

ABSTRACT

MEASURING PURCHASE INTENTION OF SOMETHINC SKINCARE THROUGH BRAND TRUST AND ELECTRONIC WORD OF MOUTH (E-WOM) ON TIKTOK SOCIAL MEDIA

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This research discusses the problem of one of Somethinc's skincare products experiencing a decline in sales, even though the Somethinc brand has always made various marketing efforts to communicate their products. This research aims: (1) to explain the effect of Electronic Word Of Mouth (E-Wom) on Somethinc Skincare Purchase Intention (2) to explain the effect of Electronic Word Of Mouth (E-Wom) on Somethinc Skincare brand trust, (3) to explain the effect of Brand trust on Somethinc Skincare purchase intention (4), to explain the effect of Electronic Word Of Mouth (E-Wom) on Somethinc Skincare purchase intention through Brand trust.

This study used a quantitative approach using path analysis method. The population in this study were student of Trunojoyo Madura University who know Somethinc products from TikTok social media. With a total of 100 respondents by purposive sampling technique.

The results of this study are (1) Electronic Word Of Mouth has a significant effect on purchase intention in Somethinc skincare (2) Electronic Word Of Mouth has a significant effect on Somethinc brand trust (3) Brand trust has a significant effect on purchase intention in Somethinc skincare (4) Electronic Word Of Mouth has an effect on purchase intention in Somethinc skincare through brand trust. Brand trust is a partial mediating variable.

Keywords: Electronic Word Of Mouth (E-Wom), Purchase Intention and Brand Trust.

ABSTRAK

MENGUKUR MINAT BELI *SKINCARE* SOMETHINC MELALUI KEPERCAYAAN MEREK DAN *ELECTRONIC WORD OF MOUTH (E-WOM)* DI MEDIA SOSIAL TIKTOK

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Penelitian ini membahas mengenai permasalahan pada salah satu produk *skincare* Somethinc yang mengalami penurunan penjualan, padahal *brand* Somethinc selalu melakukan berbagai upaya pemasaran untuk mengomunikasikan produk mereka. Penelitian ini bertujuan untuk (1) menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap Minat Beli Skincare Somethinc (2) Menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap kepercayaan merek *Skincare* Somethinc, (3) Menjelaskan pengaruh Kepercayaan merek terhadap minat beli Skincare Somethinc (4) Menjelaskan pengaruh *Electronic Word Of Mouth (E-Wom)* terhadap minat beli Skincare somethinc melalui kepercayaan Merek.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode analisis jalur (*path analysis*). Populasi dalam penelitian ini adalah Mahasiswi Universitas Trunojoyo Madura yang mengetahui produk Somethinc dari media sosial TikTok dan dengan jumlah responden sebanyak 100 responden dan menggunakan teknik *purposive sampling*.

Hasil dari penelitian ini adalah (1) *Electronic Word Of Mouth* berpengaruh signifikan terhadap minat beli skincare Somethinc (2) *Electronic Word Of Mouth* berpengaruh signifikan terhadap kepercayaan merek Somethinc (3) kepercayaan Merek berpengaruh signifikan terhadap Minat beli skincare Somethinc (4) *Electronic Word Of Mouth* berpengaruh terhadap minat beli skincare somethinc melalui kepercayaan merek. Kepercayaan merek berperan sebagai variabel mediasi parsial.

Kata kunci: *Electronic Word Of Mouth (E-Wom)*, Minat Beli dan Kepercayaan Merek.