CHAPTER I
INTRODUCTION

1.1 Object Overview

The Originote is a skincare brand that was founded in 2022 and has several skincare lines that are tailored to each skin problem and can be used by teenagers from the age of 13. Each product has a function for every skin problem and uses advanced ingredients but is still at an affordable price. In accordance with the vision and tagline "Affordable Skin Care for All", the Originote product line can be used by anyone, regardless of age and class (Soco by Sociolla, 2022). In an effort to increase visibility and uniqueness, the brand has adopted a logo that differentiates it from most skincare products. As shown in Figure 1.1.

THE ORIGINOTE

Figure 1. 1 The Originote Logo

Source: The Originote Instagram Page (2023)

This logo serves as a basis for increasing recognition and building a distinct brand identity. The simplicity of the design is a strategic advantage, allowing for easy recognition among the clutter of skincare products. This emblem, painstakingly created with simplicity in mind, captures the essence of the brand, ensuring it remains memorable and easily recognizable among competitors.

The Originote sells various products, including Hyalucera Moisturizer and B5 Acne Serum. Hyalucera Moisturizer is a serum designed to protect the skin barrier by combining safe and clinically tested chemical laboratory active

ingredients with natural elements sourced from nature. Formulated with Hyaluronic Acid and Ceramide to repair and maintain the skin barrier, lock in hydration, maintain skin elasticity, and help the acne healing process. Contains Chlorelina, a combination of chlorella and spirulina which helps maintain elasticity, acts as an antioxidant in the skin, and controls oil, and its gel-like texture makes it suitable for all skin types (Soco by Sociolla, 2023). Figure 1.2 shows a reference example of the Hyalucera Moisturizer product.

Figure 1. 2 The Originote Hyalucera Moisturizer

Source: The Originote Instagram Page (2023)

B5 Acne Serum from The Originote is a special acne treatment that combines chemical active ingredients that have been clinically tested and safe in the laboratory with natural elements from nature. This product contains salicylic acid, which targets acne while shrinking pores that cause excess oil production. Panthenol is used to maintain skin moisture, while Tamanu Oil helps acne heal faster, reduces acne scars, and has anti-inflammatory properties. For a blemish-free face and a stronger skin barrier, combine this B5 Acne Serum with Ceratides serum (Soco by Sociolla, 2023). Figure 1.3 can be seen as a reference example of the B5 Acne Serum product by The Originote.

Figure 1. 3 The Originote Acne B5 Serum

*Source: The Originote Instagram Page (2023)*

1.2. Research Background

Social media platforms stand out as key arenas to demonstrate the impact of eWOM and significantly influence outcomes. User-generated brand content and customer reviews are often shared on these platforms, especially social media sites. As a result, brands are advertised easily by satisfied customers without the need for direct promotional efforts. Engagement, sharing, and comments on social media have a significant impact on purchase intentions (Albayrak & Ceylan, 2021). Research conducted by Khasanah et al., (2022) expressed support for the change in social media platforms in this extraordinary digital era, highlighting how they have transcended their traditional role as forums for social interaction, becoming significant centers of commerce and influence. This point of view is supported by Indrawati et al., (2023), who emphasizes the importance of studying consumer attitudes towards electronic word-of-mouth (eWOM) to better understand consumer behavioral intentions. It is also important to monitor changes in consumer attitudes towards products in response to eWOM. Consumer attitudes can help marketers determine whether this will have a positive or negative impact on The Originote products. Because of its importance in influencing consumer behavior, researchers sought to identify the type of electronic word-of-mouth (eWOM) that has the greatest influence on purchase intentions. Online reviews, user recommendations, and social media influence all play a role in shaping purchase intention. It is supported by the findings from Iskamto & Rahmalia, (2023), which state that when a product meets a consumer's needs, it fosters a sense of connection,

resulting in increased purchase intentions. Understanding consumer preferences and beliefs about products can help unlock the potential to increase consumer purchase intentions by investigating the impact of various types of eWOM on The Originote skin care products.

The 'Skincare' segment of the beauty and personal care market in Indonesia is expected to grow significantly over the next five years, from 2023 to 2028, with an estimated increase of 586.4 million US dollars, representing a significant growth rate of 25.92 percent. This extraordinary growth trajectory, now entering its eighth year, is expected to drive the segment's total revenue to a record-breaking US$2.8 billion by 2028 (Statista, 2023). Therefore, the marketing strategy of the skin care industry must recognize the increasing importance of Electronic Word-of-Mouth (E-WOM). E-WOM, which is enabled by social media and online platforms such as TikTok, is very important in shaping consumer perceptions of skin care products and brands which may influence consumers' purchasing intentions. Customers can share their experiences, recommendations and testimonials, resulting in a dynamic digital ecosystem where word of mouth spreads faster than ever.

