

*Corresponding author: Indria Angga Dianita, Program Studi S1 Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom, Bandung, Indonesia

E-mail:
indriaangga@telkomuniversity.ac.id

RESEARCH ARTICLE

The Influence of E-Wom #Pakaisomethinc in Tiktok Towards Somethinc Consumer Perception

Putri Shinta, Bella Harahap, & Indria Angga Dianita*

Program Studi S1 Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom, Bandung, Indonesia

Abstract: Current study aims to measure the effect of electronic word of mouth (E-WOM) variables on consumer perceptions of the advertisement for the Something brand with the hashtag #PakaiSomethinc on TikTok social media. This research was conducted using quantitative methods with descriptive research types. The sampling technique used in this research is probability sampling with simple random sampling technique. Through sample calculation using the Bernoulli formula, a sample of 385 respondents was obtained. Empirical data were collected through a Google Form-based questionnaire and data were analyzed using the Normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression. The findings in this study indicate that the electronic word of mouth strategy which includes the quantity, credibility, and quality of information contained in the E-WOM #PakaiSomething strategy on the TikTok platform can significantly influence consumer perceptions. The results of the correlation coefficient test of 0.789 provide an understanding that the relationship between the two variables is included in the "Very Strong" category. Calculation of the coefficient of determination also confirms that the consumer perception variable can be explained or predicted by 62.3% by electronic word of mouth (E-WOM) variables. While the remaining 37.7% (100% - 62.3%) can be explained by other factors not examined in this study. This research is able to make a theoretical contribution to the literature and practically for Something to strengthen its brand and products so that the E-WOM strategy can run successfully and be able to create a positive impression in the minds of consumers.

Keywords: Consumer Perception, Electronic Word of Mouth, TikTok, Somethinc

1. Introduction

Skin and beauty care is one of the crucial aspects in today's society, both for women and men. This sector is increasingly viewed by the public, especially when there is a change in lifestyle and is also supported by the existence of social media which disseminates information regarding the importance of skin care. Nowadays, there are numerous new local beauty brands are emerging which are launching various types of products with various uses and benefits offered. Public enthusiasm for beauty and skin care products can be demonstrated through data published by the Indonesia FMCG E-Commerce 2022 which reveals that the Beauty and Care category is the favorite category and dominates on the E-Commerce platform. Furthermore, the Ministry of Industry reports that the cosmetics market in



Indonesia has grown rapidly and has become one of the most competitive and promising markets, where there are already more than 760 cosmetic companies (Adminlina, 2020)..

Somehinc is an Indie beauty brand that is well-known among beauty enthusiasts and has dominated the local skincare market (Maulana, 2021). The Somehinc brand has been established since 2019 and has won 7 times in a row as the TOP 1 Best Seller Skincare Brand on an Indonesian e-commerce platform (Wulandari, 2023)). Somehinc always develops its products, resulting in the best beauty products in its class and there are already 140 products registered with BPOM and halal certified (Zakawali, 2022). Somehinc, which is known as a pioneer of local beauty brands, uses quality active ingredients to help people get healthy skin (Adlina, 2023). In addition, Somehinc also collaborates with 12 beauty doctors who are of course trusted to provide credible information and education about facial care to the public on social media.

The presence of technology has made it possible for each consumer to share information and share experiences with each other in using products through the review columns available on social media platforms. Social media marketing has been used by business people as an opportunity to maximize their products and generate higher profitability. Social media marketing activities tend to become a trend in the business world because they are believed to be effective and efficient as a marketing method (Chang Bi & Zhang, 2022; Dayoh et al., 2022; Yue et al., 2022). One of the campaign strategies carried out by the Somehinc brand on social media is the use of the hashtag #PakaiSomehinc which managed to penetrate 674.3 million views. The number of views shows the high public interest and impression as well as the success of the marketing campaign in increasing Somehinc's brand awareness, which can also support customer perceptions of Somehinc as one of the best and pioneers of the Local Beauty Brand.

This is inseparable from marketing communications or the Electronic Word of Mouth (E-WOM) strategy which is increasingly being carried out, especially in creating a trend on social media, in this case the use of the hashtag #PakaiSomehinc. What's more, there are many consumers who share positive experiences using Somehinc's products on the social media platform TikTok which actually encourages people to have more confidence in the quality of Somehinc's products (Aydin & Azer, 2005; Kwak et al., 2010). In this context, the implementation of a good E-WOM strategy is believed to be able to influence the image and strength of a brand (Gozali & Ruslim, 2012; Kala & Chaubey, 2018; Reza Jalilvand & Samiei, 2012)

The existence of E-WOM has a major influence on consumer perceptions. People's understanding and interpretation of the world around them is shaped by the information they receive through their senses, including visual, tactile and auditory stimuli (Prawira et al., 2019). TikTok content can be used as a marketing strategy to influence the mindset of potential customers. Marketing the products featured on TikTok can help in achieving company targets in a more efficient way to reach the market. Thus, this research focuses on examining how positive comments from viewers regarding the #PakaiSomehinc campaign can also influence consumer perceptions of Somehinc.

