

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Electronic Word of Mouth* (e-WOM) di TikTok terhadap keputusan pembelian produk skincare Glad2Glow dengan *brand image* sebagai variabel mediasi pada generasi Z di Purwokerto. Penelitian ini dilatar belakangi oleh tingginya penggunaan media sosial TikTok sebagai sumber informasi dan rekomendasi produk yang memengaruhi perilaku konsumen, khususnya Gen Z dalam mengambil keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel 120 responden yang merupakan Generasi Z di Purwokerto yang mengetahui atau menggunakan produk skincare Glad2Glow. Teknik pengambilan sampel menggunakan produk skincare Glad2Glow. Teknik pengambilan sampel menggunakan *purposive sampling*. Metode analisis data yang digunakan adalah *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) dengan bantuan *software* SmartPls. Hasil penelitian menunjukkan bahwa Electronic Word of Mouth (e-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai koefisien jalur sebesar 0,634, t-statistics 6,953, dan p-value 0,000. Electronic Word of Mouth juga berpengaruh positif dan signifikan terhadap brand image dengan nilai koefisien jalur sebesar 0,652, t-statistics 6,900, dan p-value 0,000. Selanjutnya, brand image berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai koefisien jalur sebesar 0,570, t-statistics 6,742, dan p-value 0,000. Hasil uji mediasi menunjukkan bahwa brand image mampu memediasi secara parsial pengaruh e-WOM terhadap keputusan pembelian dengan nilai indirect effect sebesar 0,372, t-statistics 4,452, dan p-value 0,000. Temuan ini menunjukkan bahwa semakin baik e-WOM yang diterima konsumen melalui TikTok, maka akan meningkatkan citra merek dan mendorong keputusan pembelian produk Glad2Glow.

Kata kunci: e-WOM, *Brand Image*, Keputusan pembelian, TikTok, Gen Z.

SUMMARY

This study aims to determine and analyze the influence of Electronic Word of Mouth (e-WOM) on TikTok toward purchasing decisions of Glad2Glow skincare products, with brand image acting as a mediating variable among Generation Z in Purwokerto. The background of this research is based on the increasing use of social media, particularly TikTok, as a source of information and product recommendations that influence consumer behavior and purchasing decisions among Gen Z consumers. This study employed a quantitative research approach involving 120 respondents from Generation Z in Purwokerto who were familiar with or had used Glad2Glow skincare products. The sampling technique used was purposive sampling. Data analysis was conducted using Structural Equation Modeling–Partial Least Square (SEM-PLS) with the assistance of SmartPLS software. The results indicate that Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchase decisions, with a path coefficient of 0.634, a t-statistic of 6.953, and a p-value of 0.000. Electronic Word of Mouth also has a positive and significant effect on brand image, with a path coefficient of 0.652, a t-statistic of 6.900, and a p-value of 0.000. Furthermore, brand image has a positive and significant effect on purchase decisions, with a path coefficient of 0.570, a t-statistic of 6.742, and a p-value of 0.000. The mediation test results show that brand image partially mediates the effect of e-WOM on purchase decisions, with an indirect effect value of 0.372, a t-statistic of 4.452, and a p-value of 0.000. These findings suggest that the more positive the e-WOM received by consumers through TikTok, the stronger the brand image becomes, which in turn encourages consumers to make purchase decisions for Glad2Glow skincare products.

Keywords: e-WOM, Brand Image, Purchasing Decision, TikTok, Generation Z.