According from the study by Halim & Keni (2022), states that The tropical climate and people's increasing awareness of using skincare creates a lucrative and promising opportunity for facial care manufacturers. It is supported by the findings from databoks.katadata.co.id (2022) that are shown in figure 1.4.
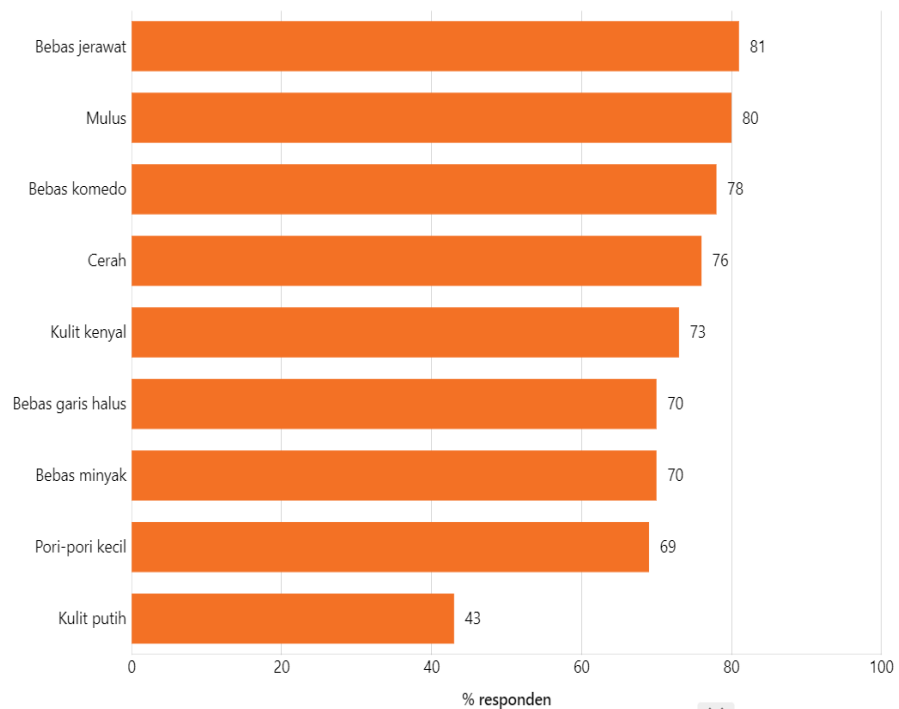
Figure 1. 4 Ideal Skin Condition Based on Indonesian Citizens

Source: databoks.katadata.co.id (2022)

According to the survey by databoks.katadata.co.id (2022), a significant majority of respondents 80% consider smooth skin to be the epitome of ideal skin condition. Furthermore, 78% of participants believe that blackhead-free skin, bright skin, and supple skin are ideal conditions. Furthermore, 70% of respondents believe that having non-oily skin and no fine lines is ideal. Interestingly, despite widespread beauty product advertisements promoting fair skin as the norm, only 43% of participants agree with this perception, indicating a disparity in ideals among the surveyed population. Hence from the survey by databoks.katadata.co.id (2022) It is deduced that the beauty standards preferred by Indonesian citizens primarily revolve around skincare products, which influences customer behaviour in Indonesia to prioritise skincare products for enhancing their appearance. The study from Halim & Keni (2022), states that Indonesia has a population of more than 260 million people, and its citizens are aware of their appearance and beauty, making it the most promising market share for any cosmetic manufacturer. Such as The Originote, The Originote is a skincare product that gained popularity on TikTok due to customer eWOM. The statement is supported by INFOBRAND.ID (2023)

which states that The Originote is a skincare brand that has gone viral on TikTok social media with positive testimonials from its customers after using its products.

The Originote, a skincare brand, was founded in 2022 and has quickly emerged as a leading player in the beauty industry, with a range of skincare regimens carefully designed to address specific skin concerns. However, it is not only the product that has received a lot of attention, but also its dynamic presence on TikTok (aftership.com, 2023). TikTok is used by one of the skincare brands, namely The Originote. Since March 2022 until now, 340,000 posts with the hashtag The Originote have been viewed 4 billion times. From time to time the interest in the hashtag fluctuates from one month to the next, with a decrease in interest one month and an increase in the following month on the TikTok platform with video content in the form of information about The Originote products, the information is about the user's experience using The Originote skin care products Originote (Tiktok Creative Center, 2023). Figure 1.5. can be seen as a reference example of The Originote's insights on the TikTok platform.
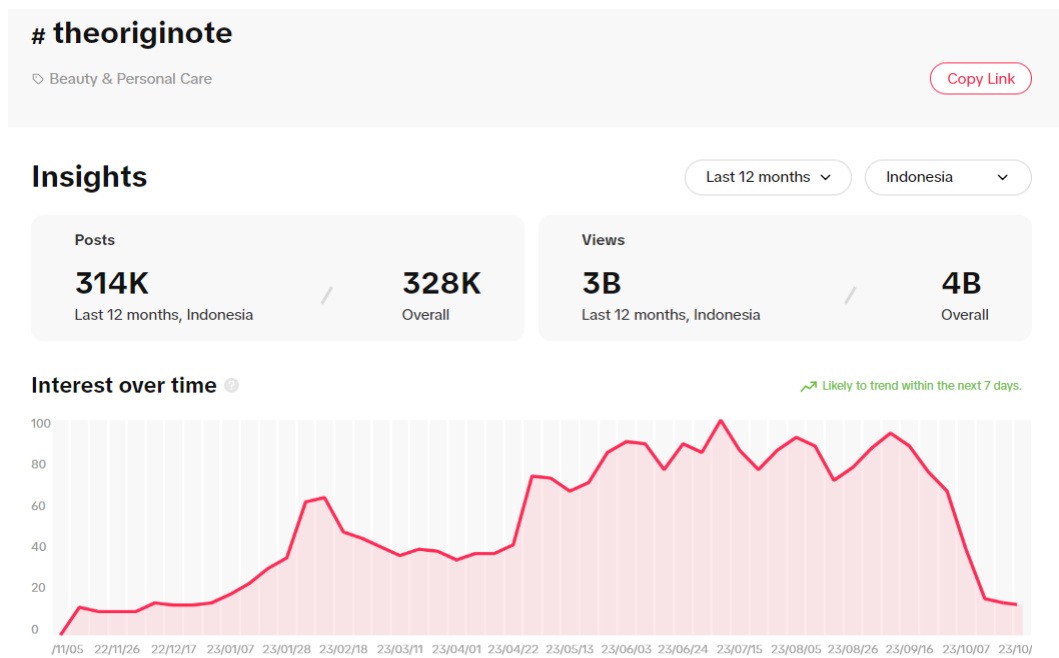
Figure 1. 5 Last year's TikTok insights for The Originote skincare brand

