

ABSTRACT

Many businessmen use social media to promote their products, especially skincare product. Using social media as a promotion can influence and attract the attention of consumers, one of them is the use of social media influencers Tasya Farasya and electronic word of mouth that can improve the decision making process for the purchase of Somethinc dan Skintific products.

This study aims to determine the effect of using social media influencer Tasya Farasya and electronic word of mouth on purchasing decisions of Somethinc and Skintific. The research methods used through descriptive and quantitative approaches and data collection techniques through the dissemination of questionnaires online through social media obtained as many as 300 respondents. Sampling techniques use nonprobability sampling with purposive sampling. This research uses SMARTPLS software version 3 for data processing.

The result of this study indicate that social media influencer Tasya Farasya and better electronic word of mouth can directly improve the purchase decision. Similarly, social media influencers Tasya Farasya through electronic word of mouth also have an impact that can improve the buying decisions of Somethinc and Skintific products.

Keywords: *Social Media Influencer, Electronic Word of Mouth, Purchasing Decisions, Skincare.*