

**PENGARUH EWOM TIKTOK DAN BRAND TRUST TERHADAP MINAT
BELI LAYANAN PERSONAL COLOR ANALYSIS “WARDAH COLOR
EXPERT”**

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ABSTRAK

Pertumbuhan penggunaan media sosial, khususnya TikTok, mendorong *Electronic Word of Mouth* (eWOM) menjadi salah satu faktor yang memengaruhi minat beli konsumen terhadap suatu produk atau layanan. Selain eWOM, *Brand Trust* juga berperan penting dalam membentuk keyakinan konsumen terhadap produk atau layanan yang ditawarkan oleh suatu merek. Penelitian ini bertujuan untuk mengetahui pengaruh eWOM TikTok dan *Brand Trust* terhadap minat beli layanan Wardah Color Expert, sebuah layanan *personal color analysis* (PCA) dari *brand* lokal Wardah yang ramai diperbincangkan konsumen melalui TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden anggota komunitas Wardah Youth Ambassador Batch 3 dan Batch 5, yang dipilih melalui teknik *purposive sampling*. Data dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS Statistics 27. Penelitian ini didasarkan pada *Elaboration Likelihood Model* (ELM), dengan eWOM TikTok diposisikan sebagai jalur sentral dan *Brand Trust* sebagai jalur periferi dalam memengaruhi minat beli. Hasil penelitian menunjukkan bahwa eWOM TikTok dan *Brand Trust*, baik secara parsial maupun simultan, berpengaruh positif dan signifikan terhadap Minat Beli layanan Wardah Color Expert. Kedua variabel mampu menjelaskan 66,4% variasi Minat Beli, dengan *Brand Trust* berpengaruh lebih dominan dibandingkan eWOM TikTok. Hasil ini menunjukkan bahwa kepercayaan konsumen terhadap merek serta informasi yang diperoleh melalui eWOM di media sosial sama-sama berperan penting dalam mendorong peningkatan minat beli konsumen terhadap layanan Wardah Color Expert.

Kata Kunci: *Electronic Word of Mouth*, eWOM TikTok, *Brand Trust*, Minat Beli, Wardah Color Expert.

**THE INFLUENCE OF TIKTOK EWOM AND BRAND TRUST ON
PURCHASE INTENTION TOWARD THE "WARDAH COLOR EXPERT"
PERSONAL COLOR ANALYSIS SERVICE**

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ABSTRACT

The growth of social media use, especially TikTok, has made Electronic Word of Mouth (eWOM) one of the main factors influencing consumer purchase intention. Besides eWOM, Brand Trust also plays an important role in building consumer confidence toward a product or service. This study aims to examine the influence of TikTok eWOM and Brand Trust on purchase intention toward Wardah Color Expert, a personal color analysis (PCA) service from the local brand Wardah that has been widely discussed by consumers on TikTok. This study uses a quantitative approach with a survey method involving 100 respondents from the Wardah Youth Ambassador community, Batch 3 and Batch 5, selected through purposive sampling. Data were analyzed using multiple linear regression with IBM SPSS Statistics 27. This study is based on the Elaboration Likelihood Model (ELM), with TikTok eWOM positioned as the central route and Brand Trust as the peripheral route. The results show that TikTok eWOM and Brand Trust, both partially and simultaneously, have a positive and significant effect on purchase intention toward Wardah Color Expert. The two variables explain 66.4% of the variation in purchase intention, with Brand Trust having a stronger influence than TikTok eWOM. These findings show that both brand trust and information from eWOM on social media play an important role in increasing consumer purchase intention toward Wardah Color Expert.

Keywords: *Electronic Word of Mouth, TikTok eWOM, Brand Trust, Purchase Intention, Wardah Color Expert.*