Source: TikTok Creative Center (2023)

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A look at the use of Hashtags The Originote reveals a significant and growing presence in the skin care market, especially in Indonesia. Over the last 12 months, the brand has reached 314,000 users in Indonesia and contributed to a global reach of 328,000 users. This data highlights the brand's ability to interact effectively with its target audience and generate brand awareness, which is critical in the highly competitive skin care industry.

The incredibly large number of views that The Originote content receives is one of the most striking aspects of its social media impact. Over the past year, the brand's posts in Indonesia have been viewed 3 billion times, while the overall number of views reached 4 billion times. This level of engagement reflects not only a brand's popularity but also its ability to create engaging, shareable content that appeals to a wide audience. A high number of views indicates a strong online presence, with the potential for electronic word-of-mouth marketing supporting customer purchase intent.

This is also supported by INFOBRAND.ID (2023) which states that The Originote is a skincare brand that has gone viral on TikTok social media with positive testimonials from its customers after using its products and is even increasingly difficult to find because of the high demand, this indicates that product sales transactions are ongoing very well on social media and in the Indonesian electronic market. INFOBRAND.ID in collaboration with TRAS N CO Indonesia as a research institution awarded this skin care product the prestigious Brand Choice Award 2023.

INFOBRAND GROUP is a media company that has evolved into Integrated Media, relying on research, awards, events, communities and publishing services. In the digital realm, especially e-commerce, elements such as prices, reviews and accurate product information are the main drivers in influencing consumers to choose, buy and recommend products. TRANS N CO Indonesia, a consulting company that focuses on research on brand and business developments in Indonesia, together with INFOBRAND.ID, started the Brand Choice Index survey to examine the level of consumer choice of brands through e-commerce platforms with a digital survey. INFO BRAND.ID and Trans N CO have conducted many

surveys in various fields with a total of fifteen awards that can be given such as the brand choice award, top innovation award, top mobile application award, and others that have been given to various well-known brands in Indonesia. The Brand Choice Index survey assesses brands based on three main aspects, digital brand awareness, digital consumer preferences, and consumer reviews and ratings. Brand awareness is measured by the volume of online reviews and frequency of searches using search engines. Brand choice is measured based on sales transactions through official marketplace stores in Indonesia. Meanwhile, brand reviews and ratings are based on the number of reviews from consumers on the products purchased and used. Brands that achieve the top ranking in the product category based on predetermined criteria are entitled to the BRAND CHOICE AWARD 2023 (INFOBRAND.ID, 2023). As a result, The Originote won this award because it met the requirements for the number of sales transactions, the volume of brand reviews, and the number of reviews and ratings given by consumers to The Originote skin care products.

