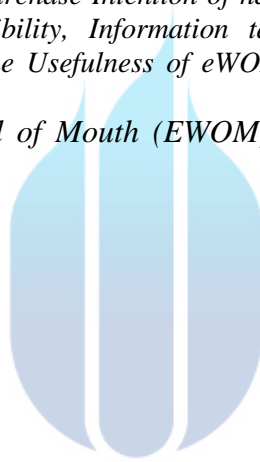


ABSTRACT

Searching for information online has become part of daily activities. Online communication has a rapid growth rate through social media, websites, blogs and other media. The increasing popularity of electronic word-of-mouth communication is having a significant impact on consumer behavior. The presence of social media has also changed the way of marketing, from traditional marketing to digital marketing. This study aims to determine the Influence of Electronic Word of Mouth (EWOM) in TikTok Social Media on Purchase Interest of Haircare Products. The research uses a quantitative, causal descriptive approach. The samples used were purposive and accidental sampling with 101 respondents. The research analysis method uses the Partial Least Square (PLS) method based on the Structural Equation Model (SEM) technique. The research findings indicate that Information Adoption and Information Usefulness of eWOM on TikTok have a positive influence on the Purchase Intention of hair care products. Other factors such as Quality, Quantity, Credibility, Information task-fit, Need, and Attitude toward Information also influence the Usefulness of eWOM Information on the TikTok social media platform.

Keywords: *Electronic Word of Mouth (EWOM), Tiktok Social Media, Purchase Intention*



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ABSTRAK

Pencarian informasi secara daring (*online*) sudah menjadi bagian dari aktivitas sehari-hari. Komunikasi daring memiliki tingkat pertumbuhan yang pesat melalui media sosial, *website*, blog dan media lainnya. Meningkatnya popularitas komunikasi elektronik dari mulut ke mulut memberikan dampak signifikan terhadap perilaku konsumen. Kehadiran media sosial juga mengubah cara pemasaran, dari pemasaran tradisional menjadi pemasaran digital. Tujuan dalam penelitian ini adalah untuk mengetahui Pengaruh *Electronic Word of Mouth (EWOM)* pada Media Sosial Tiktok terhadap Minat Beli Produk Perawatan Rambut. Penelitian menggunakan pendekatan deskriptif kausal yang bersifat kuantitatif. Sampel yang digunakan non probabilitas, *purposive* dan *accidental sampling*, serta diperoleh 101 responden. Metode analisis penelitian menggunakan metode *Partial Least Square (PLS)* berbasis teknik *Structural Equation Model (SEM)*. Hasil penelitian menunjukkan bahwa Adopsi Informasi dan Kegunaan Informasi eWOM di TikTok berpengaruh positif terhadap Minat Beli produk perawatan rambut. Faktor-faktor lain seperti Kualitas, Kuantitas, Kredibilitas, Kesesuaian Tugas Informasi, Kebutuhan dan Sikap terhadap Informasi eWOM di TikTok juga berpengaruh terhadap Kegunaan Informasi eWOM di media social TikTok.

Kata Kunci : *Electronic Word of Mouth (EWOM)*, Media Sosial Tiktok, Minat Beli

