

ABSTRACT

THE ROLE OF SOURCE CHARACTERISTICS IN BUILDING BRAND IMAGE AND BRAND TRUST BY USING STRATEGY OF EWOM (Case Study on Cosmetic Industrial Consumers Local Brand In Tasikmalaya)

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This study aims to examine effect of eWoM on brand image and brand trust with source characteristics as a moderating variable on local Indonesian cosmetic brand products in Tasikmalaya. This research is categorized as survey research, where the instrument of this research is a questionnaires. The subject in this study is all consumers of Indonesian local cosmetic products in Tasikmalaya who had seen beauty vlogger content. The sampling is done by using accidental sampling method with a total sample of 100 respondents. This data analysis uses partial least square SmartPLS 3.0. The results of this study shows that eWoM has a positive and significant effect on brand image. eWoM also affects the brand trust. In addition, brand image also has a positive and significant influence on brand trust. However, the source characteristics is unable to moderate the relationship between eWoM and brand image and eWoM and brand trust.

Keywords: *brand image, brand trust, eWoM, partial least square, source characteristics .*

ABSTRAK

PERAN *SOURCE CHARACTERISTICS* DALAM MEMBANGUN *BRAND IMAGE* DAN *BRAND TRUST* DENGAN MENGGUNAKAN PENDEKATAN STRATEGI *E-WoM*

(Studi Kasus pada Konsumen Industri Kosmetik Brand Lokal di Kota Tasikmalaya)

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Penelitian ini bertujuan untuk mengetahui pengaruh *eWoM* terhadap *brand image* dan *brand trust* dengan *source characteristics* sebagai variabel moderasi pada produk kosmetik brand lokal Indonesia di Tasikmalaya. Penelitian ini dikategorikan sebagai penelitian survei, dimana instrumen penelitian ini berupa kuesioner. Populasi dalam penelitian ini adalah konsumen produk kosmetik lokal Indonesia di Tasikmalaya yang pernah melihat konten *beauty vlogger*. Penentuan sampel dilakukan dengan menggunakan metode *accidental sampling* dengan jumlah sampel sebanyak 100 responden. Teknik analisis data menggunakan *partial least square* SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *eWoM* berpengaruh secara positif dan signifikan terhadap *brand image*. *eWoM* juga berpengaruh terhadap *brand trust*. Selain itu *brand image* juga memiliki pengaruh positif dan signifikan terhadap *brand trust*. Namun *source characteristics* tidak mampu memoderasi hubungan antara *eWoM* dan *brand image* serta *eWoM* dan *brand trust*..

Kata kunci: *brand image, brand trust, eWoM, partial least square, source characteristics* .