According to (Goodstats, 2023) says that TikTok, a social media platform that recently went viral, has 1.05 billion active users, making it the sixth most used social media platform in 2023. In contrast, TikTok will have the longest usage time in 2023. Based on (GoodStats, 2023) this application is used more than 23 hours per month by the average user. Figure 1.6. can be seen as a reference example of the seven social media with the most users in 2023.
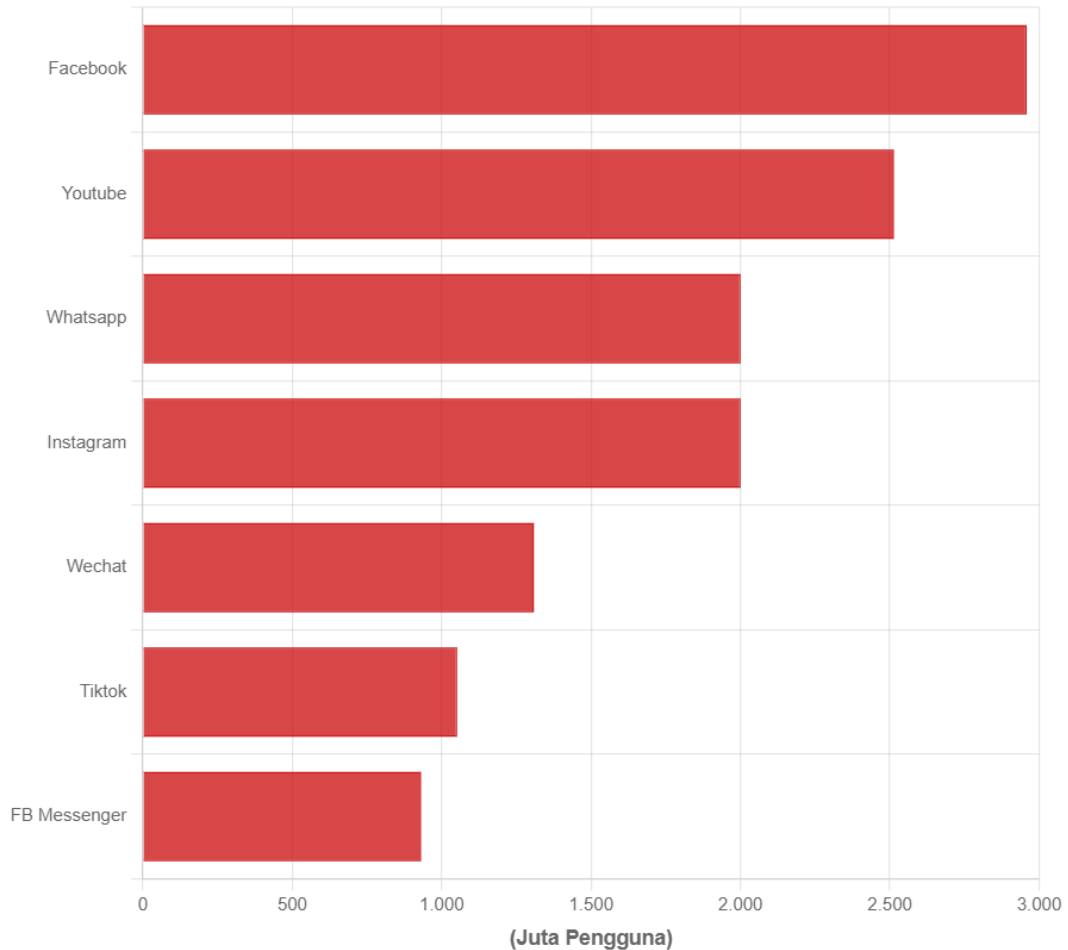
Figure 1. 6 Seven Social Media with The Most Users by 2023

Source: Goodstats (2023)

The information provided provides a large number of interesting research opportunities. This includes investigating electronic word of mouth (eWOM) promotions generated by customers, as well as assessing the potential of eWOM on customer purchase intentions for The Originote products, As a result, the potential for eWOM to influence consumer purchase intentions, particularly on the TikTok platform, cannot be overlooked.

Electronic Word-of-mouth (eWOM) has emerged as a powerful catalyst for the rapid growth of digital marketing amidst this digital revolution. eWOM information consists of users' personal experiences, evaluations, discussions, and

recommendations relating to information about products, services, company brands, and so on (Zhao et al., 2020). The use of eWOM for digital marketing is increasingly important, as more businesses use it to promote purchases (Zhao et al., 2020). According to the study by Iskamto & Rahmalia, (2023), User-generated content on social media or websites, such as customer reviews, is a key example of e-WOM. This phenomenon is especially visible in Indonesia, where TikTok has become a major facilitator of eWOM for products and brands. This mini-thesis emerged from this context, as a response to the rise of eWOM on TikTok, particularly regarding The Originote skincare products.

The importance of customer online reviews has been researched extensively to determine their influence in determining business performance, a customer's propensity to recommend a brand or product, and estimating customer purchase intentions. (Peña-García et al., 2020). This is also supported by Moslehpour who said, "Consumers use social media to make purchasing decisions" (Moslehpour et al., 2021). Which is also supported by the study by Martini, (2022), which found that WOM and eWOM have significant power and impact in marketing efforts due to their persuasive qualities. This makes E-WOM effective for increasing the performance of customers' purchasing intentions since the use of social media is also becoming more popular as a customer communication medium and as a choice of company marketing communication strategy (Moslehpour et al., 2021).

The study of electronic word-of-mouth (eWOM) is significant, as described by Lim et al. (2022), The perceived lack of commercial intent on the part of the sender supports the notion that eWOM provides objective insights into marketing offerings that would otherwise be difficult to obtain prior to making purchasing decision. As a result, customer reviews are inherently subjective and based on individual experiences with the product. This research is significant, as stated in the study conducted by Haenlein et al. (2020), who claim that TikTok's reliance on artificial intelligence algorithms for curating content within users' feeds is increasing. As a result, simply having high-quality content does not guarantee a large audience reach. Furthermore, the lack of a comprehensive understanding of the TikTok algorithm makes it difficult for users to predict the success of their
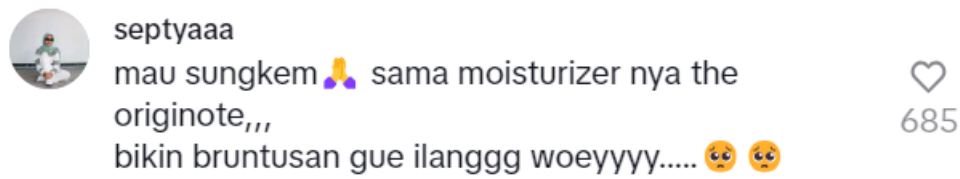
content (Haenlein et al. (2020). According to Indrawati et al.'s (2023) study, eWOM has a greater impact due to its independence from the company, primarily because consumer reviews reflect individual firsthand experiences, which carry more weight. It's different when the brand is using an influencer since according to the research by Leung et al., (2022), stated that Companies select and compensate online influencers, such as individuals, groups, or virtual avatars with large social media followings, typically through pay-per-post arrangements. This dynamic makes content subjective, as companies pay influencers to promote their products. This highlights brands' limited control over information disseminated on TikTok, Particularly regarding electronic word-of-mouth (eWOM) since it came organically from the customer. As a result, it emphasises the importance of being attentive and responsive to both eWOM and shared content on the platform, highlighting the significance of this study.

