The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention (Case Study on TikTok Skincare NPURE Account) in 2025

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ABSTRACT

This study aims to determine the influence of electronic word of mouth (e-WOM) on consumer purchase intention for NPURE skincare products through the TikTok platform. In today's digital era, e-WOM is one of the effective marketing strategies in influencing consumer purchasing decisions, especially through social media. This study uses a quantitative approach with a simple linear regression method. The respondents in this study were 100 people who were active users of TikTok and had seen the content of NPURE products. The e-WOM variable is measured through three dimensions, namely intensity, valance of opinion, and content. Meanwhile, purchase intention is measured through four dimensions, namely transactional, referential, preferential, and exploratory interest. The results showed that electronic word of mouth was in the "quite good" category with a percentage of 67.8%, while purchase intention was in the "good" category with a percentage of 69.3%. The results of the regression analysis showed that e-WOM had a positive and significant effect on purchase intention with a significant value of <0.001, a t-value of 16.562 > t table (1.984), and a determination coefficient value of 0.737, which means that e-WOM contributed 73.7% to purchase intention. These findings reinforce the theory and previous research that the positive perceptions formed by digital reviews have an effect on consumer purchase intention. Therefore, companies need to improve their e-WOM strategy on social media to increase consumer engagement and confidence in their products.

INTRODUCTION

In this modern era, there have been many significant changes in the field of information and communication technology, resulting in developments that set this generation apart from previous ones and enable them to compete with evolving market dynamics. These changes encompass various aspects of the business world, ranging from operational systems, marketing strategies, and business methods to the way information is delivered. One of the industries experiencing rapid growth today is the local beauty industry in Indonesia.

The local beauty industry in Indonesia, which has gained increasing popularity in the last five years, has encouraged the emergence of various local brands whose quality is not inferior to international brands. Public awareness of *produk kecantikan lokal* is on the rise, prompting many consumers to switch to using products from local brands. The development of these local brands has resulted in a diverse array of products, each with distinct advantages.

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The growth of local beauty companies is estimated to increase by 20.6% from 2021 to 2024, supported by rising consumer purchasing power, which has made skincare and cosmetics a primary necessity (TechnoBusiness Team, 2020). The cosmetics industry in Indonesia recorded growth of 21.9% in 2023. The *sektor kecantikan nasional* offers tremendous development opportunities, bolstered by the abundant availability of natural resources as primary raw materials in cosmetic production (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2024). One of the latest trends in the beauty world is the use of skincare products aimed at improving facial skin from the outside.
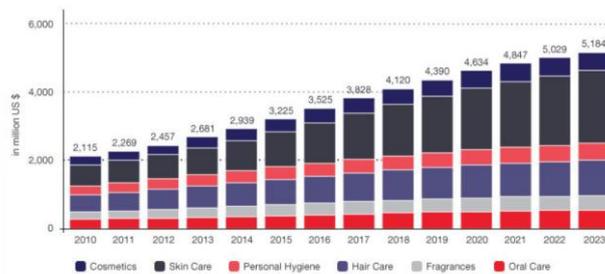

Figure 1. Growth of the Beauty Industry in Indonesia
Source: Technobusiness, 2024

Based on Figure 1 above, the growth of beauty companies in Indonesia increases every year, showing consistent improvement annually. The increasing volume of the beauty industry impacts competition, making the market increasingly competitive. The rapid growth of the beauty industry in Indonesia can alter people's behavior, making *skincare* and makeup daily necessities. These beauty care products are indispensable for women, as they can boost a person's confidence.

According to Uzdah & Asmunin (2023), technological advancements and innovations in *skincare* products have the potential to change the way individuals care for themselves. As a result, the demand for care products aimed at women is expected to continue increasing. The diverse range of beauty products in Indonesia allows people, especially women, greater freedom in evaluating products, which in turn can trigger purchase intent.

According to Zahid & Ruswanti (2024), purchase intention is a consumer's desire to buy a product. Consumers consider purchase intent as the desire to meet future needs and wants (Olivia & Syarif, 2022). In addition, buying intentions are often influenced by other people's attitudes and unexpected situational factors (Safitri & Indra, 2024). According to Wartono & Utami (2023), purchase intention is the tendency of consumers to take steps related to purchasing decisions. The higher the consumer's purchase intention, the more quickly the consumer makes a purchase decision, often without having to consider other factors that might cause them to cancel. This can be described as physiological activities and actions related to purchasing a product.

