

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic word of mouth*(e-WOM) dan *Brand Image* terhadap Minat Beli produk *skincare* merek Scora di *platform* TikTok Shop. Latar belakang penelitian ini didasari oleh maraknya praktik e-WOM di media sosial yang memengaruhi keputusan pembelian, serta pentingnya citra merek dalam membangun kepercayaan konsumen terhadap produk *skincare* lokal. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan pengumpulan data melalui kuesioner yang disebarakan kepada 100 responden yang pernah melihat atau tertarik pada produk Scora melalui TikTok Shop. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan perangkat lunak SPSS 27. Hasil penelitian menunjukkan bahwa variabel *Electronic word of mouth*(X_1) memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y), meskipun ditemukan dimensi negatif yang cukup kuat dalam persepsi konsumen. Selain itu, *Brand Image* (X_2) juga memiliki pengaruh positif dan signifikan terhadap Minat Beli (Y), namun masih terdapat kelemahan pada aspek visual dan kesan profesionalisme merek. Secara simultan, kedua variabel independen berpengaruh signifikan terhadap Minat Beli. Penelitian ini menegaskan pentingnya pengelolaan ulasan konsumen secara strategis dan penguatan citra merek agar dapat meningkatkan minat beli konsumen di *platform* digital seperti TikTok Shop.

Kata kunci: *Electronic Word of Mouth, Brand Image, Minat Beli, Skincare, TikTok Shop*

ABSTRACT

This research explores the influence of Electronic word of mouth(e-WOM) and Brand Image on purchase intention of Scora skincare products on the TikTok Shop platform. The study is motivated by the growing reliance of consumers on social media reviews and the importance of brand perception in shaping buying decisions. A quantitative approach was adopted, using a survey method with questionnaires distributed to 100 respondents who had encountered Scora through TikTok Shop. The data were analyzed using multiple linear regression with SPSS 27. The findings indicate that the Electronic word of mouthvariable (X_1) has a positive and significant effect on Purchase Intention (Y), although a strong perception of negative e-WOM was also identified. In addition, the Brand Image variable (X_2) also shows a positive and significant effect on Purchase Intention (Y), although some weaknesses were found in terms of visual appearance and brand professionalism. Simultaneously, both independent variables significantly influence purchase intention. The results highlight the need for strategic management of customer reviews and efforts to strengthen Brand Image to increase consumer purchasing interest on digital platforms such as TikTok Shop.

Keywords: *Electronic Word of Mouth, Brand Image, Purchase Intention, Skincare, TikTok Shop*