

ABSTRACT

Along with the development of the times, it is undeniable that the business world has developed rapidly because of the internet. This has led to an increase in the number of internet users in Indonesia. The large number of internet users in Indonesia can encourage people to use social media in their daily activities. The presence of social media certainly helps companies to inform their products to a wider market. Having this information will create eWOM for potential customers. The product category that is most successful in carrying out eWOM strategies through social media is beauty care products.

The emergence of social media platforms such as TikTok makes beauty care products more diverse and makes access easier for consumers. For Garnier, which is a beauty care brand, social media itself plays an important role as a bridge to communicate with the public through product reviews provided by consumers. Garnier implements eWOM as their product promotion network by using the comments column on their TikTok.

This study aims to determine the influence of Electronic Word of Mouth on TikTok on purchase intention Garnier products. Using quantitative research methods with causal research types. The population in this study are TikTok users who know information about Garnier and are followers of the Garnier TikTok account. The sampling technique used in this research is purposive sampling method.

This research was conducted by distributing online questionnaires using the Google Form which were distributed to 155 TikTok Garnier followers in the form of a link via the TikTok Direct Message. To process the data, the method used is PLS-SEM. The results showed that all variables had a positive and significant influence. The variables used in this study are Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, and Purchase Intention.

As the business sector and social media platforms are quite specific and the majority of respondents are women, these findings cannot be generalized to other business sectors, other social media platforms and other genders. For future research, it is suggested to consider adding other factors that can increase the predictive power of the research model. Future research may also use current models in other business sectors or other social media platforms.

Keywords: Electronic Word of Mouth (eWOM), Purchase Intention, TikTok