With the ease of accessing product information online, consumers can quickly and easily obtain important information about the product they intend to buy. A product is considered consumed once consumers have decided to purchase it (Cahyani, 2022). The intention to buy a product can contribute significantly to progress, especially in the beauty industry. Cosmetics and *skincare* products are considered to be among the most significant and rapidly growing markets (Safitri & Indra, 2024).

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The rapid growth of the *skincare* industry from year to year is greatly influenced by digital technology, such as social media. This compels actors in the local beauty industry to continually adapt to current trends and use social media as a means to promote their products to a broader community, so they can compete in the digital market, especially on social media platforms. Social media encompasses technology, applications, and online communities used by the public to create specific content, reviews, experiences, and viewpoints shared with one another (Safitri & Indra, 2024). Consumers use social media to communicate and share their opinions about products based on personal experience. Social media functions as a public platform where users recommend, write, upload, and publish data online (Sindunata & Wahyudi, 2018).

According to H. Putri & Hidayah (2023), consumers are inclined to trust recommendations from others, even if they do not personally know them. The existence of recommendations and reviews provided by other customers on *e-commerce* platforms is often referred to as *electronic word of mouth* (e-WOM). According to Kotler (in Safitri & Indra, 2024), consumer behavior is influenced by various factors, including opinion leaders and motivation. In today's digital era, *thought leaders* are able to disseminate information through various content on the internet that can be accessed by the broader community. Therefore, information shared by opinion leaders via the internet can spread quickly and eventually transform into *electronic word of mouth* (e-WOM).

Electronic word of mouth (e-WOM) is a person-to-person, electronic communication tool for sharing shopping experiences related to a brand or product. Gradually, more and more people are influenced by the internet, making communication more diverse. The development of the times has led to the emergence of word of mouth through electronic media, such as interactions on social media, enabling producers to understand consumer perceptions of a product through feedback, which is also cost-effective. The use of social media for brand information, such as opinions and evaluations, can influence customer perceptions. A study by Safitri & Indra (2024) showed that e-WOM has a positive and significant effect on purchase intention.

e-WOM media are considered effective promotional tools, as they can quickly gain the trust of potential consumers. The influence of e-WOM can shape consumers' decisions to buy various products, services, and more. The e-WOM strategy can also spread rapidly, especially in the beauty industry, such as *skincare* products, which enjoy a large following.

Currently, many local *skincare* products are safe to use both in terms of benefits and content. With the help of *electronic word of mouth*, quality *skincare* products with good ingredients and clear benefits can quickly spread and become known by the wider community. When consumers are satisfied with a product, they will naturally give positive reviews. If the product meets their expectations, consumers will usually share this on social media or through the official product account on *e-commerce* platforms, so that others can see it. This can encourage purchase intent from other consumers. One of the local *skincare* brands in Indonesia is *NPURE Healthy Skin*.

NPURE is a facial care brand founded by Willy Handoko and his wife Kezia Rachely, together with other co-founders, namely Herbit, Hendry Liauw, Eddy Lin, and Alvin Wirianata. Established in 2017, PT. Penta Natural Kosmetindo (*NPURE*) has become one of the best

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natural facial care brands in Indonesia, receiving various awards for its rapid and extraordinary achievements. Observing the positive trend in beauty care lifestyles in Indonesia, PT. Penta Natural Kosmetindo (*NPURE*) has committed to being a company that not only creates *skincare* products addressing Indonesian skin concerns but also innovates by creating products that prioritize natural main raw materials sourced from local farmers. This is evident in the creation of various product lines, including the *NPURE Centella Asiatica Series* which uses *pegagan* leaves, the *NPURE Marigold Series* which uses *gemitir* flowers, the *NPURE Noni Probiotics Series* which contains noni, and most recently, the *NPURE Licorice Series* made from *akar manis* (NPURE, 2024).

In October 2018, *NPURE* began to register its products with *BPOM*. After successfully passing laboratory tests, *NPURE* products officially received certification and distribution permits from *BPOM*. *NPURE* products are local *skincare* items that have managed to attract attention and are in high demand, especially among Indonesian women. *NPURE* has an advantage over competitors because its products use natural ingredients, and the formulations are safe for use starting from the age of 15 and above.

