

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN *INFLUENCER MARKETING* TERHADAP NIAT BELI PRODUK *SKINCARE* FACETOLOGY DI TIKTOK (STUDI PADA GEN- Z DI BANDAR LAMPUNG)

Oleh

MUTIARA PUSPITASARI

Perkembangan TikTok sebagai *media sosial visual* membuat ulasan pengguna (e-WOM) dan promosi melalui *influencer* semakin berpengaruh terhadap keputusan pembelian, terutama bagi generasi Z. Namun, beragamnya kualitas informasi yang muncul di TikTok menimbulkan ketidakpastian mengenai seberapa besar pengaruh kedua strategi tersebut terhadap niat beli produk *skincare* lokal seperti Facetology. Penelitian ini bertujuan mengetahui pengaruh *Electronic Word of Mouth* (E-WOM) dan *Influencer Marketing* terhadap niat beli produk Facetology di TikTok pada generasi Z di Bandar Lampung. Penelitian menggunakan metode kuantitatif dengan kuesioner kepada 170 responden dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa E-WOM dan *Influencer Marketing* berpengaruh positif dan signifikan terhadap niat beli. Artinya, kualitas ulasan pengguna dan *kredibilitas influencer* mampu meningkatkan minat konsumen untuk membeli produk. Temuan ini memberikan masukan bagi pelaku usaha untuk mengoptimalkan strategi pemasaran digital melalui penguatan e-WOM dan kolaborasi *influencer marketing* yang tepat.

Kata kunci: *Electronic Word of Mouth*, *Influencer Marketing*, Niat Beli, Facetology, TikTok.

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND INFLUENCER MARKETING ON PURCHASE INTENTION OF FACETOLOGY SKINCARE PRODUCTS ON TIKTOK (A STUDY ON GENERATION Z IN BANDAR LAMPUNG)

By

MUTIARA PUSPITASARI

The rapid development of TikTok as a visual-based social media platform has made user reviews (e-WOM) and influencer promotions increasingly influential in shaping purchasing decisions, particularly among Generation Z. However, the varying quality of information circulating on TikTok creates uncertainty regarding how strongly these strategies affect purchase intention toward local skincare products such as Facetology. This study aims to determine the influence of Electronic Word of Mouth (E-WOM) and Influencer Marketing on the purchase intention of Facetology skincare products on TikTok among Generation Z in Bandar Lampung. This research employs a quantitative method by distributing questionnaires to 170 respondents and analyzing the data using multiple linear regression. The results indicate that both E-WOM and Influencer Marketing have a positive and significant effect on purchase intention. This means that the quality of user reviews and the credibility of influencers are capable of increasing consumer interest in purchasing the product. These findings provide valuable insights for businesses to optimize their digital marketing strategies by strengthening e-WOM and establishing effective influencer marketing collaborations.

Keywords: *Electronic Word of Mouth, Influencer Marketing, Purchase Intention, Facetology, TikTok.*