ABSTRACT

Technological advancements have brought the internet, making social media platforms like TikTok popular. In line with technological advancements, the perfume industry is also predicted to grow, with Saff & Co. becoming the third most purchased local product on e-commerce platforms. The purpose of this study was to determine the effect of face-to-face friendship, e-WOM readership, and social media viewership on TikTok on the purchase intention of Saff & Co perfume among Generation Z, mediated by social influence.

This research employed a quantitative approach, collecting data through a questionnaire distributed online using Google Forms. The study used a sample of 158 respondents, representing Generation Z TikTok users. The collected data was analyzed using Structural Equation Modeling (SEM) with Smart PLS software.

The results showed that face-to-face friendship, e-WOM readership, social media viewership, social influence, and purchase intention were all in the good category. With all hypotheses accepted, this means that the variables face-to-face friendship, e-WOM readership, and social media trustworthiness in this study have a positive and significant effect on purchase intention. Similarly, the variables face-to-face friendship, e-WOM readership, and social media trustworthiness have a positive and significant effect on purchase intention through social influence.

With this research, Saff & Co. hopes to maximize the power of e-WOM by improving the quality and credibility of user reviews on TikTok to increase Generation Z purchase intention. This is because the e-WOM readership variable shows the highest percentage after purchase intention. Further research is recommended to expand the scope of the theory, develop indicators or questionnaire items, and compare with other social media platforms.

Keywords: Face to Face Friendship, E-WOM, Social Media, Social Influencer, Influencers, TikTok, Purchase Intention