NPURE continually innovates in every product launch, thereby encouraging consumer interest and ultimately leading to purchases. Although *NPURE* is still relatively new, it already has many enthusiasts who give positive feedback. This is supported by increasing sales of *NPURE* products.

With sales of 16 thousand products and revenue of IDR 607.7 million, *NPURE* managed to achieve a market share of 10.19% and ranked third. This achievement demonstrates *NPURE*'s commitment to meeting the needs of cosmetics enthusiasts. The flagship product of *NPURE* is the *NPURE Cica-Toner Oily Acne Skin Toner*. Based on the keywords in the product title at the official Shopee store, this product is specifically for acne-prone and oily skin. The use of relevant keywords in the product description section also emphasizes the main benefits of the product. This demonstrates a good understanding of the target market and how to address their needs effectively. However, *NPURE* will continue to innovate and implement promotional strategies to increase brand recognition and attractiveness of its products among the public.

In the face of increasing business competition, every company is required to have a clear strategy. Implementing the right strategy for products and services offered is an important step for the company. For example, PT. Penta Natural Kosmetindo (*NPURE*) actively sells products that meet quality standards to achieve development goals and attract consumers to continue purchasing its products.

PT. Penta Natural Kosmetindo (*NPURE*) is a company that provides a variety of *skincare* products, primarily focused on brightening and maintaining healthy facial skin. Since its inception, *NPURE* products have quickly gained popularity. This advantage is due to PT. Penta Natural Kosmetindo (*NPURE*)'s commitment to producing natural-based products, making them safe for users. *NPURE* markets its products through various online platforms such as Shopee, Tokopedia, Instagram, and other marketplaces, and reaches consumers in offline stores such as Watson, C&F Store, and Sociolla.

Although PT. Penta Natural Kosmetindo (*NPURE*) is a relatively new brand, its quality is not inferior to other similar products. *NPURE* has been recognized with an Indonesian World

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Record (*MURI*) as the first local *skincare* brand in Indonesia to use whole leaves in every product packaging. The *MURI* record demonstrates the vibrancy of Indonesia's cultural diversity and rich natural potential, as well as the enthusiasm of Indonesian youth in achieving the best in their fields. This also enables competition in the current era of globalization (npureofficial.id, 2022). The numerous awards won by *NPURE* and the increase in sales are inseparable from the influence of *electronic word of mouth* (e-WOM) communication. Companies that effectively utilize e-WOM strive to obtain positive reviews from satisfied consumers, both through comment sections on social media and reviews on marketplaces. When consumers are satisfied with a product, they will naturally share information about it, which will inevitably affect the purchase decisions of others.

The people of the city of *Bandung* are the subjects of this study. With 82.73% of the total internet users in Indonesia, West Java ranks among the top three provinces (Indonesian Internet Service Providers Association, 2023). The city of *Bandung* ranks fourth in West Java for internet usage, at 84.39% (Instagram *bdg.data*, 2024). The widespread marketing carried out by *NPURE* in disseminating information to *Bandung* is inseparable from the influence of advertising across various sources, especially the internet. The internet's significant role and the ever-increasing access to its use mean that information and marketing by *NPURE* can be expanded further in *Bandung*. Additionally, *NPURE* is available at selected cosmetic stores in *Bandung*, making it easier for consumers to see and directly purchase a wide range of *NPURE* products.

Previous research by Safitri & Indra (2024) shows that the *electronic word of mouth* variable significantly influences purchase intention. This statement is supported by research from Nurasmi & Andriana (2024), which concluded that the *electronic word of mouth* variable has a significant effect on purchase intention. Further, research by Kurniawan et al. (2024) shows that *electronic word of mouth* has a positive and significant influence on the purchase intention variable.

The purpose of this study is: (1) to examine the *electronic word of mouth* (e-WOM) of *NPURE* products via TikTok accounts; (2) to determine the purchase intention of *NPURE* products; and (3) to assess the impact of *electronic word of mouth* (e-WOM) on purchase intention for *NPURE* products. This research is expected to provide valuable information and contribute to scientific studies, especially regarding the development of marketing science related to *Electronic Word of Mouth* (e-WOM) and its role in purchase intention. The results are also expected to provide insight and information to companies or marketing practitioners—particularly in the *skincare* industry—and serve as a consideration in improving marketing strategies.

