

**PENGARUH *ELECTRONIC WORD OF MOUTH* DI MEDIA SOSIAL  
TIKTOK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE*  
SOMETHINC  
(SURVEI PADA FOLLOWERS TikTok @*somethincofficial*)**

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**ABSTRAK**

Somehinc merupakan *brand skincare* baru yang menjadi terkenal dan hangat diperbincangkan serta berhasil masuk ke dalam top 50 *brand* Indonesia pada tahun 2020. Saat ini salah satu media sosial yang sedang menjadi tren dikalangan masyarakat adalah TikTok dan hal tersebut membuka potensi untuk *brand skincare* Somehinc memanfaatkan media sosial TikTok sebagai media penyebar *electronic word of mouth*. Penelitian bertujuan untuk mengetahui pengaruh serta besarnya pengaruh *electronic word of mouth* di media sosial TikTok terhadap keputusan pembelian produk *skincare* Somehinc dengan menggunakan teori *Elaboration Likelihood Model*. Penelitian ini menggunakan metode kuantitatif eksplanatori dengan teknik pengambilan sampel *purposive sampling* dan menggunakan teknik analisis data uji korelasi *Pearson Product Moment*, uji regresi linear, uji koefisien determinasi dan uji hipotesis menggunakan uji t.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang cukup kuat antara *electronic word of mouth* di media sosial TikTok dengan indikator *intensity*, *valence of opinion*, serta *content* dan keputusan pembelian dengan indikator pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian dan perilaku pasca pembelian memiliki nilai korelasi sebesar 0,592. Hasil koefisien determinasi menunjukkan besarnya pengaruh *elecetronic word of mouth* sebesar 35,1% dan sisanya dipengaruhi oleh faktor lain diluar penelitian. Hasil uji hipotesis menunjukkan  $H_a$  diterima dan  $H_0$  ditolak sehingga disimpulkan bahwa adanya pengaruh *electronic word of mouth* di media sosial TikTok terhadap keputusan pembelian produk *skincare* Somehinc.

**Kata Kunci :** *Electronic word of Mouth*, Media Sosial, Somehinc, Keputusan pembelian

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON SOCIAL  
MEDIA TIKTOK TOWARD THE PURCHASE DECISION OF SKINCARE  
SOMETHINC PRODUCT**

**(SURVEY ON TikTok FOLLOWERS @somethincofficial)**

**Syafira Aninditya**

**ABSTRACT**

*Somehinc is a new skincare brand that has become famous and hotly discussed and managed to enter the top 50 Indonesian brands in 2020. Currently, one of the social media that is becoming a trend among the public is TikTok and this opens the potential for the Somehinc skincare brand to utilize social media. TikTok as a medium for spreading electronic word of mouth. This study aims to determine the influence and magnitude of the influence of electronic word of mouth on TikTok social media on purchasing decisions for Somehinc skin care products using the Elaboration Likelihood Model theory. This research uses an explanatory quantitative method with purposive sampling technique and uses data analysis technique of Pearson Product Moment correlation test, linear regression test, coefficient of determination test and hypothesis test using t-test.*

*The results show that there is a fairly strong relationship between electronic word of mouth on TikTok social media with indicators of intensity, opinion valence, as well as content and purchasing decisions with indicators of problem recognition, information seeking, alternative evaluation, purchasing decisions and post-purchase behavior having correlation values. of 0.592. The result of the coefficient of determination shows the magnitude of the influence of electronic word of mouth is 35.1% and is influenced by other factors outside the study. The results shown indicate that it has been accepted and rejected, so it is expected that there will be an influence of electronic news by word of mouth on TikTok social media on purchasing decisions for Somehinc skin care products.*

**Keywords** : *Electronic word of Mouth, Social Media, Somehinc, Purchase Decision.*