

ABSTRACT

The beauty industry market in Indonesia is the third largest market in Asia. Indonesia's population is the fourth largest in the world and can be considered as a big opportunity in the beauty industry. So it cannot be denied that in this digital era, technological developments and social media trends have had a major influence on the growth of the beauty industry. One of the most popular social media in Indonesia is TikTok. One of the functions of TikTok is as Electronic Word of Mouth (e-WOM). Avoskin as a local skincare brand has not been spared from using TikTok in marketing its products. e-WOM itself can influence brand awareness and purchase intention of potential consumers. e-WOM has an important role for the purchase intention of potential consumers because the purchase intention of potential consumers grows from positive assumptions related to a brand or product to fulfill a need. e-WOM and brand awareness can help increase the attractiveness of a brand or product and increase consumer purchase intention. Therefore, this study aims to discuss and analyze the direct effect of Electronic Word of Mouth (e-WOM) on purchase intention, the direct effect of e-WOM on brand awareness, the direct effect of brand awareness on purchase intention, and the indirect effect of e-WOM on purchase intention mediated by brand awareness.

This research uses a quantitative method with a descriptive research type. Samples were taken using a non-probability sampling method with purposive sampling. By using the Slovin formula, the number of respondents used in this study was 400 respondents. The data analysis technique used is descriptive analysis and partial least square structural equation model (PLS-SEM) using SmartPLS 3 software.

The results of the descriptive analysis show that the variables studied, namely e-WOM, purchase intention, and brand awareness are in the good category. The results of the hypothesis test show that e-WOM has a positive and significant influence on purchase intention, e-WOM has a positive and significant influence on brand awareness, brand awareness has a positive and significant influence on purchase intention, and e-WOM has a positive and significant influence on purchase intention through brand awareness.

Keywords: *Electronic Word of Mouth; Brand Awareness; Purchase Intention*