The primary goal of this mini-thesis is to begin a comprehensive exploration of TikTok eWOM around The Originote skincare products. This investigation will delve deeply into the complex dynamics of how TikTok eWOM has a major influence on consumer behaviour, with a focus on its influence on purchase intention. To achieve this goal, the author will use a structured and theory-based approach based on analytical description an approach that includes two types of data, primary data and secondary data. To conduct this research, the questionnaire method was also used for data collection. This model provides a systematic framework for understanding how people interact and adapt to eWOM about The Originote skincare products that spread through the TikTok ecosystem. This research also uses non-probability sampling and purposive sampling techniques which function as data collection. This directs the researcher's investigation into the cognitive processes that ultimately shape consumers' intentions to purchase The Originote skincare products.

This mini thesis recognizes that TikTok eWOM not only changes the way consumers view and interact with brands and products but also empowers TikTok users to become authoritative sources of information and recommendations, which have a significant influence on consumer preferences (Chu & Kim, 2018). The main

goal of this mini-thesis is to make a significant contribution to the field of marketing and consumer behaviour. This research provides valuable insights for marketers, further research, The Originote and other skincare brands using TikTok by highlighting the power of TikTok eWOM in driving purchase intention. This insight allowed them to leverage TikTok's immense potential as a dynamic marketing tool using eWOM to drive and shape consumer intention to purchase The Originote skincare products.

The study aims to investigate how TikTok electronic word-of-mouth (eWOM) influences consumers' intention to purchase The Originote skincare products. It draws on a variety of real-world phenomena and credible evidence to establish links between the research questions and the variables under consideration. The impact of social media on consumer behaviour Several studies have confirmed that social media platforms, particularly TikTok, are effective channels for disseminating eWOM and engaging consumers (Albayrak and Ceylan, 2021). Khasanah et al.'s (2022) research highlights the transformative role of social media platforms in the digital age, as they evolve from mere social interaction hubs to vital centres of commerce and influence. Indrawati et al. (2023) emphasise the importance of studying consumer attitudes towards eWOM to better understand consumer behavioural intentions. Monitoring changes in consumer attitudes towards products in response to eWOM is critical. According to the study by Albayrak & Ceylan, (2021), before purchasing a product or service, customers look into previous experiences and want to know whether they were positive or negative, this way, they'll feel more secure. These attitudes help marketers assess the potential impact of The Originote products' consumer purchase intentions. This highlights the importance of TikTok eWOM in influencing consumer behaviour, especially purchase intentions. Figure 1.7 shows an example of electronic word-of-mouth (eWOM) on The Originote TikTok social media Page:

septyaaa
mau sungkem🙏 sama moisturizer nya the originote,,,
bikin bruntusan gue ilanggg woeyyyy..... 🥺 🥺

♡
685

Figure 1. 7 eWOM on The Originote TikTok social media Page

Source: (The Originote TikTok Page, 2024)

According to the study by Al-Ja'afreh et al., (2020) stated that all efforts made by previous, prospective or existing customers to display positive or negative features of a product/service online are referred to as eWOM. This is why most people have access to at least one online review, which is why eWOM is so effective. It is supported by the statatement by study from Iskamto & Rahmalia, (2023), User-generated content on social media or websites, such as customer reviews, is a key example of e-WOM. Brands have a distinct advantage in terms of promotional activities, demonstrating notable efficiency that frequently outperforms that of other entities. This efficiency extends to content creation and dissemination, resulting in a massive output across multiple platforms and channels. However, amid this abundance, the critical issue of credibility arises. While the sheer volume of content is impressive, there is no guarantee that a significant portion of it is credible or authentic. As a result, the eWOM on The Originote TikTok Social Media page may assist the customer in determining whether the product is good or not, thereby influencing purchase intention. This is supported by research by Indrawati et al., (2023), which states that eWOM has a greater impact due to its independence from the company, primarily because consumer reviews reflect individual firsthand experiences, which carry more weight.

This study also focused on the context of the growing importance of the skincare industry in Indonesia. According to Statista (2023), the skincare sector in Indonesia is rapidly expanding, creating a promising market landscape. Understanding Indonesia's burgeoning skincare industry, which is expected to grow significantly over the next five years (Statista, 2023), highlights the importance of Electronic Word-of-Mouth (E-WOM). E-WOM, facilitated by platforms such as TikTok may play a critical role in shaping consumer perceptions of skincare

products, thereby influencing purchasing intentions for the Originote skincare products. This highlights the importance of researching how eWOM influences consumer purchasing intentions, particularly in a thriving market such as Indonesia's skincare industry.

The phenomenon of consumer preference for skincare products in Indonesia, as evidenced by the strong preference for skincare products among Indonesian consumers, according to databoks.katadata.co.id (2022), represents a significant market trend. The study by Halim and Keni (2022) highlights Indonesia's tropical climate and the country's growing skincare awareness as a promising market for facial care manufacturers. This is supported by databoks.katadata.co.id (2022), which demonstrates that Indonesian beauty standards are primarily concerned with skincare products, influencing consumer behaviour to prioritise skincare for improved appearance. Therefore, understanding consumer behaviour and preferences in the skincare industry provides context for investigating the impact of TikTok eWOM on the purchase intention of The Originote skincare products.

