



**The Effect of Electronic Word of Mouth (E-WOM) and Brand Awareness  
on Scarlett Whitening Buying Interest  
(Case Study of Social Media Users)**

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**MANAGEMENT STUDY PROGRAM**

**THE FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS MURIA KUDUS**

**YEAR 2022**



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This thesis is submitted as one of the requirements to complete the education level  
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**THESIS APPROVAL PAGE**

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This thesis has been approved to be defended before the Thesis Examination Examination  
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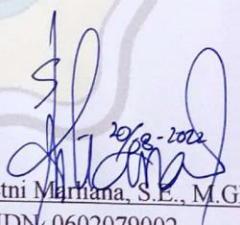
  
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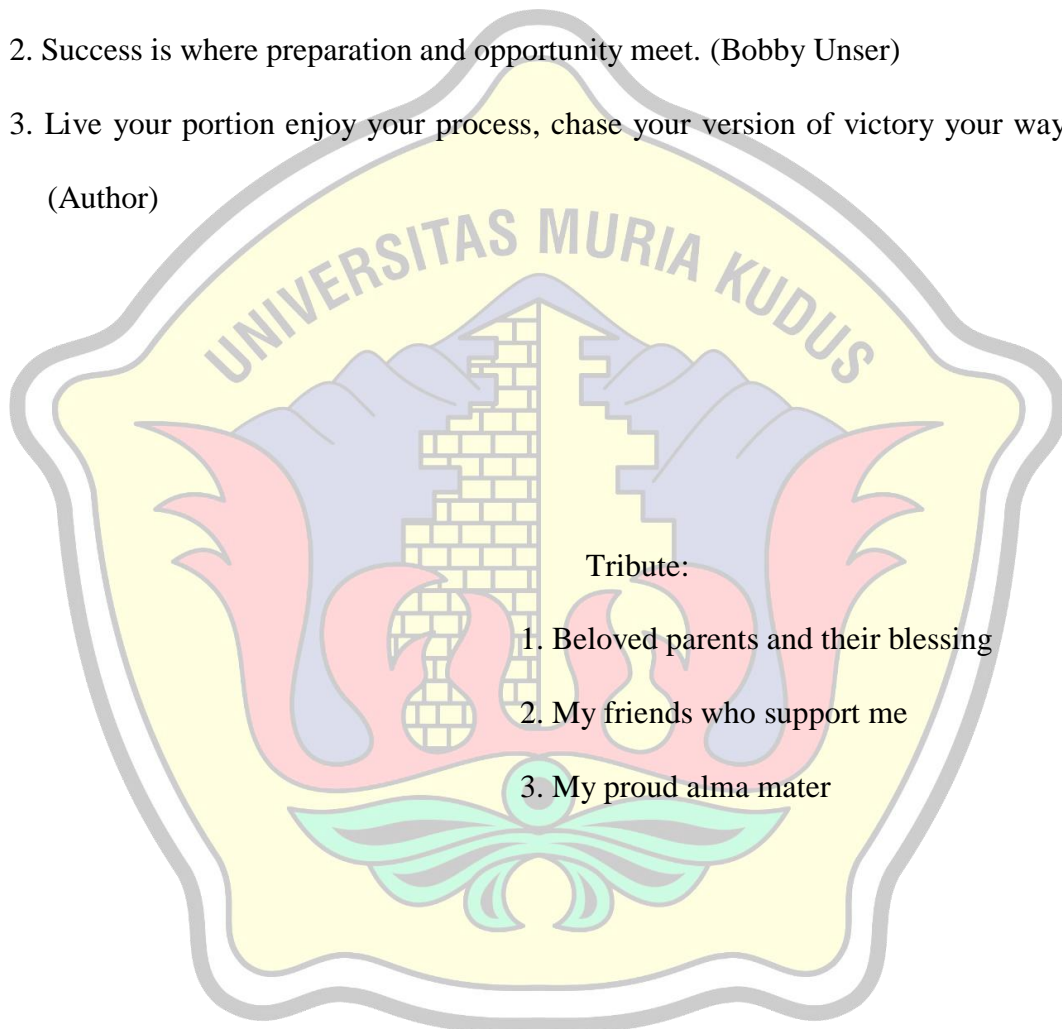
  
  
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## MOTTO AND OFFERS

Motto:

1. Allah does not burden a person except according to his ability. (QS Al Baqarah 286)
2. Success is where preparation and opportunity meet. (Bobby Unser)
3. Live your portion enjoy your process, chase your version of victory your way  
(Author)



Tribute:

1. Beloved parents and their blessing
2. My friends who support me
3. My proud alma mater

## PREFACE

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ABSTRACT**

*This study aims to analyze the effect of electronic word of mouth (E-WOM) and brand awareness on scarlett whitening buying interest (case study of social media users). The variables proposed are E-WOM and brand awareness as the independent variable, and buying interest as the dependent variable. The type of this research is descriptive quantitative which aims to describe the characteristics of a situation with an objective approach, including the collection and analysis of quantitative data and using statistical testing. The number of respondents in this study were 97 respondents, data collection was carried out by distributing online questionnaires. Sampling used non-probability sampling method with purposive sampling technique which was processed using SPSS version 26 program. The results showed that the E-WOM and brand awareness variables proved to have a positive and significant effect on Scarlett Whitening buying interest. Variable E-WOM and brand awareness partially have a positive and significant effect on Scarlett Whitening buying interest.*

***Keywords: Electronic word of mouth (E-WOM), brand awareness, buying interest***



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