2. Literature Review

2.1. Communication

Communication is the act of creating, sending, receiving, and digesting messages that occur within individuals or between two or more people to achieve certain goals (Pohan & Fitria, 2021). In this context, communication occurs through four stages, namely message creation, transmission, reception, and processing. One of the communication theories that continues to develop from time to time is the S-O-R (Stimulus-Organism-Response) theory. This paradigm states that external variables can affect changes in consumer behavior by triggering certain cognitive or emotional reactions (Ni et al., 2021). The first element, "stimulus", describes the force that arouses a person. The second element, namely "organism", describes

the consumer's affective and cognitive state and includes all the processes that occur between the stimulus and the consumer's reaction. The last element is 'response', which refers to the change in attitude shown by the individual after processing all the information (Kamboj et al., 2018).

2.2. *Marketing Communication*

Marketing communications refers to integrated product or service processes and concepts that are communicated to consumers through one or more channels, continuously and integratedly to sell these products or services (Tulasi, 2012). In this research, marketing communications is viewed as a direct or indirect efforts by companies to disseminate information, invite, and increase the number of consumers on the products they sell. Thus, the company can represent its brand and build a good image in the minds of consumers.

2.3. *Promotion Mix*

(Banja nahor et al., 2021) argues that the marketing promotion mix is an important element in marketing communications, which is responsible for communicating the company's offerings to the target market. Promotion can be described as a series of activities in the form of a communication process that has the main objective of informing, convincing, and/or reminding target consumers about the company, goods, services, image, and others ((Fikri & Lisdayanti, 2020; Kotler & Keller, 2016). In this study, one of the dimensions used in the marketing promotion mix is the Word-of-Mouth strategy, especially in the form of the #PakaiSomething campaign on social media. E-WOM (Electronic Word of Mouth) can basically be divided into two categories, namely organic E-WOM and amplified E-WOM. According to (Kulmala et al., 2013), organic E-WOM is formed when someone wants to convey a positive or negative opinion about a product or business. Meanwhile, reinforced E-WOM involves the marketer's influence behind it. Typically, marketers launch campaigns or encourage other influential people to talk about the product or company. (Matute et al., 2016) revealed that E-WOM includes three dimensions, namely as follows:

- a) Information Quantity, which refers to the number of published website-based comments. E-WOM volume can help seller reputation growth
- b) Information Credibility, which refers to the extent to which internet user comments are trusted. The accuracy of online recommendations affects the tendency of customers to return to online businesses
- c) Information Quality, which refers to the persuasive power of arguments in informative messages

2.4. *Consumer Perception*

Perception is a cognitive process that occurs when our senses are activated, leading to the experience of sensations and evoking emotional responses. (Kotler & Keller, 2016) defines consumer perception as reflect the connections that customers have in their brains. Perceptions are influenced not just by physical inputs but also by stimuli connected to the surrounding environment and particular situations. Individual impressions emerge concurrently based on their experiences, perceptions of the product's outward appearance, and perceptions of the product's fit to their wants, considerably influencing pleasure or discontent with the product or service provider. (Mothersbaugh, 2016) argued that consumer perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation. Based on Liliweri in (Alfiatun, 2017) research, the perception process is based on several stages, namely:

- a) Stimulus, which refers to stimulus from the surrounding world that is captured by the senses, the contact between the senses and this stimulus is what we call a response, and this is when the stimulation process occurs.
- b) Registration, where a symptom that appears is a physical mechanism in the form of sensing and the conditions for a person to influence through the senses they have.

A person can listen or view the information sent to him, then list all the information sent to him.

- c) Interpretation, is a cognitive aspect of perception that is very important, namely the process of giving meaning to the stimulus it receives. The interpretation process depends on the way of deepening, motivation, and personality of a person.