RESEARCH METHOD

According to Creswell (in Mitrakoesoema & Ratnamiasih, 2019), *research methods* are a series of research plans and procedures that include everything from general assumptions to detailed data collection, analysis, and interpretation methods. This study employs a quantitative method. Creswell & Creswell (in Rianty, 2022) explain that the *quantitative approach* is used to test objective theories by analyzing statistically obtained data to determine relationships between variables. The type of research in this study is *descriptive research* with a quantitative

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approach. Purba et al. (2021) define *descriptive research* as data collection to test hypotheses or answer questions about the current state of the research subject, aiming to determine facts about the status of a group of people, objects, or situations through appropriate interpretation.

Sekaran & Bougie (in Salsabila, 2020) define *population* as any group of people, events, or interests that researchers want to study. The population in this study is TikTok social media users domiciled in the city of *Bandung*. Although the exact population number is unknown, a sample will be selected. According to Sekaran & Bougie (in Salsabila, 2020), a *sample* is a subset of the population selected to represent it and generalize findings. This study uses *non-probability sampling*. Sekaran & Bougie (in Radiman, 2020) describe *non-probability sampling* as a procedure where population elements do not have equal chances of being chosen. The sampling technique used is *purposive sampling*, where samples are collected from individuals who meet specific criteria set by the researcher (Sekaran & Bougie in Radiman, 2020).

The data collection technique in this study utilizes a questionnaire distributed online via Google Forms to TikTok users in *Bandung*. The questionnaire consists of closed-ended questions with a *Likert scale* to measure perceptions of product quality and customer loyalty. Before distribution, the instrument was validated using expert judgment and pilot testing to ensure reliability and clarity of the questions.

The data collected was analyzed using descriptive statistics and inferential statistics. *Descriptive statistics* were employed to summarize respondents' characteristics and variable indicators, while *inferential statistics* were applied to test the research hypothesis. A *normality test*, *linearity test*, and *heteroscedasticity test* were performed to validate the model assumptions. Furthermore, simple linear regression was used to examine the influence of product quality on customer loyalty. The analysis was conducted using IBM SPSS Statistics version 26.

RESULTS AND DISCUSSION

Classic Assumption Test

Normality Test

The normality test is a test that is carried out to analyze the distribution of data, whether the data distribution is normal or not. The normality test used SPSS 29 with the Kolmogorov-Smirnov approach. The Kolmogorov-Smirnov method was used to determine the distribution of data with a data size of 20-1000 ($20 \leq N \leq 1000$). If the significance value is more than 0.05 (sig. > 0.05), then the data distribution is considered normal.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
	N		100
Normal Parameters[a,b]		Mean	.0000000
		Hours of deviation	8.72279003
Most Extreme Differences		Absolute	.082
		Positive	.068
		Negative	-.082
Test Statistic			.082
Asymp. Sig. (2-tailed)[c]			.095

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One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
Monte Carlo Sig. (2-tailed)[d]	Itself.		.098
	99% Confidence Interval	Lower Bound	.090
		Upper Bound	.106
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: Data processed by the author, 2025

Based on table 1, it can be stated that the results of the normality test were obtained with an Asymp value. A sig (2-tailed) of 0.095 means that the value of the sig is greater than 0.05, so it can be concluded that the residual data of the study is normally distributed.

Linearity Test

The linearity test is carried out to find out if there is a linear relationship between independent and dependent variables. The concept of linearity is related to the extent to which independent variables can be used to predict dependent variables in a given relationship (Wayan Widana & Muliani, 2020). To test the existence of linear relationships, bivariate plot, linearity test and curve estimation or residual analysis can be used.

Table 2. Linearity Test Results

ANOVA Table			Sum of Squares	df	Mean Square	F	Itself.
PURCHASE_ INTENTION * ELECTRONIC_ WORD_OF_ MOUTH	Between Groups	(Combined)	24277.420	41	592.132	7.917	<,001
		Linearity	21082.940	1	21082.940	281.874	<,001
		Deviation from Linearity	3194.479	40	79.862	1.068	.404
	Within Groups		4338.140	58	74.796		
	Total		28615.560	99			

Source: Data processed by the author, 2025

Based on table 2, it can be stated that the results of the linearity test obtained a sig value. Divination from linearity of 0.404 means that the sig value is greater than 0.05, so it can be concluded that the relationship between the Electronic Word of Mouth variable and Purchase Intention is linear.

