

ABSTRACT

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The Influence of Media Exposure to Tiktok @Somethincofficial and Electronic Word of Mouth on Decisions to Purchase Somethinc Products

Keywords: TikTok Social Media, Electronic Word of Mouth, Purchase Decision

(XII + 73 + attachments)

The use of social media in this modern era is increasing rapidly. One example of such social media is TikTok. TikTok is one of the social media that is very popular with the public. So that makes TikTok often used as an effective marketing platform for various brands, including Somethinc. Somethinc is one of the popular local beauty brands in Indonesia, which has utilized TikTok to promote its products. The purpose of this study was to analyze the effect of Tiktok @Somethincofficial media exposure and electronic word of mouth (e-WOM) on purchasing decisions for Somethinc products. This study uses a quantitative method with a survey approach, where data is collected through questionnaires distributed to 261 respondents who are TikTok users and are followers of the @Somethincofficial account. The results of the regression analysis in this study indicate that TikTok media exposure and e-WOM have a significant positive influence on purchasing decisions for Somethinc products. Partially, e-WOM has a stronger influence than TikTok media exposure. In conclusion, presence and activity on TikTok, as well as interactions built through e-WOM, play an important role in influencing consumer behavior in deciding to buy Somethinc products. This research provides practical implications for digital marketing strategies, especially in utilizing social media platforms to increase product sales.

Bibliography (2000 - 2023)