2.5. Research Framework

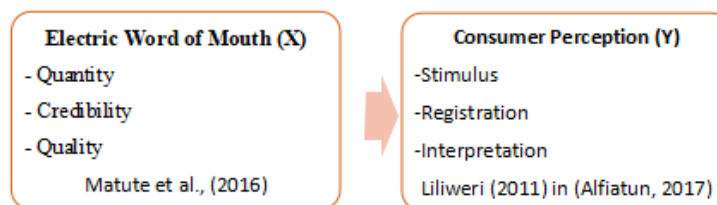


Figure 1. Conceptual Framework

Source: Author's Preparation (2022)

3. Research Method

This study was carried out through a quantitative approach, specifically quantitative descriptive analysis combined with an explanatory approach in order to be able to explain the phenomenon of the influence of E-WOM variables on consumer perceptions of the #UseSomethinc campaign. Quantitative research can basically be defined as an approach that systematically and methodically collects data to gain information or solve problems, with the data collected being in the form of numbers (Ghozali & Nasehudin, 2012). According to (Sugiyono, 2017), explanatory research seeks to clarify the situation of the variables under investigation and their interrelationships. In this study, a causality model is utilized, which explores cause-and-effect relationships between the variables of interest. The researcher employs a descriptive quantitative method along with explanatory research to achieve the study's objectives.

3.1. Research Population and Sample

This study targets the population, namely all Indonesian people who know and have seen the #PakaiSomethinc campaign. In this case, the exact number of people who have watched and participated in the #PakaiSomethinc campaign is currently unknown, so a formula is needed to determine the sample size used in the study. The formula used is the Bernoulli formula, resulting in a total sample of 385 respondents. The sample was determined using a probability-based approach, especially with the simple random sampling method, namely choosing respondents who have certain sampling characteristics, namely familiar with the E-WOM campaign #PakaiSomethinc and have watched content with the hashtag #PakaiSomethinc.

3.2. Data Collection Technique

(Sugiyono, 2017) argues that research data can be divided into primary data and secondary data. The primary data collection method employed in this study involves the use of a questionnaire, which is obtained from the data sources consisting of respondents who provide answers to the questions presented by the researchers. In this study, the respondents are individuals, both men and women, who are familiar with the Somethinc brand. The online questionnaire was distributed using platforms such as Google Forms, Instagram, and WhatsApp. While the secondary data was collected from various sources, including national and international books, papers, websites, and previous research studies.

3.3. Validity and Reliability Test

The research instrument used will be tested for the validity and reliability of the data through validity and reliability tests. The validity test examines whether there is a significant

relationship between the independent and dependent variables by utilizing Pearson's product-moment correlation. For a variable to be considered valid, the obtained correlation coefficient (R count) should be greater than the critical value (R table). Moreover, the reliability test is carried out with reference to Cronbach's Alpha which is expected to be greater than the expected value of 0.60.

3.4. Method Successive Interval (MSI)

Multiple linear regression analysis was performed on the collected data to investigate the impact of electronic word of mouth and consumer perception. It is recommended to use an interval scale for the measurement in multiple linear regression analysis. According to (Ningsih & Dukalang, 2019), interval or ratio scale data are necessary for accurate interpretation of multiple linear regression analysis. If ordinal scale data is used in multiple linear regression analysis, the regression model may be misinterpreted. Therefore, the researcher employed the Method of Successive Interval (MSI) to convert the ordinal data into interval data.

3.5. Classical Assumption Test

Classical assumption tests are conducted to determine whether parametric or nonparametric statistics should be used in the study. The classical assumption test carried out in this research includes two stages, namely the normality test and the heteroscedasticity test.

3.6. Coefficient Correlation Test

The Pearson correlation coefficient (r) is widely used to measure the strength of the relationship between two interval/ratio variables (Silalahi, 2018). In this study, researchers analyzed the power of variable (X), the effect of E-WOM #PakaiSomethinc on variable (Y), namely consumer perception where how strong the relationship between the two variables is seen by using the correlation coefficient.

3.7. Coefficient of Determination Test

The coefficient of determination test aims to assess the extent to which a dependent variable is influenced by an independent variable. The coefficient of determination is represented as a percentage (%). By using the R^2 formula, it can be determined whether there is a variation in the dependent variable due to the influence of the independent variable. A higher or larger correlation coefficient indicates a greater coefficient of determination. The calculated coefficient of determination will indicate the extent of the impact of E-WOM #PakaiSomethinc on consumer perception.

3.8. Simple Linear Regression Test

The analysis method employed to examine the relationship between two variables involves using one independent variable to predict the dependent variable. Simple regression refers to a bivariate regression that focuses on the functional or causal connection between a single independent variable (Silalahi, 2018). In this study, the outcomes of the calculations from a simple linear regression analysis were utilized to elucidate the prediction or impact of the variable (X), which is the effect of E-WOM #PakaiSomethinc, on the variable (Y), namely consumer perception.

