

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH THROUGH TIKTOK ON PURCHASING INTENTION OF SKINCARE PRODUCTS IN INDONESIA

By

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The ever-expanding internet has brought social media to become a medium by which Electronic Word of Mouth (eWOM) is disseminated, particularly among skincare users. This study aims to assess the impact of eWOM through TikTok on skincare product purchase intention by developing a conceptual model of hypotheses that encompasses a multiplicity of factors that might be associated. The researcher investigates what factors impact eWOM usefulness & eWOM credibility and why consumers may adopt it when making a purchase. To examine our research model, a quantitative approach is employed using a sample of 373 Indonesian respondents via a web-based questionnaire. Structural equation modelling (SEM) analysis with the program SmartPLS was employed to test ten proposed hypotheses. The results indicate that source expertise is the most significant factor that may impact eWOM credibility in addition to perceived persuasiveness, perceived informativeness, and source trustworthiness. Additionally, source trustworthiness is the main predictor of eWOM credibility in addition to perceived persuasiveness and source expertise with regard to TikTok. It was found that eWOM usefulness and credibility together increase the possibility of adopting an eWOM message, and eWOM adoption mediates the influence of credibility and usefulness on customer purchase intention toward skincare products on TikTok. Only few studies have examined TikTok as a medium of eWOM distribution and its influence on skincare product purchase intention, therefore this study provides vital insights to eWOM literature by identifying the new platform. This study helps brands learn what to consider when designing marketing strategy to enhance purchase intentions.

Keywords: electronic word of mouth (eWOM), purchase intention, eWOM adoption, social media

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* MELALUI TIKTOK TERHADAP NIAT MEMBELI PRODUK *SKINCARE* DI INDONESIA

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Internet yang terus berkembang membuat media sosial menjadi media penyebaran Electronic Word of Mouth (eWOM), khususnya di kalangan pengguna *skincare* kulit. Penelitian ini bertujuan untuk menilai dampak eWOM melalui TikTok terhadap niat pembelian produk *skincare* dengan mengembangkan model hipotesis konseptual yang mencakup banyak faktor yang mungkin terkait. Peneliti menyelidiki faktor-faktor apa yang memengaruhi kegunaan eWOM & kredibilitas eWOM dan mengapa konsumen dapat mengadopsinya saat melakukan pembelian. Untuk menguji model penelitian kami, pendekatan kuantitatif digunakan dengan menggunakan sampel 373 responden Indonesia melalui kuesioner berbasis web. Analisis model persamaan struktural (SEM) dengan program SmartPLS digunakan untuk menguji sepuluh hipotesis yang diajukan. Hasilnya menunjukkan bahwa keahlian sumber adalah faktor paling signifikan yang dapat memengaruhi kredibilitas eWOM selain persuasif yang dirasakan, keinformatifan yang dirasakan, dan kepercayaan sumber. Selain itu, kepercayaan sumber adalah prediktor utama kredibilitas eWOM selain persepsi persuasif dan keahlian sumber terkait TikTok. Ditemukan bahwa kegunaan dan kredibilitas eWOM bersama-sama meningkatkan kemungkinan adopsi pesan eWOM, dan adopsi eWOM memediasi pengaruh kredibilitas dan kegunaan terhadap niat beli pelanggan terhadap produk perawatan kulit di TikTok. Hanya sedikit penelitian yang meneliti TikTok sebagai media distribusi eWOM dan pengaruhnya terhadap niat pembelian produk perawatan kulit, oleh karena itu penelitian ini memberikan wawasan penting untuk literatur eWOM dengan mengidentifikasi platform baru tersebut. Studi ini membantu merek mempelajari apa yang harus dipertimbangkan saat merancang strategi pemasaran untuk meningkatkan niat pembelian.

Kata kunci: electronic word of mouth (eWOM), niat membeli, adopsi eWOM, media sosial