

ABSTRACT

The cosmetics industry in Indonesia is experiencing rapid development along with increasing consumer interest in beauty products. Increasing competition is pushing local brands to innovate and strengthen their presence in the market. Emina, as one of the local cosmetic brands popular among teenagers and young women, continues to strive to maintain its appeal amidst the changing dynamics of the industry. In the digital era, social media platforms such as TikTok have become one of the main means for brands to connect with consumers and expand their reach.

This study aims to determine how the influence of electronic word of mouth on TikTok on purchase intention of Emina products with trust as an intervening variable. In this study, the method used is quantitative method. The population in this study amounted to 398 samples using non-probability sampling with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique used is SEM PLS with the help of SmartPLS 4.0 software.

Based on the research results, the electronic word of mouth variable has a significant effect on purchase intention, electronic word of mouth has a significant effect on trust, trust has a significant effect on purchase intention, and electronic word of mouth has a significant effect on purchase intention through trust.

Keywords: *Electronic Word of Mouth (E-WOM), Trust, Purchase Intention*