PERAN *BRAND IMAGE* DALAM MEMEDIASI HUBUNGAN *INFLUENCER* DAN *ELECTRONIC WORD OF MOUTH* (eWOM) TERHADAP MINAT BELI PADA *SUNSCREEN* FACETOLOGY DI TIKTOK *SHOP*

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ABSTRAK

Perkembangan media digital membuat konsumen semakin mudah memperoleh informasi mengenai produk skincare melalui berbagai *platform online*. Informasi tersebut dapat berasal dari konten yang disampaikan oleh *influencer* maupun ulasan konsumen di internet (*electronic word of mouth*) yang dapat membentuk persepsi terhadap merek serta memengaruhi minat beli konsumen.

Penelitian ini menggunakan metode penelitian kuantitatif dengan jenis metode survei untuk menguji pengaruh variabel *influencer* dan *electronic word of mouth* (E-WOM) terhadap minat beli pada *sunscreen* Facetology di TikTok Shop. Jumlah sampel dalam penelitian ini adalah 200 responden yang diperoleh melalui teknik pengambilan sampel *purposive sampling*. Data penelitian dianalisis menggunakan pendekatan *Partial Least Square* (PLS) sebagai model persamaan *Structural Equation Model* (SEM) yang diolah melalui *software* SmartPLS 4.0.9.9.

Hasil penelitian ini menunjukkan bahwa variabel *influencer* berpengaruh positif dan signifikan terhadap minat beli. Sementara itu, variabel *electronic word of mouth (E-WOM)* tidak menunjukkan pengaruh yang signifikan terhadap minat beli secara langsung. Peran variabel mediasi dalam penelitian ini bersifat *partial mediation* pada hubungan antara *influencer* dan minat beli, sebagaimana ditunjukkan oleh hasil uji *bootstrapping* yang menyatakan bahwa *influencer* memiliki pengaruh tidak langsung terhadap minat beli *sunscreen* Facetology di TikTok Shop. Pada hubungan antara *electronic word of mouth* (E-WOM) dan minat beli *sunscreen* Facetology di TikTok *Shop*, peran mediasi *brand image* bersifat *full mediation*, yang ditunjukkan oleh hasil uji *bootstrapping* bahwa *E-WOM* memiliki pengaruh tidak langsung terhadap minat beli melalui *brand image*.

Penelitian ini memberikan rekomendasi kepada pihak perusahaan agar lebih aktif berinteraksi dengan konsumen melalui fitur Q&A atau sesi tanya jawab di media sosial maupun platform penjualan. Interaksi tersebut dapat menjadi sarana bagi konsumen untuk menyampaikan pertanyaan, masukan, dan pengalaman penggunaan produk. Melalui komunikasi yang responsif dan terbuka, perusahaan dapat memahami kebutuhan konsumen dengan lebih baik serta membangun kepercayaan dan persepsi positif terhadap merek, sehingga dapat meningkatkan minat beli konsumen.

Kata kunci: *influencer*, *electronic word of mouth, brand image*, minat beli, Facetology

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ABSTRACT

The intense competition in the skincare industry encourages companies to continuously develop digital marketing strategies in order to attract consumers' purchase intention. In this context, consumers' perceptions of a brand and the information they receive through various digital media become important factors in shaping purchase intention toward a product.

This study uses a quantitative research method with a survey design to examine the influence of influencer and electronic word of mouth (E-WOM) variables on purchase intention for Facetology sunscreen on TikTok Shop. The sample in this study consists of 200 respondents obtained through purposive sampling. The research data were analyzed using the Partial Least Squares (PLS) approach as part of the Structural Equation Modeling (SEM), processed using SmartPLS software version 4.0.9.9.

The results show that the influencer variable has a positive and significant effect on purchase intention. Meanwhile, electronic word of mouth (E-WOM) does not have a significant direct effect on purchase intention. The mediating variable in this study plays a partial mediation role in the relationship between influencer and purchase intention, as indicated by the bootstrapping results showing that influencer has both a direct and an indirect effect on the purchase intention of Facetology sunscreen on TikTok Shop. In contrast, in the relationship between electronic word of mouth (E-WOM) and purchase intention, brand image acts as a full mediation, meaning that E-WOM influences purchase intention only through brand image.

This study provides recommendations for companies to optimize the role of influencer and E-WOM through clear, consistent, and transparent information delivery, supported by good product quality. In addition, responsive interaction with consumer reviews, comments, and feedback can strengthen trust and positive brand perception, thereby supporting purchase intention and customer loyalty amid the increasingly competitive skincare industry.

Keywords: influencer, electronic word of mouth, brand image, purchase intention, Facetology

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