

ABSTRACT

The Effect of Content Creator and Electronic Word of Mouth on Purchase Intention for Avoskin Skincare Products on TikTok Social Media.

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This research analyzes the influence of content creators and Electronic Word of Mouth (EWOM) on purchase intention for Avoskin skincare products via TikTok social media. The research method used is quantitative, the test stages carried out are Validity test, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F test, T-test, and coefficient of determination. The data used in this research used a questionnaire instrument, and valid data was collected from 100 respondents. The sampling method in this research is non-probability sampling with a purposive sampling technique. The testing tool used is SPSS 25. The research results show that the F test results on the Content Creator, and Electronic Word of Mouth variables simultaneously influence the intention to purchase Avoskin skincare products. The T-test results for the Content Creator variable, Electronic Word of Mouth partially influence the intention to purchase Avoskin skincare products.

Keywords: *Avoskin, Content Creator, EWOM, Purchase Intention.*