of online reviews, positive online reviews, and the timeliness of online reviews had a positive effect on purchase intentions of local cosmetics products, and negative online reviews negatively influenced product purchase intentions.

**Keywords:** Online review, Electronic word of mouth, online forum, cosmetics.