

ABSTRACT

TikTok is the most popular social media in Indonesia today. The availability of social media platforms such as TikTok makes several parties use the application as Electronic Word of Mouth (e-WOM) media. Camille Beauty is one of the skincare brands that uses the TikTok platform to market its products. Electronic Word of Mouth (e-WOM) itself can have an effect on brand awareness and prospective customer buying interest. e-WOM can have an important role for prospective customer buying interest because prospective customer buying interest can grow from positive allegations and increase buying interest in consumers. This study aims to analyze and discuss the direct effect of Electronic Word of Mouth (e-WOM) on purchase intention, the direct effect of Electronic Word of Mouth (e-WOM) on brand awareness, the direct effect of brand awareness on purchase intention, and the indirect effect of Electronic Word of Mouth (e-WOM) on purchase intention mediated by brand awareness.

This research uses quantitative methods with descriptive research types. Samples were taken using non-probability sampling method with purposive sampling type. By using the Slovin formula, the number of respondents used in this study were 400 respondents. The data analysis technique used is descriptive analysis and partial least square structural equation model (PLS-SEM) using SmartPLS 3 software.

The results obtained from descriptive analysis show that the variables studied, namely e-WOM, purchase intention, and brand awareness, are in the good category. The results of hypothesis testing show that Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchase intention, Electronic Word of Mouth (e-WOM) has a positive and significant effect on brand awareness, brand awareness has a positive and significant effect on purchase intention, and Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchase intention through brand awareness.

Keywords: *Electronic Word of Mouth; Brand Awareness; Purchase Intention*