

## ABSTRACT

*This study used the Tiktok platform to reveal the effect of electronic word-of-mouth (e-WOM) on customers' purchasing intentions about NPURE skincare products. E-WOM, especially via social media, is a very effective marketing strategy in the contemporary digital era for shaping consumer purchasing decisions. This inquiry employs a quantitative approach using straight linear regression methodology. The study's respondents consisted of 100 active TikTok users who have watched NPURE item material. The three factors used to evaluate the e-WOM variable are intensity, valence of opinion, and content. Meanwhile, purchase intention is measured through four dimensions, namely transactional, referential, preferential, and exploratory interest. Purchase intention was categorized as "good" at 69.3%, 67.8% of e-WOM was evaluated as "quite good." Purchase intention is significantly and favorably affected by electronic word-of-mouth (e-WOM), shown by a p-value under 0.001, a t-value of 16.562 above the critical value of 1.984, and a coefficient of determination of 0.737. In other terms, 73.7% of purchase intention was affected by electronic word-of-mouth. The findings from this analysis corroborate the concept and prior research indicating that positive perceptions generated by online reviews affect customers' purchasing intentions. Therefore, enterprises must improve their e-WOM strategy on social media to increase client engagement and product credibility.*

**Keywords:** *Electronic Word of Mouth, Purchase Intention, Tiktok, NPURE, Skincare*