

ABSTRACT

Along with the trend of people starting to pay attention to body care products as a primary need, the Ministry of Industry continues to spur the development of the domestic cosmetic industry. According to data from the National Industrial Development Master Plan or RIPIN, the cosmetic industry is included in the top ten priority industries. As a brand of Indonesian cosmetics and beauty that is marketed *online*, social media certainly plays an important role for Avoskin. Social media acts as a medium of communication and information that bridges Avoskin and the community by providing *reviews* of products, providing recommendations to other consumers, and sharing experiences in the comment column feature on Avoskin Instagram is one of the *Electronic Word of Mouth* (eWOM) activities.

This study aims to determine the effect of *Electronic Word of Mouth* (*Quality*, *Quantity*, and *Credibility*) on Consumer Buying Interest on *followers* of AvoskinInstagram account *Beauty* by using the quantitative descriptive-causal method.

This research was conducted by distributing an online questionnaire using a google form which was distributed to 400 *followers* AvoskinInstagram *Beauty* in the form of a link via Instagram Direct Message. The sampling technique used in this study was *non-probability sampling* with a purposive *sampling method*. The data analysis technique used Multiple Linear Regression which was processed using SPSS 25 software *for windows*.

Based on the results of the descriptive analysis of eWOM *Quality*, *Quantity* and *Credibility* are included in the "Good" category. Buying interest in Avoskin Beauty's Instagram followers is included in the "Good" category. Based on the results of data processing, eWOM *Quality* has a positive and significant influence on Consumer Buying Interest, eWOM *Quantity* has a positive and significant influence on Consumer Buying Interest, and eWOM *Credibility* has a positive and significant influence on Consumer Buying Interest.

So that eWOM on Avoskin Instagram account *Beauty's* is a factor that can influence consumer buying interest. Therefore, it is hoped that Avoskin can maintain the performance of the Avoskin Beauty Instagram social media admin by increasing engagement by answering every comment in the form of questions from consumers about Avoskin products, asking consumers, uploading more photo/video content in the form of mini-quizzes and giveaways, and collaborating with several a beauty influencer who can be trusted to provide consumers with the experience of using Avoskin products to maintain the quality, quantity, and credibility of the reviews given by customers.

Keywords: *Electronic Word of Mouth (eWOM), Social Media Instagram, Consumer's Purchase Intention.*