

ABSTRACT

The presence of the internet in the community has facilitated various aspects and means of people's lives, such as communication facilities, learning facilities, and sources of information using various media. One of them is by using social media. Even during this pandemic, almost everyone, including the people of Indonesia, have made the internet their primary need. The aim of the research is to analyze what factors can increase Purchase Intention for skincare products Something by TikTok users in South Tangerang City.

The research sample consisted of 125 sample determinations, namely nonprobability sampling purposive sampling where the researchers gave the limitations that would be used as samples were young consumers in South Tangerang City with an age range from 16 to 30 years who had purchased skincare Something. The analysis tool uses the AMOS 22.00 SEM method (Structural.Equation.Modeling).

The results of the study show that there is a significant effect of Electronic Word of Mouth on Brand Image with a p-value of ***, which means that it is close to Zero <0.05 (H1 is accepted). Electronic Word of Mouth on Purchase Intention with a p-value of 0.035 (H2 accepted). There is a significant influence of Brand Image on Purchase Intention with a p-value of 0.007 (H3 accepted). The determination value is known as the effective contribution of Electronic Word of Mouth and Brand Image to Purchase Intention of 0.178 or 17.8%.

Keywords: *Electronic Word of Mouth, Brand Image and Purchase Intention*