The rapid rise of The Originote as a popular skincare brand on TikTok, as evidenced by data from aftership.com (2023) and INFOBRAND.ID (2023), demonstrates the efficacy of TikTok eWOM in increasing brand awareness and consumer interest. This emphasises the importance of investigating how TikTok eWOM may affects consumer purchase intentions for The Originote skincare products.

The high engagement on TikTok for the Originote skincare products on TikTok, as shown by TikTok Creative Centre (2023), demonstrates the brand's appeal to its target audience and ability to pique interest. This demonstrates the potential influence of TikTok eWOM on the customer's purchase intention. It is also supported by the study from Moslehpour et al., (2022), that stated eWOM is effective for increasing the performance of customers' purchasing intentions since the use of social media is also becoming more popular as a customer communication medium and as a choice of company marketing communication strategy. The Originote's recognition and award, such as the Brand Choice Award

2023 from INFOBRAND.ID (2023), demonstrate its market success and credibility. This emphasises the importance of looking into factors like TikTok eWOM that influence consumer preferences especially in purchase intentions for The Originote skincare products.

In Indonesia's rapidly expanding skincare market, comprehending purchase intentions is vital, as it acts as a crucial indicator of consumer behavior and significantly impacts marketing strategies and business results. According to Mehyar et al, (2020), Marketers constantly attempt to detect consumers' purchasing intentions since it is critical to understand how consumers think, feel, and choose between various options. Purchase intention is widely recognised as a strong predictor of actually planned purchasing behaviour. According to Sharma et al. (2022), purchase intention refers to an individual's conscious plan to make an effort to purchase a product. As supported by Sohn & Kim's (2020) study, marketing researchers are primarily concerned with planned behaviour since many business decisions are based on consumer behaviour predictions. This is particularly important for brands like The Originote to understand and influence consumer decisions. According to the study by Indrawati et al., (2023), one of the primary effects of eWOM is increased purchase intention, which can lead to higher sales. It is also supported by the study from Iskamto & Rahmalia, (2023), Prospective customers frequently rely on reviews to gauge a product's popularity and strengthen their purchase intentions. hence given the importance of TikTok electronic word-of-mouth (eWOM) in shaping consumer perceptions and actions, analysing purchase intention provides actionable insights that benefit not only The Originote but also the larger skincare industry and marketers. Theoretical frameworks and existing literature emphasise the importance of purchase intention in the context of eWOM. Mehyar et al. (2020), Albayrak & Ceylan (2021), and Indrawati et al. (2023) all focus on its practical application. Mehyar et al. (2020) highlight the significant evolution of eWOM over the last decade, emphasising the importance for marketers to understand and leverage eWOM to influence potential buyers.

By combining these phenomena and credible evidence, the study replicates the theoretical framework by Mehyar et al, (2020) with different objects for

understanding how TikTok eWOM influences purchase intentions in the skincare sector. Based on this description, it is important to study the influence of TikTok eWOM on the purchase intention of The Originote skincare products since from this research, marketers, further research, The Originote and other skincare brands can analyze future steps so they can pay attention to, develop and maximize the use of eWOM so that they can has a significant influence on the intention to purchase Their skincare products.

This is in accordance with the research findings of Moslehpour et al., (2021) which found that social media marketing dimensions include entertainment, interaction, trends, customization, and word of mouth, all of which influence consumer purchase intentions. Two factors, for example, entertainment and word of mouth, are more important and have a direct influence on consumer purchasing intentions. Ilhamalimy & Ali (2021) conducted similar research. Research findings show that Electronic Word of Mouth has a positive and significant effect on online purchase intentions for Shopee objects. These findings support the hypothesis that Electronic Word of Mouth can have a positive and significant effect on online purchasing intentions at Shopee, meaning that if Electronic Word of Mouth is formed in large numbers from positive online review information aspects, then the information provided can be trusted, and the information provided also quality, it can significantly influence online consumers' buying interest at Shopee. According to similar research by Kajtazi & Zeqiri (2020), e-WOM and content marketing have a significant influence on customer purchase intentions. Their findings support all three hypotheses, indicating that source dependence, perceived trustworthiness of e-WOM messages, and content marketing all have a significant positive impact on purchase intentions. However, Zahratu and Hurriyati (2020) conducted research on eWOM and intention to purchase at Traveloka as a research object using Structure Equation Modeling (SEM) in this research to analyze the data. Based on the findings of this research, credibility, quality and quantity of EWOM as independent variables have a negative influence on purchase intention at Traveloka as the dependent variable, which means that according to Zahratu and Huriyati (2020) credibility, quality and quantity of eWOM have no impact on purchase intention at

Traveloka. It is also supported by the study from Mantiri et al., (2022), who found that Electronic Word of Mouth (E-WOM) did not affect purchasing intention.