3.9. T-Test

T-test is employed to determine the significance of a change in the dependent variable or to analyze the impact of the independent variable on the dependent variable ((Silalahi, 2018). Using the formula above, the test results for significance can be determined at a significance level of 0.05 through one-sided or two-sided testing. The test requirements state that H_0 should be rejected if $t_{count} > t_{table}$ or $t_{count} < -t_{table}$. It will be accepted if H_0 $t_{table} < t_{count} < t_{table}$

4. Results and Discussion

4.1. Characteristic Respondent

This study uses primary data which originates from respondents' responses related to the #PakaiSomething campaign. Empirical data in this study were collected by distributing questionnaires online using the Google Forms platform which resulted in 385 respondents. Based on the distribution of the questionnaires, it can be proven that the questionnaire is considered valid and can be used for further analysis because all respondents have filled out all the statements correctly.

Table 1. Details of the Distribution of Research Questionnaires

Questionnaires Classification	Total
Number of Questionnaires Distributed	385
Number of Valid Questionnaires	385

Referring to the table 1, it can be seen that there were 385 questionnaires that had been distributed and 385 valid questionnaires to be used in further testing. Furthermore, in this study a screening statement was given to the questionnaire to ensure that the respondents who answered the questionnaire met the established criteria. Referring to Figure 2, it can be seen that as many as 385 respondents (100%) know Something brand and the #PakaiSomething campaign on TikTok platform. This indicates that the respondents considered the criteria requested by the authors to analyze the influence of Electronic Word of Mouth towards Consumer Perception regarding the #PakaiSomething campaign.

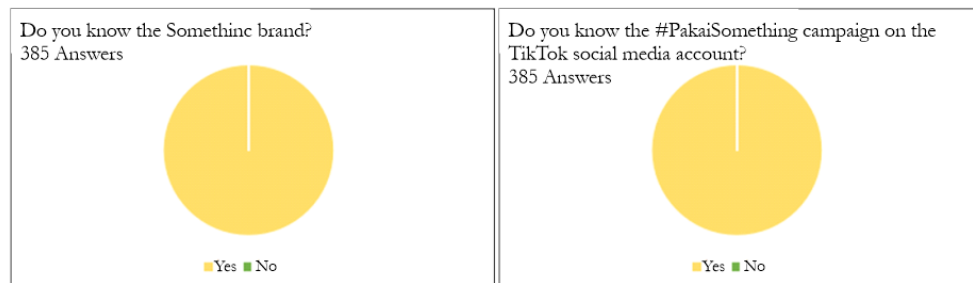


Figure 2. Respondent's Screening Question Result
Source: Author's Processed Data (2022)

The results of questionnaires distribution based on Figure 3 confirmed that the majority of respondents are consumers who know the Something brand and #PakaiSomething campaign with a female gender, consisting of 273 people or with a percentage of 71%. While the rest are male consumers who know the Something brand and #PakaiSomething campaign with a total of 112 respondents or a percentage of 29%. Moreover, it also confirmed that the majority of respondents are consumers who know the Something brand and #PakaiSomething campaign with an age range of 21-30 years consisting of 236 respondents or with a percentage of 61.3%. Furthermore, followed by respondents aged under 20 years consisting of 105 consumers who know the Something brand or with a percentage of 27.3%. While the rest are consumers with an age range above 31 years who know the Something brand and #PakaiSomething campaign with a total of 44 respondents or a percentage of 11.4%.

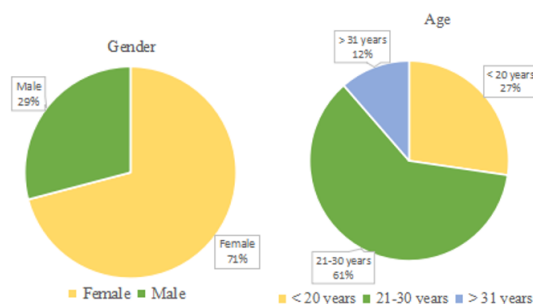


Figure 3. Respondents' Characteristic Pie Chart
 Source: Author's Processed Data (2022)

4.2. Descriptive Analysis Result

Fiancéship or *khitbah*, which is expressing a desire to marry a certain woman by informing the woman in question or her family (her guardian), which is carried out before the marriage contract, and this has become a culture in Indonesian society, while the process depends on the culture of each region. The difference between "*khitbah*" and "*zawwaj*" (marriage) is that *zawwaj* is a contract that will bind various things, within certain limits, conditions, and rights.

