

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* (e-WOM) DI MEDIA SOSIAL TIKTOK TERHADAP *BRAND TRUST* PADA PRODUK SKINCARE SKIN1004

Oleh

ELVIRA GITA MAHARANI

Perkembangan industri skincare di Indonesia yang semakin pesat mendorong persaingan merek, sehingga *Brand Trust* menjadi faktor penting dalam mempertahankan kepercayaan konsumen. Media sosial TikTok berkembang sebagai sarana pemasaran digital yang efektif melalui penyebaran *Electronic Word of Mouth* (e-WOM) berupa ulasan, testimoni, dan pengalaman pengguna. Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* (e-WOM) di media sosial TikTok terhadap *Brand Trust* pada produk skincare SKIN1004. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden pengguna TikTok yang pernah terpapar konten terkait produk SKIN1004. Variabel independen dalam penelitian ini adalah *Electronic Word of Mouth* (e-WOM) yang diukur melalui dimensi *intensity*, *valance of opinion*, dan *content*, sedangkan variabel dependen adalah *Brand Trust* yang diukur melalui dimensi *viabilitas*, *intensionalitas*, dan *reliabilitas*. Data yang diperoleh dianalisis menggunakan uji validitas dan reliabilitas, uji normalitas, analisis regresi linier sederhana, uji t, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (e-WOM) di media sosial TikTok berpengaruh secara signifikan terhadap *Brand Trust* pada produk skincare SKIN1004. Semakin tinggi intensitas paparan e-WOM, kecenderungan opini positif, serta kualitas informasi yang diterima konsumen, maka semakin tinggi pula tingkat kepercayaan konsumen terhadap merek. Penelitian ini menyimpulkan bahwa e-WOM di TikTok memiliki peran penting dalam membangun *Brand Trust* dan dapat dimanfaatkan sebagai strategi pemasaran digital yang efektif bagi produk *skincare*.

Kata kunci: *Electronic word of mouth*, TikTok, *Brand trust*, *Skincare*, SKIN1004

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON TIKTOK SOCIAL MEDIA ON BRAND TRUST IN SKIN1004 SKINCARE PRODUCTS

By

ELVIRA GITA MAHARANI

The rapid growth of the skincare industry in Indonesia has intensified brand competition, making Brand Trust an essential factor in maintaining consumer confidence. TikTok has developed into an effective digital marketing platform through the dissemination of Electronic Word of Mouth (e-WOM) in the form of reviews, testimonials, and user experiences. This study aims to determine the effect of Electronic Word of Mouth (e-WOM) on TikTok on Brand Trust in SKIN1004 skincare products. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to TikTok users who had been exposed to content related to SKIN1004. The independent variable is Electronic Word of Mouth (e-WOM), measured through intensity, valance of opinion, and content dimensions, while the dependent variable is Brand Trust, measured through viability, intentionality, and reliability dimensions. The data were analyzed using validity and reliability tests, simple linear regression analysis, t-test, and coefficient of determination. The results indicate that Electronic Word of Mouth (e-WOM) on TikTok has a significant effect on Brand Trust in SKIN1004 skincare products. Higher intensity of exposure, positive opinions, and high-quality information contribute to increased consumer trust in the brand. This study concludes that e-WOM on TikTok plays an important role in building Brand Trust and can be utilized as an effective digital marketing strategy for skincare products.

Keywords: *Electronic word of mouth, TikTok, Brand trust, Skincare, SKIN1004.*