

ABSTRACT

Currently, the development of technology has been rapid and has a great impact on the business world. The impact used in business is on the marketing system implemented by digitally integrated companies. In this digitalization era, one of the easiest and most frequently used ways is through marketing techniques through e-WOM on social media. Ms Glow is a brand that is aggressively implementing this strategy in its marketing, one of which is on Ms Glow's TikTok social media. However, currently Ms Glow is still ranked third as the best-selling brand in Indonesia and is still inferior to Somethink and Scarlett.

This study aims to determine the effect of e-WOM that is implemented by Ms Glow on social media TikTok on consumer purchase intentions. This is based on the phenomenon and supporting facts that Ms Glow is still ranked third. In addition, this study aims to determine the relationship and influence of each variable such as information quality, information quantity, information credibility, information usefulness, and purchase intention.

This research is a descriptive research with a quantitative approach. The sample used was non-probability sampling with a purposive sampling technique of 270 respondents with the qualifications of the respondents using the TikTok application and knowing the Ms Glow brand. Data collection in this study used the questionnaire method and was processed using Structural Equation Modeling (SEM) analysis with the SmartPLS application

The research results obtained are that information quality has a positive and significant effect on information usefulness, information quantity has a positive and significant effect on information usefulness, information credibility has a positive and significant effect on information usefulness, information usefulness has a positive and significant effect on information adoption, information adoption has a positive effect and significant to purchase intention.

Based on the results of the research, the suggestion that can be given is for companies to pay more attention to the weakest parameters of each variable produced. This is so that an evaluation can then be carried out regarding the factors that cause these parameters to be the weakest. In addition, companies can also innovate and adjust to what consumers want so that the goals of the product will be achieved.

Keyword : *Social Media, Electronic Word of Mouth, Purchase Intention*