ABSTRACT

The cosmetic industry in Indonesia has grown and developed rapidly in recent years. Wardah is a cosmetic product from Indonesia. Data shows that one of the most popular social media in 2020 is TikTok and beauty content is one of the most popular content categories on TikTok. Electronic Word of Mouth is one form of marketing communication strategy, it can help companies to increase interest in buying products.

This study aims to determine whether there is an effect of Electronic Word of Mouth on TikTok on Wardah's buying interest. To understand the effect of eWOM, this study involves six characteristics: information quality, Information Credibility, Needs of Information, Information Usefulness, Attitude Toward Information, and Information Adoption on Purchase Intention.

The research method used in this study is a quantitative method with Structural Equation Modelling as technical data analysis and using Amos24. Researcher distributed questionnaires via google form to 409 respondents are TikTok users in Indonesia and knowing the Wardah brand.

The results of this study indicate that there is an effect of Electronic Word of Mouth on purchase intention partially based on the results of hypothesis testing (t-test).

For further research, other platforms that are more trending at the time can be used. Further research can also add new variables that can cover a wider area.

Keywords: Electronic Word of Mouth, Purchase Intention, TikTok, Wardah