

## **ABSTRACT**

The public's growing use of social media presents businesses with a marketing opportunity. Businesses can use social media activity, or e-WOM as it is more commonly known, to increase their promotional network.

The purpose of this study was to determine the effect of Electronic Word of Mouth (E-WOM) on Purchase Intention on Skintific Product. This research employed the information adoption model, which was widely used in earlier eWOM studies, to analyze the effect of eWOM. The research method used in this study is a quantitative method. The population in this study were Skintific product customers or people who knew the Skintific brand. We collected data from 202 respondents administered through a Google Form survey that had several criteria. PLS-SEM using SmartPLS was chosen for data analysis. We found that information adoption positively and significantly influences purchase intentions.

**Keyword :** eWOM, Information adoption model, Purchase intention, Electronic word-of-mouth