

**THE EFFECT OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD
OF MOUTH AND BRAND AMBASSADOR ON MILLENNIAL
CONSUMER'S PURCHASE INTENTION OF INDONESIAN LOCAL
SKINCARE PRODUCT SOMETHINC (STUDY CASE: MILLENNIAL IN
PADANG)**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate
Study Program Department of Management Faculty of Economics and Business

Andalas University



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| THE EFFECT OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH AND BRAND AMBASSADOR ON MILLENNIAL CONSUMER'S PURCHASE INTENTION OF INDONESIAN LOCAL SKINCARE PRODUCT SOMETHINC (STUDY CASE: MILLENNIAL IN PADANG) <i>Thesis by: Anisah Edita Sahira</i> <i>Supervisor: Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D</i> | | | |
| ABSTRACT | | | |
| <p>In the modern era with technological advances as it is today, many companies are vying to improve their products. Including in terms of sensitivity to consumer needs today. For now, companies are also required to be more reactive to changes and needs that occur in society. No wonder now that skin care products have become a necessity for everyone, especially millennial people who pay more attention to appearance. The company is also competing in marketing its products, one of which is Somethinc. Social media marketing, electronic word of mouth and brand ambassador are some parts of digital marketing that companies use to attract the consumer. This study aims to examine the effect of social media marketing, electronic word of mouth and brand ambassador on millennial consumer's purchase intention of Indonesian local skincare product Somethinc with the case of study millennial in Padang. The sample was taken from 145 respondents using the probability method. Data collection is carried out using a quantitative approach with an online survey technique. This research found that social media marketing has a positive and significant effect on consumer purchase intention. Besides, it shows that electronic word of mouth has a negative and not significantly affected by the consumer purchase intention. And for brand ambassador has positive and not significantly effect on consumer purchase intention. Finally, this study found that only social media marketing has a positive impact on consumer purchase intention among millennials in the city of Padang</p> <p>Keywords : <i>Millennials, Social Media Marketing, Electronic Word of Mouth, Brand Ambassador, Somethinc</i></p> | | | |

This thesis is already examiner and passed January 06th, 2022. This abstract already approved by supervisor and examiners

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