Heteroscedasticity Test

The heteroscedasticity test is one of the classic assumption tests that need to be met in regression analysis. The heteroscedasticity test is carried out to find out whether or not there is bias in a regression model analysis. There are two methods that can be used to determine the presence of heteroscedasticity symptoms in a regression model, namely looking at a scatterplot graph and analyzing the relationship between the predictive value of the dependent variable (SRESID) and the residual error (ZPRED). If based on the scatterplot results no specific pattern is found and the data points are randomly spread on the axis and below the zero line on the Y

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axis, then it can be concluded that the regression model does not contain any symptoms of heteroscedasticity.

**Table 3. Heteroscedasticity Test Results**

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	8.364	1.902		4.399	<,001
	ELECTRONIC_WORD_OF_MOUTH	-.032	.033	-.097	-.961	.339

a. Dependent Variable: ABS_RES

Source: Data processed by the author, 2025

Based on table 3, it can be stated that the results of the heteroscedasticity test obtained a value of sig. The Electronic Word of Mouth variable is 0.339, meaning that the sig value is greater than 0.05, so it can be concluded that heteroscedasticity does not occur in the regression model.
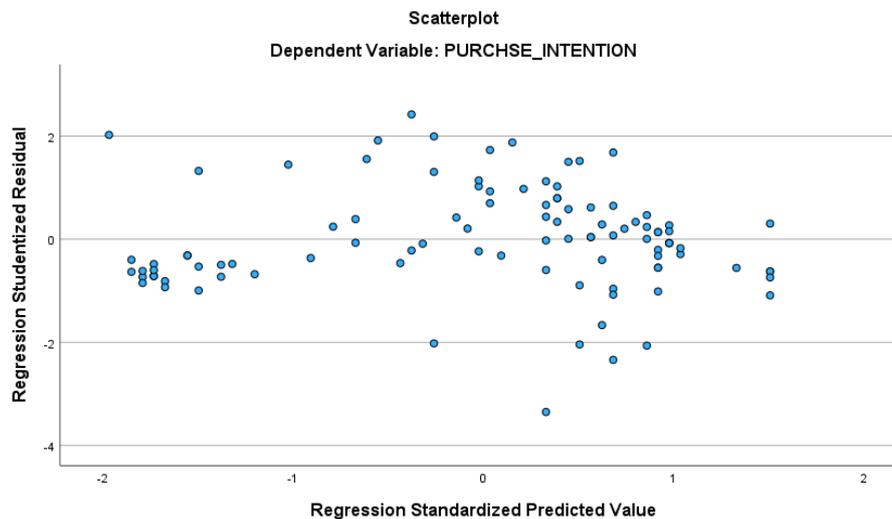
Figure 1. Scatterplot
Source: Data processed by the author, 2025

Based on the scatterplot in figure 1, it is known that the data is spread above and below the number 0 on the Y axis, and the data do not form a certain pattern, so it is concluded that there are no symptoms of heteroscedasticity in the regression model.

Simple Linear Regression Analysis

Simple linear regression analysis is used to find out whether there is a significant influence between one independent variable on one dependent variable, to identify the direction of its influence (positive or negative), measure how much influence it causes, and predict the value of the dependent variable based on the independent variable used.

Table 4. Results of Simple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	8.664	2.954		2.933	.004

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	Coefficients a				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Itself.
ELECTRONIC_WORD_OF MOUTH	.859	.052	.858	16.562	<,001
a. Dependent Variable: PURCHASE_INTENTION					

Source: Data processed by the author, 2025

Based on the table above, the following simple linear regression equation is obtained:

$$Y = 8.664 + 0.859X + e$$

The above equation shows that the constant value of 8.664 is a value that represents the Purchase Intention variable if it is not influenced by the Electronic Word of Mouth variable. If there is no influence from the Electronic Word of Mouth variable, then the Purchase Intention variable will have a constant value score of 8.664.

The value of the regression coefficient of the Electronic Word of Mouth (X) variable is positive at 0.859 which states that the Electronic Word of Mouth variable has a positive effect on Purchase Intention. This means that if there is an increase of 1 unit in the Electronic Word of Mouth score, the Purchase Intention will increase by 0.859 units.

