

## ABSTRACT

Along with the times, skincare has become a personal care needed for everyone to care for or beautify their skin and appearance. The level of public awareness about skincare is increasing due to the trend of beauty products that appear on social media platforms. People began to follow existing trends to fulfill their lifestyle. This is an opportunity for the domestic beauty industry. The advancement of technology, has a considerable impact on the beauty industry such as Avoskin Beauty.

The emergence of social media platforms such as TikTok makes skincare products more diverse and makes access easier for consumers. For Avoskin which is a beauty brand. Social media itself plays an important role as a bridge to communicate with the public through product reviews provided by consumers. Avoskin implements Electronic Word of Mouth (eWOM) as a promotional network for their skincare products by using the comment column on TikTok.

This study aims to determine the influence of Electronic Word of Mouth and Brand Image on Consumer Buying Interest in followers of Avoskin Beauty TikTok account with quantitative research methods with Descriptive research types. The sampling technique used in this study is the purposive sampling method. This research was conducted by distributing online questionnaires using Google Form which were distributed to 115 respondents aged 16-29 years who were TikTok social media users and knew TikTok accounts @avoskinbeauty, and were domiciled in JABODETABEK and Bandung City.

The results of this study show that both factors, namely Electronic Word Of Mouth and Brand Image can have a positive and significant effect on Buying Interest. From this study, it was concluded that the variables Electronic Word Of Mouth and Brand Image were able to influence Buying Interest by 82.4%, while the rest was influenced by other variables that were not studied in this study.

Suggestions that can be given by the author for future research if the topic used is related to electronic word of mouth variables, brand image, and buying interest, it is hoped that further research can develop other social media with different objects.

**Keywords:** Electronic Word of Mouth (eWOM), Brand Image, Purchase Intention, Social Media Marketing, Avoskin