Table 2. Recapitulation of Respondent's Responses Regarding Electronic Word of Mouth

No	Dimension	Total Score	Percentage (%)	Category
1	Quantity	4809	83.3%	Good
2	Credibility	4871	84.3%	Very Good
3	Quality	4838	83.8%	Good
Total Score			14518	
Percentage Score			83.8%	Good

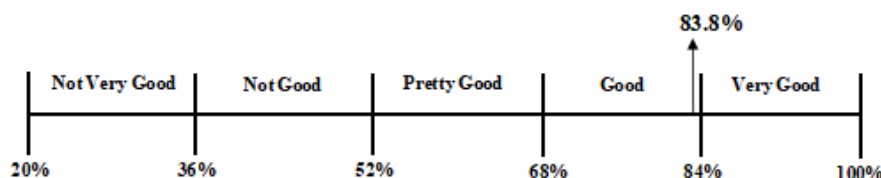


Figure 3. Continuum Line E-WOM variable

Source: Author's Processed Data (2022)

Referring to the results of the recapitulation of the calculation of respondents' responses to the three dimensions of the E-WOM variable, namely quantity, credibility, and quality, it can be shown that a total score of 14518 was obtained with a score percentage of 83.8% which was included in the "Good" category. Based on the continuum line in Figure 3, it can be seen that the total percentage obtained as a whole in the electronic word of mouth variable is 83.8% which is included in the "good" category. Referring to the results obtained, it can be concluded that the respondents' perceptions of the E-WOM *Something* strategy in the form of the number of positive reviews, the quality of the reviews, or the credibility of the E-WOM sources are good. Through the results of calculating the average respondent's responses, it can be said that in the E-WOM variable, the credibility dimension obtains the highest percentage compared to the other two dimensions, namely the quantity and quality of information. This shows that respondents focus on the credibility of information either through promotions or testimonials by influencers and other consumers related to trusted *Something* products.

Table 3. Recapitulation of Respondent's Responses Regarding Consumer Perception

No	Dimension	Total Score	Percentage (%)	Category
1	Stimulus	4787	82.9%	Good
2	Registration	4843	83.9%	Good
3	Interpretation	4780	82.8%	Good
Total Score		14410		
Percentage Score			83.2%	Good

Source: Author's Processed Data (2022)

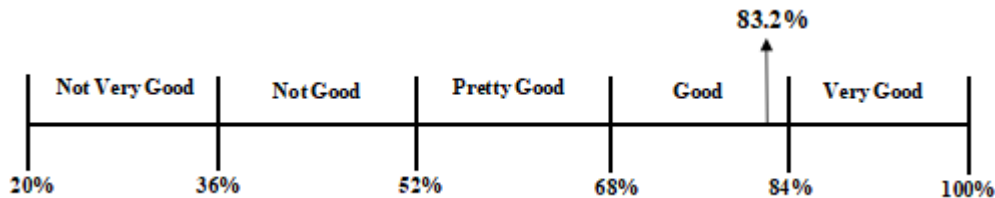


Figure 4. Continuum Line Consumer Perception variable

Source: Author's Processed Data (2022)

Referring to the results of the recapitulation of the calculation of respondents' responses to the three dimensions of the consumer perception variable, namely stimulus, registration, and interpretation, it can be shown that a total score of 14410 was obtained with a score percentage of 83.2% which was included in the "Good" category. Based on the continuum line in Figure 3, it can be seen that the total percentage obtained as a whole in the consumer perception variable is 83.2% which is included in the "good" category. Referring to the results obtained, it can be concluded that the consumers have a good perception related to the Somethinc campaign strategy with #PakaiSomethinc which is able to attract consumers' attention, is able to highlight Somethinc's brand image, and is able to make consumers want to use the products launched by Somethinc. Through the results of calculating the average response of respondents, it can be shown that for the consumer perception variable, the registration dimension has the highest percentage and the interpretation dimension has the lowest percentage. This indicates that consumers agree that the #PakaiSomething campaign on the TikTok platform is very impressive compared to campaigns carried out by other beauty companies.

4.3. Method Successive Interval (MSI)

The process of collecting research data is done in an ordinal scale format. Therefore, prior to performing multiple linear regression techniques, ordinal data should be converted to interval format using the Method Successive Interval (MSI) performed using Microsoft Excel software (Silalahi,2019).

