

ABSTRAK

Saidah Ahmad, NIM 3012221112. **Pengaruh *Brand Awareness*, *Social Media Marketing*, Kualitas Produk, dan Harga terhadap Minat Beli produk Wardah pada karyawan PT Pou Yuen Indonesia dengan *Word of Mouth* sebagai variabel mediasi. Skripsi, Program Studi Manajemen, Fakultas Ekonomi, Universitas MH Thamrin, 2026.**

Persaingan industri kosmetik nasional yang semakin ketat menuntut perusahaan seperti Wardah memahami faktor-faktor pembentuk minat beli secara komprehensif, khususnya pada segmen karyawan usia produktif dengan aktivitas media sosial tinggi seperti di PT Pou Yuen Indonesia. Penelitian ini bertujuan menganalisis pengaruh *Brand Awareness*, *Social Media Marketing*, Kualitas Produk, dan Harga terhadap Minat Beli produk Wardah dengan *Word of Mouth* sebagai variabel mediasi.

Penelitian menggunakan metode kuantitatif dengan pendekatan survei terhadap 220 karyawan PT Pou Yuen Indonesia yang pernah menggunakan produk Wardah, dipilih melalui *purposive sampling*. Data dikumpulkan melalui kuesioner *online* berskala Likert 5 poin dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan *software* SmartPLS 3.0.

Hasil menunjukkan *Brand Awareness* tidak berpengaruh signifikan terhadap Minat Beli ($\beta=0,093$; $p=0,257$) maupun *Word of Mouth* ($\beta=-0,152$; $p=0,054$). *Social Media Marketing* tidak berpengaruh signifikan terhadap Minat Beli ($\beta=0,051$; $p=0,501$) namun signifikan terhadap *Word of Mouth* ($\beta=0,306$; $p=0,000$). Kualitas Produk dan Harga masing-masing berpengaruh positif signifikan terhadap Minat Beli ($\beta=0,180$; $p=0,019$ dan $\beta=0,272$; $p=0,000$) serta *Word of Mouth* ($\beta=0,335$; $p=0,001$ dan $\beta=0,206$; $p=0,017$). *Word of Mouth* berpengaruh positif signifikan terhadap Minat Beli ($\beta=0,339$; $p=0,000$) dan terbukti memediasi pengaruh Harga, Kualitas Produk, serta *Social Media Marketing* terhadap Minat Beli, namun tidak memediasi *Brand Awareness*. Nilai *R-Square* Minat Beli sebesar 0,596 dan *Word of Mouth* sebesar 0,424.

Kualitas Produk dan Harga terbukti paling konsisten membentuk Minat Beli, baik langsung maupun melalui *Word of Mouth*, sementara *Brand Awareness* memerlukan penguatan strategi lebih lanjut. PT Paragon Technology and Innovation disarankan mempertahankan kualitas produk dan harga kompetitif, mengoptimalkan *social media marketing* interaktif, menjadikan *Word of Mouth* sebagai strategi pemasaran utama, serta memperkuat *brand awareness* melalui kolaborasi *influencer*. Penelitian selanjutnya disarankan memperluas model dengan variabel lain serta objek dan responden yang lebih beragam.

Kata Kunci: *Brand Awareness*; *Social Media Marketing*; Kualitas Produk; Harga; *Word of Mouth*; Minat Beli

ABSTRACT

*Saidah Ahmad, Student ID 3012221112. **The Influence of Brand Awareness, Social Media Marketing, Product Quality, and Price on Purchase Intention of Wardah Products among Employees of PT Pou Yuen Indonesia with Word of Mouth as a Mediating Variable.** Thesis, Management Study Program, Faculty of Economics, MH Thamrin University, 2026.*

The increasingly intense competition in the national cosmetics industry requires companies such as Wardah to comprehensively understand the factors that shape purchase intention, particularly among the productive-age employee segment with high social media activity, such as at PT Pou Yuen Indonesia. This study aims to analyze the influence of Brand Awareness, Social Media Marketing, Product Quality, and Price on Purchase Intention of Wardah products with Word of Mouth as a mediating variable.

This study employed a quantitative method with a survey approach involving 220 employees of PT Pou Yuen Indonesia who had used Wardah products, selected through purposive sampling. Data were collected through an online questionnaire using a 5-point Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 3.0 software.

The results show that Brand Awareness has no significant effect on Purchase Intention ($\beta=0.093$; $p=0.257$) or Word of Mouth ($\beta=-0.152$; $p=0.054$). Social Media Marketing has no significant effect on Purchase Intention ($\beta=0.051$; $p=0.501$) but has a significant effect on Word of Mouth ($\beta=0.306$; $p=0.000$). Product Quality and Price each have a positive and significant effect on Purchase Intention ($\beta=0.180$; $p=0.019$ and $\beta=0.272$; $p=0.000$, respectively) as well as on Word of Mouth ($\beta=0.335$; $p=0.001$ and $\beta=0.206$; $p=0.017$, respectively). Word of Mouth has a positive and significant effect on Purchase Intention ($\beta=0.339$; $p=0.000$) and is proven to mediate the effects of Price, Product Quality, and Social Media Marketing on Purchase Intention, but does not mediate the effect of Brand Awareness. The R-Square value for Purchase Intention is 0.596, and for Word of Mouth is 0.424.

Product Quality and Price are proven to be the most consistent factors in shaping Purchase Intention, both directly and through Word of Mouth, while Brand Awareness requires further strategic reinforcement. PT Paragon Technology and Innovation is advised to maintain product quality and competitive pricing, optimize interactive social media marketing, position Word of Mouth as a key marketing strategy, and strengthen brand awareness through influencer collaboration. Future research is recommended to expand the model with additional variables and to include more diverse objects and respondents.

Keywords: Brand Awareness; Social Media Marketing; Product Quality; Price; Word of Mouth; Purchase Intention