Existing research on eWOM and its impact on purchase intentions has produced mixed results. This study aims to provide clarity and insights into the complex relationship between TikTok eWOM and purchase intentions, addressing inconsistencies in the literature. Consumer preferences and beauty standards in Indonesia heavily influence purchasing behaviour, particularly in the skincare industry. Analysing how TikTok eWOM intersects with these preferences and influences purchase intentions for The Originote skincare products focuses on an important aspect of consumer behaviour in Indonesia. Despite its widespread use in the skincare product industry, the impact of electronic word-of-mouth (eWOM) on consumer behaviour, particularly purchase intentions, has a mixed result as shown before. This study aims to fill that knowledge gap by providing valuable insights into how TikTok eWOM can be used as an effective marketing tool for skincare brands such as The Originote. Therefore, the researcher intends to conduct additional research with the title.**"THE INFLUENCE OF TIKTOK EWOM ON PURCHASE INTENTIONS FOR THE ORIGINOTE SKINCARE PRODUCTS"**

1.3. Problem Formulation

Social media platforms have become the main stage for the influence of eWOM on purchase intentions. User-generated brand content and customer reviews are often widespread on social media platforms, especially TikTok. Brands can be promoted easily by satisfied customers without the need for direct promotional efforts. Engagement, sharing, and comments on social media play an important role in shaping purchase intentions (Albayrak & Ceylan, 2021). It is also supported by the findings from Iskamto & Rahmalia, (2023), which state that when a product meets a consumer's needs, it fosters a sense of connection, resulting in increased purchase intentions. According to Khasanah et al., (2022) the rapid growth of social media platforms has changed their role from simply places of social interaction to significant centers of commerce and influence. The study by Indrawati et al., (2023) highlights the importance of understanding consumers' attitudes towards eWOM to

understand their purchasing behavior. Changes in consumer attitudes towards products in response to eWOM are also important to monitor, as they can have a positive or negative impact on products such as The Originote. Social media platforms, particularly TikTok, have become critical for disseminating eWOM and shaping consumer behaviour. However, despite its widespread use and effectiveness, the precise impact of TikTok eWOM on purchase intentions is unknown, with previous research yielding conflicting results.

The skincare market in Indonesia is predicted to experience significant growth over the next five years (Statista, 2023). The skincare industry in Indonesia is rapidly expanding, creating a lucrative market landscape. Understanding consumer preferences and beauty standards is critical in this context because they heavily influence purchasing behaviour, particularly for skincare products. TikTok eWOM will help The Originote to plays a significant role in shaping consumer purchase intentions within this rapidly growing market. In this context, skincare marketers need to understand the important role of eWOM. Social media platforms, especially TikTok, have become the main means for spreading eWOM that influences consumer perceptions and purchase intentions. The great attention to the hashtag The Originote on TikTok shows its great influence in the skincare market, especially in Indonesia. With this data, marketers and The Originote can understand the need to follow eWOM trends and utilize them to influence consumer purchase intentions towards The Originote products.

According to Al-Ja'afreh et al. (2020), electronic word-of-mouth (eWOM) refers to online feedback from both past and current customers that identifies the positive and negative aspects of a product or service. This phenomenon has spread due to the availability of online reviews, which have a significant influence on consumer behaviour. Despite brands' skill in disseminating content across multiple platforms, the credibility of such content remains uncertain. Nonetheless, eWOM platforms such as The Originote TikTok Social Media page may have a significant impact on consumer purchasing intention by providing firsthand perspectives. This assertion is supported by the findings of Indrawati et al. (2023), which highlight the importance of individual consumer experiences in shaping the efficacy of eWOM.

The rise of The Originote as a popular skincare brand on TikTok demonstrates the power of TikTok eWOM in raising brand awareness and consumer interest. However, more research is needed to fully understand how TikTok eWOM influences consumer behaviour specifically purchase intentions, as well as to address inconsistencies in the existing literature. According to previous research conducted by Mehyar et al. (2020), the results state that the quality and quantity of eWOM have an influence on purchase intention, while the credibility of eWOM does not play a significant role on purchase intention. Based on these findings, researchers plan to apply this concept to The Originote product as the focus of the research. The main objective of this research is to investigate how the quality, quantity, and credibility of eWOM influence purchase intentions towards The Originote products. Researchers also want to test whether eWOM credibility negatively impacts purchase intention as revealed in a previous study conducted by Mehyar et al. (2020), especially when the research focuses on The Originote. This step is expected to help in predicting consumers' desires to buy in the future and maintain the stability of purchasing intentions for The Originote products through the influence of eWOM which has an important impact.

This study focuses solely on purchase intention as the dependent variable since it is an important indicator of consumer behaviour that directly influences marketing strategies and business outcomes, particularly in Indonesia's rapidly expanding skincare market. According to Mehyar et al, (2020), Marketers constantly attempt to detect consumers' purchasing intentions since it is critical to understand how consumers think, feel, and choose between various options. Purchase intention is an important predictor of actual purchasing behaviour. Sharma et al. (2022) define it as a person's deliberate decision to make an effort to purchase a product. It is supported by Sohn & Kim's (2020) study, that marketing researchers are primarily concerned with planned behaviour since many business decisions are based on consumer behaviour predictions. This is particularly important for brands like The Originote to understand and influence consumer decisions. According to the study by Indrawati et al., (2023), one of the primary effects of eWOM is increased purchase intention, which can lead to higher sales. It is also supported by

