ABSTRACT

This study aims to analyze the effect of country of origin, brand image, product quality, and electronic word of mouth on purchase intention in Sariayu face masks. The variables used in this study are country of origin, brand image, product quality, and electronic word of mouth as independent variables, and purchase intention as the dependent variable.

The number of samples used in this study were 100 respondents who are domiciled in Indonesia who want to buy and / or have bought Sariayu face mask. The sampling method in this study is a non probability sampling method with a purposive sampling technique. The method of data collection is done using a questionnaire. This study uses Multiple Linear Regression Analysis Techniques using SPSS analysis tools.

The results of this study indicate that country of origin, brand image, product quality, and electronic word of mouth have a positive and significant influence on purchase intention.

Keywords: Country Of Origin, Brand Image, Product Quality, Electronic Word Of Mouth, Purchase Intention