4.4. Classical Assumption Test

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters	Mean	0,0000000
	Std. Deviation	3.85018742
Most Extreme Differences	Absolute	0,030
	Positive	0,030
	Negative	-0,027
Test Statistic		0,030

Source: Author's Processed Data (2022)

The results of the research data normality test using the one sample Kolmogorov-Smirnov approach showed that the value of Asymp. Sig. (2-tailed) of 0.200 was obtained. These results indicate an output that is greater than the significance requirement of 0.05. Thus, it can be

concluded that the research data has been normally distributed and meets the assumptions of normality well.

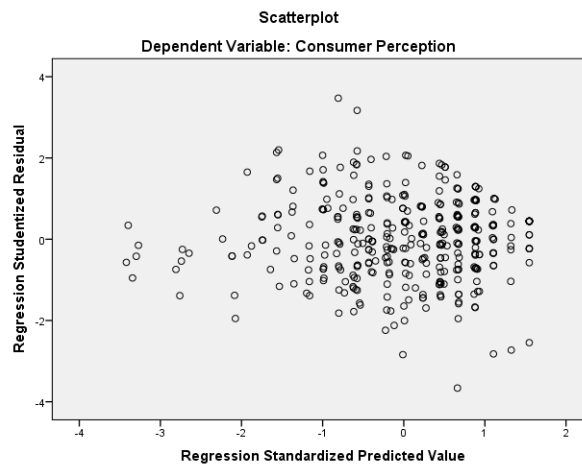


Figure 5. Heteroscedasticity Test Result

Source: Author's Processed Data (2022)

Referring to the results of the heteroscedasticity test through the Scatterplot test in the picture above, it can be shown that the research data represented by the dots in the Scatterplot image are scattered and do not form a certain pattern. Thus, it can be said that there is no indication or problem of heteroscedasticity. The results obtained show that the regression model of the effect of electronic word of mouth (E-WOM) on consumer perception in the #PakaiSomething campaign does not raise heteroscedasticity problems so that it can be proven to fulfill the requirements well.

4.5. Coefficient Correlation Test

Table 5. Person Correlation Test Result

		E-WOM	Consumer Perception
E-WOM	Pearson Correlation	1	0.789
	Sig. (2-tailed)		0.000
	N	385	385
Consumer Perception	Pearson Correlation	0.789	1
	Sig. (2-tailed)	0.000	
	N	385	385

Source: Author's Processed Data (2022)

The results of the Pearson correlation analysis based on the table 5 show that a correlation value of 0.789 is obtained. The results obtained show that the level of relationship between Electronic Word of Mouth (E-WOM) and Consumer Perception in the #PakaiSomething campaign can be categorized as a "correlated" association. Furthermore, the results obtained also provide an understanding that the relationship between the two variables is included in the "Very Strong" category which indicates a positive relationship between the two research variables. Research conducted by (Kajtazi & Zeqiri, 2020) entitled "The Effect of E-WOM and Content Marketing on Customers' Purchase Intention" found that the correlation value obtained on the dependent sources variable on purchase intention was 0.654. This is followed by the trustworthiness of E-WOM which gives a correlation value of 0.640. The content marketing variable gives a correlation value of 0.642, which can be categorized as a correlated association, where there is a significant relationship between variables.

4.6. Coefficient of Determination Test

Table 6. Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.789	0.623	0.622	3.85521

Source: Author's Processed Data (2022)

Through calculations using the coefficient of determination formula, we obtain a coefficient of determination of 62.3% which means that the consumer perception variable can be explained or predicted by 62.3% by electronic word of mouth (E-WOM) variables. While the rest, namely 37.7% (100% - 62.3%), can be explained by other factors not examined in this study. Research conducted by (Nurniati et al., 2023) with the title "Electronic Word of Mouth (E-WOM) and Influencer Marketing Strategy on Purchase Decision of Skincare Products in Marketplace" which obtained the result that consumer purchasing decisions can be influenced or predicted by E-WOM and Influencer Marketing of 48.4 % while 41.6% can be influenced by other factors. Research conducted by (Kajtazi & Zeqiri, 2020) entitled "The Effect of E-WOM and Content Marketing on Customers' Purchase Intention" found that 61,2% purchase intention variation is explained by E-WOM.

