

**PENGARUH *ELECTRONIC WORD OF MOUTH* PADA TIKTOK DAN
BRAND IMAGE TERHADAP MINAT BELI PRODUK *SUNSCREEN*
WARDAH DI SINGARAJA**

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ABSTRAK

Penelitian ini dilaksanakan guna mengevaluasi pengaruh *electronic word of mouth* di platform TikTok serta *brand image* terhadap minat beli produk *sunscreen* Wardah di wilayah Singaraja. Fokus penelitian ini adalah produk *sunscreen* Wardah, sementara variabel yang dikaji meliputi *electronic word of mouth* di TikTok, *brand image*, dan minat beli. Jumlah responden dalam penelitian ini sebanyak 110 orang yang belum pernah menggunakan produk tersebut sebelumnya. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan desain kausal. Teknik pengambilan sampel yang digunakan adalah *non-probability* sampling. Metode pengumpulan data dilakukan melalui wawancara dan penyebaran kuesioner secara langsung, serta dianalisis menggunakan perangkat lunak SPSS versi 25.0 untuk *Windows*. Hasil dari penelitian menunjukkan bahwa (1) *electronic word of mouth* di TikTok dan *brand image* memiliki pengaruh positif dan signifikan terhadap minat beli *sunscreen* Wardah di Singaraja, (2) *electronic word of mouth* di TikTok secara individu berpengaruh positif dan signifikan terhadap minat beli *sunscreen* Wardah di Singaraja, dan (3) *brand image* juga memberikan pengaruh positif dan signifikan terhadap minat beli produk *sunscreen* Wardah di Singaraja.

Kata kunci: *electronic word of mouth*, *brand image*, minat beli.

ABSTRACT

This study was conducted to evaluate the influence of electronic word of mouth on the TikTok platform and brand image on purchasing interest in Wardah sunscreen products in the Singaraja area. The focus of this study is Wardah sunscreen products, while the variables studied include electronic word of mouth on TikTok, brand image, and purchasing interest. The number of respondents in this study was 110 people who had never used the product before. The approach used in this study was quantitative with a causal design. The sampling technique used was non-probability sampling. The data collection method was carried out through interviews and direct distribution of questionnaires, and analyzed using SPSS software version 25.0 for Windows. The results of the study indicate that (1) electronic word of mouth on TikTok and brand image have a positive and significant influence on purchasing interest in Wardah sunscreen in Singaraja, (2) electronic word of mouth on TikTok individually has a positive and significant influence on purchasing interest in Wardah sunscreen in Singaraja, and (3) brand image also has a positive and significant influence on purchasing interest in Wardah sunscreen products in Singaraja.

Key Word: electronic word of mouth, brand image, purchasing interest

