

# Pengaruh Electronic Word of Mouth di TikTok terhadap Purchase Intention Produk Skincare Somethinc melalui Brand Image = The Influence of Electronic Word of Mouth in TikTok on Purchase Intention of Somethinc skincare products through brand image

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## Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh electronic word of mouth di TikTok terhadap purchase intention produk skincare Somethinc melalui brand image. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang dikumpulkan menggunakan metode survey. Instrument penelitian ini menggunakan kuesioner yang disebarakan melalui google form. Jumlah sampel dalam penelitian ini adalah 100 responden yang merupakan pengguna TikTok, mengetahui dan belum pernah membeli produk skincare Somethinc. Teknik analisis yang digunakan dalam penelitian ini adalah regresi linier sederhana menggunakan SPSS versi 22 dan uji sobel menggunakan kalkulator online. Hasil penelitian ini memperlihatkan bahwa keempat hipotesis penelitian ini diterima. Disimpulkan bahwa terdapat pengaruh antara e-WOM di TikTok terhadap purchase intention produk skincare Somethinc, pengaruh antara e- WOM di TikTok terhadap brand image Somethinc, pengaruh antara brand image Somethinc terhadap purchase intention produk skincare Somethinc, dan pengaruh antara Electronic word of mouth di TikTok terhadap purchase intention produk skincare Somethinc melalui brand image.

.....This study aims to determine how the influence of electronic word of mouth on TikTok on purchase intention of Somethinc skincare products through brand image. This study uses a quantitative approach with data collected using a survey method. The research instrument used a questionnaire distributed via google form. The number of samples in this study were 100 respondents who were TikTok users, knew about and had never bought Somethinc skincare products. The analysis technique used in this research is simple linear regression using SPSS version 22 and sobel test using an online calculator. The results of this study indicate that the four hypotheses of this study are accepted. It was concluded that there was an influence between e-WOM on TikTok on purchase intention of Somethinc skincare products, the influence between e-WOM on TikTok on Somethinc's brand image, the influence between Somethinc brand image on purchase intention of Somethinc skincare product, and influence between Electronic word of mouth on TikTok. towards purchase intention of Somethinc skincare products through brand image.