4.7. Simple Linear Regression Test

Table 7. Simple Linear Regression Test Result

Model		Coefficients		t	Sig.	
		Unstandardized	Standardized Coefficients			
		B	Std. Error	Beta		
1	(Constant)	7.311	1.338		5.464	0.000
	E-WOM (X)	0.833	0.033	0.789	25.146	0.000

Source: Author's Processed Data (2022)

Through the results of simple linear regression analysis with SPSS software, an understanding is obtained regarding the relationship between electronic word of mouth (E-WOM) variables and consumer perception in the #PakaiSomethinc campaign. Then the regression formula gives the following conclusions:

$$Y = \alpha + \beta X$$

$$= 7.311 + 0.833X$$

- A constant positive value (α) of 7.311 explains the 7.311 increase in consumer perception value when the independent variable is reported as a constant 0.
- A positive coefficient (βX) of 0.833 means that keeping the other independent variables constant, increasing the electronic word of mouth variable by 1 unit also increases consumer perception by 0.833. Therefore, the direction of E-WOM as variable X towards consumer perception as variable Y is positive.

Research conducted by (Kajtazi & Zeqiri, 2020) entitled "The Effect of E-WOM and Content Marketing on Customers' Purchase Intention" shows that the regression value obtained by the trustworthiness of E-WOM variable gives a positive regression coefficient of 0.213. The dependability of sources variable obtains a regression coefficient value of 0.376 and the content marketing variable obtains a positive regression coefficient value of 0.357.

4.8. T-Test

Table 8. T-Test Result

Model		Coefficients		t	Sig.	
		Unstandardized	Standardized Coefficients			
		B	Std. Error	Beta		
1	(Constant)	7.311	1.338		5.464	0.000
	E-WOM (X)	0.833	0.033	0.789	25.146	0.000



Source: Author's Processed Data (2022)

Referring to the t-test results in the table above, it can be shown that a t-count value of 25,146 is obtained which is greater than the t-table value of 5,598. Furthermore, the results of the hypothesis test also show that a significance value of 0.000 is obtained, where the significance value is less than the significance level $\alpha = 0.05$. The results obtained confirm that the hypothesis put forward in this study is acceptable, namely the Electronic Word of Mouth variable as variable X has proven to have a significant effect on Consumer Perception as variable Y. Research conducted by (Kajtazi & Zeqiri, 2020) entitled "The Effect of E-WOM and Content Marketing on Customers' Purchase Intention" found that three independent variables which included content marketing, trustworthiness of E-WOM, and dependability of sources had a significant influence on consumer purchase intention with a significance of 0.000.

5. Conclusion

This study aims to investigate the effect of the Electronic Word of Mouth (E-WOM) variable on consumer perceptions regarding the #PakaiSomething campaign on the TikTok platform. The results of the Pearson correlation analysis show that the level of relationship between Electronic Word of Mouth (E-WOM) and Consumer Perception in the #PakaiSomething campaign can be categorized as a "correlated" association. Furthermore, the results obtained also provide an understanding that the relationship between the two variables is included in the "Very Strong" category which indicates a positive relationship between the two research variables.

The coefficient of determination calculation also confirmed that the consumer perception variable can be explained or predicted by 62.3% by electronic word of mouth (E-WOM) variables. While the rest, namely 37.7% (100% - 62.3%), can be explained by other factors not examined in this study. The findings in this study show that the electronic word of mouth strategy which includes quantity, credibility, and quality of the information contained in the #PakaiSomething campaign on the TikTok platform can significantly influence consumer perception, which can encourage consumer confidence in the campaign shown via video. TikTok and can increase their interest in buying the products launched by Something.

References

- Adlina, A. (2023). *Kulit Kusam? Atasi dengan 7 Rekomendasi Serum Something untuk Mencerahkan*. SehatQ. <https://www.sehatq.com/review/serum-something-untuk-mencerahkan>
- Adminlina. (2020). *Indonesia Pasar Potensial Produk Kosmetik*. Pelakubisnis.Com. <https://pelakubisnis.com/2020/02/indonesia-pasar-potensial-produk-kosmetik/>
- Alfiatun, S. (2017). Persepsi Publik Terhadap Iklan Televisi Produk Smartphone Oppo F1S Selfie Expert. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Aydin, S., & Azer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7/8), 910–925.
- Banja nahor, A. R., Purba, B., Sudarso, A., Sahir, S. H., Munthe, R. N., Kato, I., Gandasari, D., Purba, S., Muliana, M., & Ashoer, M. (2021). *Manajemen Komunikasi Pemasaran*. Yayasan Kita Menulis.
- Chang Bi, N., & Zhang, R. (2022). Electronic Word-of-Mouth and Social Media. In *The Emerald Handbook of Computer-Mediated Communication and Social Media* (pp. 37–50). Emerald Publishing Limited.
- Dayoh, M. L., Widyarini, L. A., & Agrippina, Y. R. (2022). The effect of social media marketing activities to purchase intention. *Jurnal Ilmiah Mahasiswa Manajemen*, 11(1), 65–77.
- Fikri, M., & Lisdayanti, A. (2020). Analysing promotion mix and perceived usefulness of e-wallets: A case of linkaja applications in Indonesia. *International Journal of Finance & Banking Studies*, 9(1), 76–84.



