

ABSTRACT

E-WOM implementation through TikTok content has been widely used as a marketing strategy to influence the mindset of potential consumers. The campaign strategies carried out by Somethinc brand on social media is the use of hashtag #PakaiSomethinc, which has created high enthusiasm among consumers. Therefore, current study aims to measure the effect of electronic word of mouth (E-WOM) variables on consumer perceptions of the advertisement for the Somethinc brand with the hashtag #PakaiSomethinc on TikTok social media. This research was conducted using quantitative methods with descriptive research types. The sampling technique used in this research is probability sampling with simple random sampling technique. Through sample calculation using the Bernoulli formula, a sample of 385 respondents was obtained. Empirical data were collected through a Google Form-based questionnaire and data were analyzed using the normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression. The findings in this study indicate that the electronic word of mouth strategy which includes the quantity, credibility, and quality of information contained in the E-WOM #PakaiSomething strategy on the TikTok platform can significantly influence consumer perceptions. The results of the correlation coefficient test of 0.789 provide an understanding that the relationship between the two variables is included in the "Very Strong" category. Calculation of the coefficient of determination also confirms that the consumer perception variable can be explained or predicted by 62.3% by electronic word of mouth (E-WOM) variables. While the remaining 37.7% (100% - 62.3%) can be explained by other factors not examined in this study. This research is able to make a theoretical contribution to the literature and practically for Somethinc to strengthen its brand and products so that the E-WOM strategy can run successfully and be able to create a positive impression in the minds of consumers.

Keywords: Consumer Perception, Electronic Word of Mouth, Somethinc