

ABSTRACT

The development of the cosmetics industry in Indonesia has a significant growth every year, where cosmetic trends in Indonesia show that local cosmetic products are starting to shine. Wardah, which is a local cosmetic brand, has succeeded in becoming the most preferred brand in Indonesia, in the context of launching the latest series of cosmetics products which are also relaunch products namely the New Wardah Exclusive Series, it is expected that Wardah can implement a marketing strategy that utilizes technological developments and digital intelligence in the industrial era 4.0. Electronic Word of Mouth which is a form of digitalization of Word of Mouth is expected to be an appropriate marketing strategy and can help Wardah in increasing buying interest from its customers which is the stage before the purchase decision is made.

The purpose of this study is to determine whether there is a relationship between the characteristics of electronic Word of Mouth which consists of information quality, information credibility, needs of information, attitude towards information, information usefulness, information adoption on purchase intention of local cosmetic products New Wardah Exclusive Series.

The research method used in this study is a quantitative method with Structural Equation Modeling (SEM) data analysis techniques and the application of AMOS 24 software assistance. Data collection is done through distributing questionnaires to 400 respondents located in the Cities of West Java Province who recognize informations regarding New Wardah Exclusive Series cosmetic products.

Based on the results of the hypothesis testing, author found that information adoption has a positive relationship with the purchase intention of the New Wardah Exclusive Series, information usefulness has a positive relationship with information adoption, information quality has a positive relationship with information usefulness, information credibility has a positive relationship with information usefulness, needs of information has a positive relationship with information usefulness, attitude towards information has a positive relationship with information usefulness, and attitude towards information has a positive relationship with purchase intention of the New Wardah Exclusive Series.

Thus, it can be concluded that from the seven hypotheses in this study, all hypotheses were accepted.

Keywords: *Electronic Word of Mouth, Information Quality, Information Credibility, Needs of Information, Attitude towards Information, Information Usefulness, Information Adoption and Purchase Intention.*