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Judul : Pengaruh *Influencer Marketing* Dan E-Wom (*Electronic Word Of Mouth*) Terhadap Minat Beli Konsumen Produk *Skincare Skintific* Di Tiktok Shop Dengan Kepercayaan Konsumen Sebagai Variabel Intervening

ABSTRAK

Pertumbuhan pesat Social Commerce di Indonesia, khususnya melalui TikTok Shop, mendorong brand skincare global seperti Skintific untuk mengandalkan strategi Influencer Marketing dan Electronic Word of Mouth (E-WOM) dalam menjangkau konsumen. Meski kedua strategi tersebut semakin intensif digunakan, kepercayaan konsumen terhadap kombinasi promosi berbasis influencer dan ulasan pengguna belum tentu terbentuk secara otomatis, sehingga menimbulkan pertanyaan mengenai pengaruhnya terhadap minat beli konsumen produk Skintific di TikTok Shop.

Penelitian ini bertujuan menganalisis pengaruh Influencer Marketing dan E-WOM terhadap Minat Beli, dengan Kepercayaan Konsumen sebagai variabel intervening. Pendekatan kuantitatif digunakan melalui metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) terhadap 200 responden pengguna aktif TikTok yang pernah terpapar konten Skintific, dipilih melalui purposive sampling. Hasil analisis menunjukkan bahwa Influencer Marketing dan E-WOM berpengaruh positif dan signifikan terhadap Kepercayaan Konsumen maupun Minat Beli. Kepercayaan Konsumen terbukti memediasi pengaruh keduanya terhadap Minat Beli secara parsial, karena jalur pengaruh langsung tetap signifikan. Model mampu menjelaskan variasi Kepercayaan Konsumen sebesar 77,2 persen dan Minat Beli sebesar 70,6 persen.

Penelitian ini menyimpulkan bahwa Influencer Marketing dan E-WOM merupakan strategi pemasaran digital yang efektif dalam membangun kepercayaan sekaligus mendorong minat beli konsumen pada ekosistem Social Commerce. Temuan ini diharapkan menjadi rujukan bagi pelaku bisnis dalam merancang strategi pemasaran digital berbasis TikTok Shop yang lebih efektif.

Kata Kunci: *Influencer Marketing*, E-WOM, Kepercayaan Konsumen, Minat Beli, SEM-PLS

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ABSTRACT

The rapid growth of social commerce in Indonesia, particularly via TikTok Shop, has prompted global skincare brands like Skintific to rely on influencer marketing and electronic word-of-mouth (E-WOM) strategies to reach consumers. Although these strategies are increasingly utilized, consumer trust in the combination of influencer-led promotions and user reviews does not necessarily form automatically; this raises questions regarding their impact on consumer purchase intention for Skintific products on TikTok Shop.

This study aims to analyze the influence of influencer marketing and E-WOM on purchase intention, with consumer trust serving as an intervening variable. A quantitative approach was employed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with 200 active TikTok users selected via purposive sampling who had been exposed to Skintific content. The analysis results indicate that both influencer marketing and E-WOM have a positive and significant impact on consumer trust and purchase intention. Consumer trust was found to partially mediate the influence of both factors on purchase intention, as the direct influence pathways remained significant. The model explains 77.2 percent of the variance in consumer trust and 70.6 percent of the variance in purchase intention.

The study concludes that influencer marketing and E-WOM are effective digital marketing strategies for building trust and driving consumer purchase intention within the social commerce ecosystem. These findings are expected to serve as a reference for businesses in designing more effective TikTok Shop-based digital marketing strategies.

Keywords: *Influencer Marketing, Electronic Word of Mouth (E-WOM), Consumer Trust, Purchase Intention, Partial Mediation, SEM-PLS.*