

PENGARUH *KEY OPINION LEADER* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP NIAT BELI PRODUK *SKINCARE* WARDAH 'TASYA FARASYA *APPROVED*' DENGAN PERSEPSI KEPERCAYAAN SEBAGAI VARIABEL MEDIASI : SURVEI PADA PLATFORM TIKTOK

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ABSTRAK

Perkembangan internet dan media sosial telah mendorong transformasi strategi pemasaran digital, khususnya pada industri kecantikan di Indonesia. TikTok sebagai platform video pendek dengan jumlah pengguna terbesar menjadi media strategis bagi merek dalam membangun interaksi serta memengaruhi keputusan pembelian konsumen. Namun, temuan empiris mengenai pengaruh *Key Opinion Leader* dan *Electronic Word of Mouth* terhadap niat beli masih menunjukkan hasil yang inkonsisten. Penelitian ini bertujuan untuk menganalisis pengaruh *Key Opinion Leader* dan *Electronic Word of Mouth* terhadap niat beli dengan variabel persepsi kepercayaan sebagai variabel mediasi. Data berasal dari sampel 100 pengguna aktif TikTok yang mengetahui kampanye produk *skincare* Wardah ‘Tasya Farasya *Approved*’ yang peneliti survei menggunakan kuesioner secara *online* melalui media sosial. Untuk menguji hipotesis penelitian, peneliti menggunakan *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Key Opinion Leader* berpengaruh signifikan terhadap niat beli dan persepsi kepercayaan. Sementara itu, *Electronic Word of Mouth* tidak berpengaruh terhadap niat beli, namun berpengaruh terhadap persepsi kepercayaan. Selanjutnya, persepsi kepercayaan tidak signifikan terhadap niat beli. Lebih lanjut, persepsi kepercayaan tidak memediasi *Key Opinion Leader* dan *Electronic Word of Mouth* terhadap niat beli.

Kata Kunci: *key opinion leader*, *electronic word of mouth*, persepsi kepercayaan, niat beli

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ABSTRAK

The development of the internet and social media has driven a transformation in digital marketing strategies, particularly within the beauty industry in Indonesia. TikTok, as the short-form video platform with the largest user base, has become a strategic medium for brands to build engagement and influence consumer purchasing decisions. However, empirical findings regarding the influence of Key Opinion Leaders and Electronic Word of Mouth on purchase intention still show inconsistent results. This study aims to analyze the influence of Key Opinion Leaders and Electronic Word of Mouth on purchase intention, with perceived trust as a mediating variable. Data were collected from a sample of 100 active TikTok users who were aware of Wardah's skincare 'Tasya Farasya Approved' product campaign. This study conducted an online survey via social media. To test the research hypotheses, this study used Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that Key Opinion Leaders have a significant effect on purchase intention and perceived trust. Meanwhile, Electronic Word of Mouth does not significantly affect on purchase intention but does affect on perceived trust. Furthermore, perceived trust does not significantly on purchase intention. Additionally, perceived trust does not mediate the influence of Key Opinion Leaders and Electronic Word of Mouth on purchase intention.

Keywords : *key opinion leader, electronic word of mouth, perceived trust, purchase intention*