- Ghozali, I., & Nasehudin, T. S. (2012). Metode penelitian kuantitatif. *Bandung: Pustaka Setia*, 74.
- Gozali, M. Y., & Ruslim, T. S. (2012). Efek E-Wom Terhadap Brand Image Dan Purchase Intention (Kasus: Industri Mobil "D"),(1). *Fakultas Ekonomi Universitas Tarumanagara*, 9.
- Kajtazi, K., & Zeqiri, J. (2020). The effect of e-WOM and content marketing on customers' purchase intention. *International Journal of Islamic Marketing and Branding*, 5(2), 114–131.
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157.
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39, 169–185.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition New Jersey: Pearson Prentice Hall*. Inc.
- Kulmala, M., Mesiranta, N., & Tuominen, P. (2013). Organic and amplified eWOM in consumer fashion blogs. *Journal of Fashion Marketing and Management: An International Journal*, 17(1), 20–37.
- Kwak, H., Lee, C., Park, H., & Moon, S. (2010). What is Twitter, a social network or a news media? *Proceedings of the 19th International Conference on World Wide Web*, 591–600.
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110.
- Maulana, H. (2021). *Somethinc, Brand Kecantikan Lokal, Berhasil Pimpin Pasar Skincare Indonesia*. Kumparan.Com. <https://kumparan.com/harris-maulana/somethinc-brand-kecantikan-lokal-berhasil-pimpin-pasar-skincare-indonesia-1wmYSjrqs6D>
- Mothersbaugh, D. L. (2016). *Consumer behavior: Building marketing strategy*. New York, McGraw-Hill Education.
- Ni, H., Qin, H., Sun, C., Liu, Y., Ruan, G., Guo, Q., Xi, T., Xing, Y., & Zheng, L. (2021). MiR-375 reduces the stemness of gastric cancer cells through triggering ferroptosis. *Stem Cell Research & Therapy*, 12(1), 1–17.
- Ningsih, S., & Dukalang, H. H. (2019). Penerapan metode suksesif interval pada analisis regresi linier berganda. *Jambura Journal of Mathematics*, 1(1), 43–53.
- Nurniati, N., Savitri, C., & Faddila, S. P. (2023). Electronic Word of Mouth (e-WoM) and Influencer Marketing Strategy on Purchase Decision of Skincare Products in Marketplace. *International Journal of Economics Development Research (IJEDR)*, 4(2), 290–304.
- Pohan, D. D., & Fitria, U. S. (2021). Jenis Jenis Komunikasi. *Cybernetics: Journal Educational Research and Social Studies*, 29–37.
- Prawira, M. Y., Butarbutar, M., Sherly, S., & Nainggolan, L. E. (2019). Pengaruh Iklan Terhadap Minat Beli Ulang Dengan Persepsi Konsumen Sebagai Variabel Intervening Pada Cafe Coffee TIME and Seafood Pematangsiantar. *Maker: Jurnal Manajemen*, 5(2), 48–60.
- Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460–476.
- Silalahi, U. (2018). *Metodologi analisis data dan interpretasi hasil untuk penelitian sosial kuantitatif*. Refika Aditama.
- Sugiyono, P. D. (2017). Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D. *Penerbit CV. Alfabeta: Bandung*, 225.
- Tulasi, D. (2012). Marketing Communication dan Brand Awareness. *Humaniora*, 3(1), 215–222.
- Wulandari, D. (2023). *Somethinc Aesthetic Clinic Hadir di KidZania Jakarta*. Marketing Communication. <https://mix.co.id/marcomm/news-trend/somethinc-aesthetic-clinic-hadir-di-kidzania-jakarta-1031/>

Yue, Z., Zhang, R., & Xiao, J. (2022). Passive social media use and psychological well-being during the COVID-19 pandemic: The role of social comparison and emotion regulation. *Computers in Human Behavior*, 127, 107050.

Zakawali, G. (2022). *Irene Ursula, Founder Somethinc yang Makin Glowing!* Sirco Store.
<https://store.sirclo.com/blog/bisnis-somethinc-yang-makin-glowing/>

