

ABSTRACT

The rapidly developing technology followed by various social media has made TikTok one of the most widely used social media since the Covid-19 pandemic. The public's life has become completely online, as well as the public's shopping method which has shifted to online shopping. With the opportunities, TikTok presents the TikTok Shop feature. Somethinc took advantage of this situation by creating an official TikTok account. The availability of a comment column allows TikTok users to exchange emotions and create a stimulus called Electronic Word of Mouth (E-WoM). In addition, the role of beauty influencers in reviewing Somethinc products can generate interest in buying products, which can lead to impulsive buying behavior. The purpose of this study, namely to determine the effect of Electronic Word of Mouth (E-WoM) and Beauty Influencers on Impulsive Buying Somethinc products on TikTok Shop, both simultaneously and partially.

The method implemented in this research is quantitative method. The sampling technique used a non-probability sample technique, namely purposive sampling. The sample used in this study was 97 people. The population in this study, namely TikTok users who have watched Somethinc product reviews and made Somethinc purchases at TikTok Shop. This research goes through various series of tests, explanatory research, and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing (f test), it shows that Electronic Word of Mouth and Beauty Influencers simultaneously have a significant effect on Impulsive Buying. Based on the results of partial hypothesis testing (t test), it is found that the Electronic Word of Mouth, and Beauty Influencer variables have a significant effect on Impulsive Buying. Based on the coefficient of determination (R²), it is found that Electronic Word of Mouth and Beauty Influencer have an influence of 54.2%.

The suggestions that can be given, namely Somethinc can expand promotions, do not need to allocate too much funding for product marketing media, and pay attention to consumer emotional factors, so that consumers will be encouraged to buy Somethinc products on TikTok Shop.

Keywords: Electronic Word of Mouth (E-WoM), Beauty Influencer, Impulsive Buying.