

**PENGARUH *ELECTRONIC WORD OF MOUTH* DALAM *ONLINE REVIEW* DI MEDIA SOSIAL TIK TOK @THEORIGINOTE TERHADAP KEPUTUSAN PEMBELIAN HYALUCERA MOISTURIZER (SURVEI PADA FOLLOWERS TIK TOK @theoriginote)”**

**Ajeng Berlina**

**ABSTRAK**

Hyalucera Moisturizer dari The Originote berhasil menjadi posisi sebagai salah satu merek unggulan di industri skincare. Prestasi tersebut dibuktikan dengan penerimaan penghargaan Brand Choice Award 2023. Saat ini salah satu platform media sosial yang sedang menjadi tren dikalangan masyarakat adalah Tik Tok dan hal tersebut membuka potensi bagi brand skincare The Originote memanfaatkan Tik Tok sebagai media penyebar *electronic word of mouth* dan memperluas jangkauan pemasarannya. Penelitian ini bertujuan untuk mengetahui pengaruh serta besar pengaruh *electronic word of mouth* di media sosial Tik Tok terhadap keputusan pembelian Hyalucera Moisturizer dengan menggunakan teori Social Influence. 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. Teknik pengujian data dilakukan dengan program SPSS 25. Hasil penelitian menunjukkan bahwa *electronic word of mouth* dalam *online review* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Hyalucera Moisturizer. Hasil penelitian ini menunjukan korelasi variabel X terhadap Variabel Y memiliki hubungan yang sangat kuat dengan nilai korelasi sebesar 0,870. Hasil koefisien determinasi menunjukan besarnya pengaruh *Electronic Word of Mouth* dalam *online review* sebesar 75,5% dan sisanya dipengaruhi oleh faktor lain diluar penelitian. Lalu Hasil uji hipotesis menunjukan bahwa  $H_0$  ditolak dan  $H_a$  diterima yang mengindikasikan adanya pengaruh signifikan *electronic word of mouth* dalam *online review* terhadap keputusan pembelian produk skincare Hyalucera Moisturizer The Originote.

**Kata Kunci** : *Electronic word of mouth*, Hyalucera Moisturizer, Keputusan Pembelian, Media Sosial.

***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH IN ONLINE  
REVIEWS ON TIK TOK SOCIAL MEDIA @THEORIGINOTE ON THE  
PURCHASE DECISION OF HYALUCERA MOISTURIZER  
(SURVEY ON TIK TOK FOLLOWERS @theoriginote)"***

**Ajeng Berlina**

**ABSTRACT**

*Hyalucera Moisturizer from The Originote has managed to become one of the leading brands in the skincare industry. This achievement is evidenced by the receipt of the 2023 Brand Choice Award. Currently, one of the social media platforms that is trending among the public is Tik Tok and this opens up the potential for the skincare brand The Originote to use Tik Tok as a medium to spread electronic word of mouth and expand the reach of its consumers. This study aims to determine the influence and influence of electronic word of mouth on Tik Tok social media on the decision to buy Hyalucera Moisturizer using Social Influence theory. This study uses an explanatory quantitative method with a purposive sampling technique and uses data analysis techniques such as Pearson Product Moment correlation test, linear regression test, determination coefficient test and hypothesis test using t-test. The data testing technique was carried out with the SPSS 25 program. The results of the study showed that the electronic word of mouth in online reviews had a positive and significant influence on the purchase decision of Hyalucera Moisturizer. The results of this study show that the correlation of variable X to Variable Y has a very strong relationship with a correlation value of 0.870. The results of the determination coefficient showed that the influence of Electronic Word of Mouth in online reviews was 75.5% and the rest was influenced by other factors outside the study. Then the results of the hypothesis test showed that  $H_0$  was rejected and  $H_a$  was accepted, which indicates that there is a significant influence of electronic word of mouth in online reviews on the purchase decision of Hyalucera Moisturizer The Originote skincare product.*

**Keywords:** *Electronic word of mouth, Hyalucera Moisturaizer, Purchase Decision, Social Media.*