Hypothesis Test
T Test

The t-test was carried out to test the research hypothesis regarding the influence of each partially independent variable on the bound variable. The following are the criteria for testing hypotheses in the T-test:

If the value of T is calculated > T of the table and the value of sig. < 0.05, then H_0 rejected and H_1 accepted. This means that there is a significant influence between independent variables on dependent variables.

If the value of T is calculated < T of the table and the value of sig. > 0.05, then H_0 accepted and H_1 rejected. This means that there is no significant influence between independent variables on dependent variables.

Table 5. T Test Results

		Coefficients a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Itself.
1	(Constant)	8.664	2.954		2.933	.004
	ELECTRONIC_WOR D_OF_MOUTH	.859	.052	.858	16.562	<,001
	a. Dependent Variable: PURCHASE_INTENTION					

Source: Data processed by the author, 2025

The table T at $db = n - k - 1 = 100 - 1 - 1 = 98$ and alpha 0.05 is 1.984.

Based on the results of the analysis in table 4.17, the calculated T value of 16.562 was obtained greater than the T of the table (1.984) and the sig value. obtained < 0.001 is less than

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0.05, H0 is rejected and H1 is accepted, so it is concluded that Electronic Word of Mouth (e-WOM) has a significant effect on purchase intention.

F Test

The F test is a test method used to find out whether all independent variables have a significant influence on the dependent variables. In other words, this test aims to determine whether the regression model created is good/significant or bad/insignificant. The following are the criteria for testing hypotheses in the F-test:

If the value of F is calculated > F of the table and the value of sig. < 0.05, then H_0 rejected and H_1 accepted. This means that independent variables simultaneously have an influence on dependent variables.

If the value of F is calculated < F of the table and the value of sig. > 0.05, then H_0 accepted and H_1 rejected. This means that the independent variables simultaneously have no influence on the dependent variables.

Table 6. F Test Results

	Model	Sum of Squares	df	Mean Square	F	Itself.
			ANOVA			
1	Regression	21082.940	1	21082.940	274.291	<,001b
	Residual	7532.620	98	76.863		
	Total	28615.560	99			
	a. Dependent Variable: PURCHASE_INTENTION					
	b. Predictors: (Constant), ELECTRONIC_WORD_OF_MOUTH					

Source: Data processed by the author, 2025

The F table at db1 = 1 and db2 = 98 and alpha 0.05 is 3.938

Based on the results of the analysis in table 4.18, the calculated F value of 274.291 was obtained greater than the F of the table (3.938) and the sig value. <0.001 is smaller than 0.05, so it can be concluded that Electronic Word of Mouth (e-WOM) has a significant effect on purchase intention.

Coefficient of Determination (R^2)

The determination coefficient test aims to find out how much the independent variable contributes in explaining the variation that occurs in the dependent variable. The value of the determination coefficient is shown by the value of R square as follows:

Table 7. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
			Model Summary	
1	.858a	.737	.734	8.767
a. Predictors: (Constant), ELECTRONIC_WORD_OF_MOUTH				

Source: Data processed by the author, 2025

Based on the results of the analysis of table 7, a determination coefficient value of 0.737 was obtained, which means that the amount of influence or contribution of Electronic Word of

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Mouth to Purchase Intention is 73.7%. While the remaining 26.3% variation in Purchase Intention was influenced by other variables outside the model in this study.

Based on the results of a study involving 100 respondents, the researcher grouped the data into several characteristics, including gender, age, frequency of TikTok use, and having seen NPURE content on TikTok. The majority of respondents are known to be female, which is 87%, with the dominant age group in the range of 18-25 years as much as 62%. Most of the respondents are also known to have a high intensity of TikTok use, with the frequency of frequent use reaching 85%. All respondents (100%) stated that they had seen content related to NPURE products on TikTok.

E-WOM on NPURE Products via TikTok

Based on the results of descriptive analysis, electronic word of mouth (e-WOM) regarding NPURE products on TikTok is in the category of quite good with a percentage of 67.8%. Of the three dimensions of e-WOM measured, the content dimension occupies the most dominant position. These findings indicate that, although the intensity and valence of opinion have not shown optimal results, the quality of content in the form of reviews, product information, and visual displays presented through TikTok is quite effective in attracting the attention of the audience. This can happen because TikTok prioritizes an attractive short video format, allowing brands like NPURE to convey messages visually, personally, and creatively. Thus, the content dimension has a more significant contribution compared to the intensity or valance of opinion dimension which is more dependent on the active involvement of users in providing testimonial comments.

