

The Influence of User-Generated Content, E-WOM, and Brand Image on the Purchase Intention of Azarine Skincare on Tiktok

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ABSTRACT

This study employs a quantitative research method aimed at identifying, analyzing, and examining the effects of User-Generated Content, Electronic Word of Mouth (E-WOM), and Brand Image on Purchase Intention of Azarine skincare products on TikTok. Purposive sampling was applied, and data analysis was conducted using SmartPLS 4 with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique. Data were collected through the distribution of questionnaires to 130 respondents who are users of Azarine skincare and are active on TikTok in the DKI Jakarta area (excluding the Kepulauan Seribu). The results indicate that User-Generated Content has no significant effect on Purchase Intention, while E-WOM and Brand Image have a significant positive effect on Purchase Intention.

Keywords: *Brand Image, E-WOM, Purchase Intention, User-Generated Content.*

**Pengaruh *User-Generated Content*, *E-WOM*, dan *Brand Image* terhadap
Purchase Intention Skincare Azarine di Tiktok**

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ABSTRAK

Penelitian ini menggunakan metode kuantitatif bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *User-Generated Content*, *Electronic Word of Mouth (E-WOM)*, dan *Brand Image* terhadap *Purchase Intention Skincare Azarine* di Tiktok. Penelitian ini menggunakan teknik *purposive sampling* dan analisis data menggunakan *software* SmartPLS 4 dengan teknik *Partial Least Squares-Structural Equation Modeling (PLS-SEM)*. Pengumpulan data melalui penyebaran kuesioner kepada 130 responden pengguna *Skincare Azarine* yang aktif di Tiktok dan beraktivitas di DKI Jakarta (kecuali Kepulauan Seribu). Hasil penelitian membuktikan jika *User-Generated Content* tidak berpengaruh terhadap *Purchase Intention*, *E-WOM* berpengaruh terhadap *Purchase Intention*, dan *Brand Image* berpengaruh terhadap *Purchase Intention*.

Kata Kunci: *Brand Image, E-WOM, Purchase Intention, User-Generated Content.*