

# Analisis pengaruh Customer-to-customer electronic word of mouth melalui TikTok terhadap purchase intention skincare product pada generasi Z di Indonesia = Understanding the effect of Customer-to-customer electronic word of mouth via TikTok on purchase intention skincare product by generation Z in Indonesia

Wina Wijayanti, author

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh customer-to-customer electronic word of mouth melalui TikTok terhadap purchase intention skincare product pada generasi Z di Indonesia. Media sosial merupakan media penyebaran electronic word of mouth. Dalam penelitian ini, peneliti ingin menginvestigasi faktor apa yang memengaruhi eWOM usefulness dan credibility dan mengapa konsumen mengadopsi eWOM sebelum melakukan pembelian. Penelitian ini merupakan penelitian kuantitatif dan dengan metode Partial Least Square – Structural Equation Modeling (PLS-SEM). Hasil dari penelitian ini menemukan bahwa aperseived persuasiveness, perceived informativeness, source expertise, dan source trustworthiness memiliki efek positif terhadap eWOM usefulness dan credibility dan pada akhirnya mempengaruhi purchase intention melalui mediasi.

.....This study aims to analyze the influence of customer-to-customer electronic word of mouth via TikTok on the purchase intention of generation Z's skincare products in Indonesia. Social media is a medium to spread electronic word of mouth. This research wants to investigate factors that affect eWOM's usefulness and credibility and why consumers adopt eWOM before they make a purchase. The quantitative research was conducted using Partial Least Square - Structural Equation Modeling (PLS-SEM). According to the results, perceived persuasiveness, perceived informativeness, source expertise, and source trustworthiness have positive effects on eWOM's usefulness and credibility, then, through mediation, affect the purchase intention.