the study from Iskamto & Rahmalia, (2023), Prospective customers frequently rely on reviews to gauge a product's popularity and strengthen their purchase intentions. Given the importance of TikTok eWOM in shaping consumer perceptions and actions, analysing purchase intention provides actionable insights that can help The Originote, the skincare industry and marketers. Furthermore, theoretical frameworks by Mehyar et al, (2020) and existing literature, such as those by Mehyar et al., (2020), Albayrak & Ceylan (2021) and Indrawati et al. (2023), emphasise the importance of purchase intention in the context of eWOM, emphasising its practical application. According to Mehyar et al. (2020), given the enormous evolution of electronic word of mouth over the last decade, marketers must better understand and recognise how eWOM may influence their potential buyers or customers. As a result, this study's focus on purchase intention aims to provide clear, targeted insights that can assist The Originote and similar brands in effectively leveraging eWOM on platforms such as TikTok to improve their market performance. This approach also keeps the research manageable and precise, avoiding the potential dilution of findings caused by including multiple dependent variables.

The purpose of this study is to look into the impact of TikTok electronic word-of-mouth (eWOM) quality, credibility, and quantity on the intention to buy The Originote skincare products. With the rapid growth of Indonesia's skincare industry and the growing importance of social media platforms such as TikTok, understanding how eWOM influences consumer behaviour, especially purchase intentions is critical. Despite mixed results from previous research, this study aims to provide clarity by investigating the specific impact of eWOM factors on consumer purchase intentions for The Originote skincare products. By focusing on eWOM quality, credibility, and quantity, the study hopes to fill a knowledge gap and provide valuable insights for skincare brands such as The Originote in leveraging TikTok as an effective marketing tool.

In this research, the independent variables consist of quality, quantity and credibility of eWOM, while the dependent variable is Purchase Intention. The research focus is aimed at The Originote. As a result, the research questions asked are as follows:

1. How is the quality of information on TikTok regarding The Originote skincare products perceived?

2. How is the credibility of information on TikTok regarding The Originote skincare products perceived?

3. How is the quantity of information on TikTok regarding The Originote skincare products perceived?

4. How are consumers' purchasing intentions regarding The Originote skincare products perceived on TikTok social media?

5. Does the quality of TikTok eWOM influence purchase intentions for The Originote skincare products?

6. Does the credibility of TikTok eWOM influence the intention to purchase The Originote skin care products?

7. Does the quantity of TikTok eWOM influence the purchase intention of The Originote skincare products?

8. Does the quality of TikTok eWOM, the credibility of TikTok eWOM and the quantity of TikTok eWOM have a simultaneous influence on the intention to purchase The Originote skincare products?

1.4 Research Objectives

This research aims to achieve the following objectives based on the problem formulation:

1. To find out the quality of information on TikTok social media regarding The Originote skincare products.

2. To find out the credibility of information on TikTok social media regarding The Originote skincare products.

3. To find out the quantity of information on TikTok social media regarding The Originote skincare products.

4. To find out the consumers' purchasing intentions are on TikTok social media regarding The Originote skincare products.

5. To find out whether the quality of TikTok eWOM influences the intention to purchase The Originote skincare products.

6. To find out whether the Credibility of TikTok eWOM influences Intention to Purchase The Originote Skin Care Products.

7. To find out whether the quantity of TikTok eWOM influences the intention to purchase Originote Skincare products.

8. To find out whether the quality of TikTok eWOM, the credibility of eWOM and the quantity of eWOM have a simultaneous influence on the intention to purchase The Originote skincare products.

1.5 Research Benefits

The benefits of this research will be shown below:

1.5.1 Theoretical Benefits

This research is expected to enrich the knowledge of marketing and consumer studies, with a focus on eWOM quality, eWOM credibility, and eWOM quantity on purchase intentions. It is hoped that this research can be a source for further research, especially on eWOM regarding purchasing interest in the field of marketing and consumer studies.

1.5.2 Practical Benefits

This research is expected to provide insight into the influence of quality, credibility and quantity of eWOM on purchase intentions for The Originote skin care products. Therefore, it is hoped that the findings of this research can be a consideration for marketers, The Originote, and other skin care products from various brands to optimize and analyze their eWOM to influence purchase intentions.

1.6 The Systematics of Mini-Thesis Writing

This writing section provides a detailed description of how the mini-thesis will be structured. The systematic preparation of writing a mini-thesis consists of Chapters 1 to Chapter 5, with the structure outlined as follows:

A. **CHAPTER 1: INTRODUCTION**

This chapter provides a thorough, clear, and concise overview of the main components of the research. It covers a wide range of topics, including an introduction to the research subject, the context in which the research is conducted,

definition of the research problem, research objectives, potential implications, and the organization of the mini-thesis.

B.   CHAPTER 2: LITERATURE REVIEW

This chapter concentrates on the theoretical background, from general to specific, using previous research as a guide and producing a research framework that generates research hypotheses.

C.   CHAPTER 3: RESEARCH METHODS

The emphasis of this chapter is to investigate the approaches, methods, and techniques used to collect and analyze data so that it can be used effectively.

D.   CHAPTER 4: RESULTS AND DISCUSSION

This chapter provides a detailed and organized explanation of the research, including a discussion of the findings that support the problem hypothesis and research objectives. This chapter includes research findings, discussion and analysis included by the researcher.

E.   CHAPTER 5: CONCLUSION

This chapter contains the overall research conclusions, namely, answers to research problems and then suggestions for the benefits of the research.