These findings reinforce the theory put forward by Goyette et al. (in Tingga et al., 2022), which states that content is an important factor in shaping perceptions of e-WOM. The relevance of this theory is evident in the context of audiovisual-based social media such as TikTok. In addition, the results of this study are also consistent with the findings of Indrawati et al. (2023), which stated that informative content on TikTok has a significant effect on information acceptance and increased buying interest in Somethinc products.

Purchase Intention for NPURE Products

Based on the results of the descriptive analysis, the purchase intention variable was in the "Good" category with a score of 69.3%. Among the four dimensions measured, exploratory interest showed the highest value, followed by transactional interest and referential interest. These findings show that TikTok audiences not only show a desire to buy products, but are also active in seeking out additional information before making a purchase decision. This is logical because skincare products generally have long-term effects and require a high level of confidence before buying, especially by individuals with sensitive skin types.

According to Priansa (in A. J. Putri & Syahputra, 2023), exploratory interest reflects the high level of consumer involvement in the pre-purchase stage. In the context of this study, the soft-selling communication strategy implemented by NPURE through TikTok content has proven to be effective in building curiosity and strengthening the confidence of potential consumers.

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This research is also in line with the findings of Khoiry & Amaliasari (2023) who found that e-WOM through the Instagram platform for NPURE products was able to significantly increase consumer exploratory interest.

The Influence of E-WOM on Purchase Intention

The results of simple linear regression analysis showed that electronic word of mouth (e-WOM) had a positive and significant influence on purchase intention, with a contribution of 73.7%. These findings are supported by t-tests and F-tests that show both partial and simultaneous significance. This reflects that consumers tend to trust the information conveyed by fellow TikTok users more than formal commercial advertising. Trust and perception of the authenticity of testimonials submitted by users are important factors in encouraging intent to buy.

According to the theory from Goyette (in Ayu et al., 2022), the power of e-WOM lies in the perception of objectivity as well as the real experience shared by users. The findings in this study strengthen this theory by showing that e-WOM is able to influence purchase intentions through the process of social persuasion.

These findings are also consistent with research conducted by Khan et al. (2023), which show that e-WOM has a significant effect on purchase intention, both directly and indirectly through brand equity. In addition, these results are in line with the findings of H. Putri & Hidayah (2023) who examined the impact of e-WOM on TikTok on Avoskin products. They concluded that the quality of information circulating through TikTok can significantly affect consumers' purchase intentions. However, there is a difference in results found in a study by Effendi & Defrizal (2024), which shows that e-WOM does not have a significant influence partially on the purchase intention of The Originote products. This difference is likely due to variations in brand strength, content quality, and the characteristics of the target audience of each product.

Thus, it can be concluded that both theoretically and empirically evidence, e-WOM is an effective marketing tool, especially in video-based platforms such as TikTok, which is able to convey information visually, authentically, and more easily accepted by today's digital audience.

CONCLUSION

Based on the results of research conducted on the influence of *Electronic Word of Mouth* (e-WOM) on *Purchase Intention* for *NPURE* products through TikTok accounts, the following conclusions can be drawn: *Electronic Word of Mouth* (e-WOM) for *NPURE* products on TikTok falls into the "Quite Good" category, with a percentage of 67.8%. The content dimension is the most dominant, indicating that the quality of information conveyed through TikTok social media significantly affects consumer perception. *Purchase Intention* for *NPURE* products is classified in the "Good" category, with a percentage of 69.3%. The exploratory interest dimension is the highest-scoring dimension, demonstrating that consumers are not only interested in making a purchase but are also actively seeking more information about the products. *Electronic Word of Mouth* (e-WOM) has a positive and significant effect on *Purchase Intention*. This is evidenced by the simple linear regression

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analysis, which shows a contribution of 73.7%. These findings are further supported by the results of the *t-test* and *f-test*, which indicate that the influence of e-WOM is significant both partially and simultaneously. Thus, it can be concluded that e-WOM is an effective communication strategy for increasing consumer purchase intention for *NPURE* products through the TikTok platform.

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