

ABSTRACT

Along with the development of technology, social media as a place to exchange information has become much more diverse. Starting with Twitter, Instagram, Youtube, to what is currently popular, Tiktok. Not only for uploading videos, Tiktok users can also freely express their comments on the videos they make or on the products being reviewed in the video upload in the comments section provided by TikTok. In addition, the comment section is also being able to be a place for discussion by fellow Tiktok users. That way, they can exchange emotions which will become a stimulus commonly called E-WoM. E-WoM stimulus is often being a stimulus that suppresses the recipient's ego and it's probably made an impulsive buying behavior. One of the most popular content on Tiktok is beauty content that discusses cosmetic products. This study was conducted to find out E-WoM in Tiktok Indonesia, to find out the impulse buying of cosmetic products in Indonesia, and to know the effect of E-WoM on Tiktok on the impulse buying of cosmetic products in Indonesia.

The research method that used in this research is descriptive and causal method. The population in this study is the community of users of cosmetic products in Indonesia who use the Tiktok application with an unknown number of people. The samples taken in this study were 405 respondents using the non-probability method which was spread by snowball sampling technique. This study uses a simple linear regression analysis method.

The results showed that E-WoM on Tiktok had a significant effect on impulsive purchases of cosmetic products in Indonesia. It can be seen from the results of the t test (t count 17.731 > t table 1.96587) and the level of significance ($0.000 < 0.05$). The results of data analysis based on coefficients and determination show that E-WoM (X) has an effect on impulse buying (Y) by 43.8%.

Keywords: Electronic Word of Mouth, Impulse Buying, Cosmetic Products