ABSTRACT

In the realm of marketing, the influence of eWOM on social media platforms has become increasingly apparent, with significant consequences for brands. User-generated content and customer reviews, which are frequently shared on platforms such as TikTok, have emerged as powerful brand advertising tools, eliminating the need for direct promotional efforts. TikTok, with 1.05 billion active users, has emerged as a major player in this space. Against this backdrop, Indonesia's skincare market, particularly in the 'Skincare' segment, is expected to grow by 25.92% per year until 2028, reaching an impressive revenue of US$2.8 billion. The Originote, a skincare brand founded in 2022, has rapidly risen to prominence within this industry, not only because of its effective skincare regimens but also its dynamic presence on TikTok. The main objective of this study is to initiate an investigation into the influence of TikTok eWOM on purchase intention of The Originote skincare products.

This study will delve into the intricate dynamics of how TikTok eWOM influences purchase intention on The Originote skincare products. The primary scholarly work underpinning this study is authored by Mehyar et al., (2020) and titled "Understanding How Electronic Word of Mouth Influences Consumers' Intentions to Purchase" This research seeks to decipher how TikTok eWOM influences the purchase intention related to The Originote products by leveraging structured methodologies, including primary and secondary data analysis, as well as questionnaire-based insights, Furthermore, this study examines the levels of quality, credibility, and quantity of information while also analyzes how eWOM dimensions namely quality, credibility, and quantity influence consumers' intentions to purchase, utilizing existing research while customizing it to fit the unique context of The Originote's skincare products.

This study employs the quantitative method, with data collected via online questionnaires distributed to respondents. Purposive sampling was used, with 273 respondents chosen based on the criteria that fit the research using the Cochran Method, SPSS and descriptive analysis was used to process the data.

In this comprehensive study, four hypothesis are proposed, each with a positive and significant impact on purchase intention. These hypotheses capture various aspects of electronic eWOM on TikTok, with a focus on The Originote skincare products.

It was discovered that eWOM quality, credibility, and quantity have a partial and simultaneous influence on purchase intention for The Originote skincare products. Descriptive analysis, on the other hand, discovered that information quality, credibility, quantity, and purchase intention all correlate with positive perceptions.

Keywords: eWOM; Electronic Word-of-Mouth; Purchase Intention; The Originote; TikTok.