

INCREASING PURCHASE INTENTION THROUGH ELECTRONIC WORD OF MOUTH AND BRAND AWARENESS

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ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth and Brand Awareness on Purchase Intention of Facetology products on TikTok. The research was conducted using a quantitative approach. Data was collected through a survey of 400 followers of the Tiktok account @facetologyofficial. The results of the study show that Electronic Word of Mouth and Brand Awareness have a significant influence on Purchase Intention of Facetology products on TikTok. The results of this study indicate that the more positive reviews are spread, the greater the consumer's intention to buy the product. The more well-known the Facetology brand is, the greater the tendency of consumers to choose the product. The combination of positive Electronic Word of Mouth and high levels of Brand Awareness are important factors in influencing consumer Purchase Intention.

Keywords: Brand Awareness, Electronic Word of Mouth, Purchase Intention

INTRODUCTION

Facetology is an Indonesian beauty and personal care brand known for its skincare products, particularly sunscreens and products targeting acne and dull skin. Facetology Company uses online advertising to introduce its products to the public. Facetology's online advertising contains images or videos about the content, benefits and advantages of products that are formulated and safe for all skin types, especially sensitive skin. Facetology utilizes social media as a promotional medium. The social media used are Instagram and TikTok. Products offered in digital media have the potential to have problems, ranging from shipping problems, product authenticity, to product compatibility with skin type. Product delivery can be delayed from the initial estimate. Products can be damaged during the shipping process, such as leaking packaging or broken products. Mistakes in inputting the destination address can cause the shipment not to arrive. In unofficial markets, there is a possibility that the products sold are fake. Counterfeit products can be dangerous for users because their quality and safety are not guaranteed. Some people may experience allergic reactions or irritation after using certain products. The Cash on Delivery (COD) system has several weaknesses, such as customer misunderstanding of the COD system and the lack of information on the actual condition of the goods (Oktarina et al., 2024). The problems faced when selling online are the lack of understanding in using digital marketing as online promotion and the lack of understanding in creating a logo as a product identity that differentiates it from other products (Laila & Rochmaniah, 2024). The main problem of facetology products is the tight competition with Azarin products. Azarine managed to occupy the top position in sales of sunscreen products in e-commerce in the first quarter of 2024 (Sholihah, 2024). Facing this potential problem, consumers can rely on electronic word of mouth as a consideration in deciding to buy certain products.

Facetology accounts also have comments on social media regarding the benefits of using Facetology products. Many consumers post testimonials of themselves who have used Facetology products and felt the benefits. Testimonials made by consumers at the Facetology Tiktok shop get a response of likes. The post is a form of Electronic Word of Mouth (E-WOM). E-WOM is word-of-mouth promotion that occurs online, where consumers share their experiences, reviews, and recommendations about products or services through digital platforms such as social media and online forums. E-WOM is a form of marketing that leverages the power of online communication to spread information about a product or service from one consumer to another. This is in contrast to traditional word of mouth that occurs face-to-face.

E-WOM uses digital media such as social media (TikTok, Facebook, Instagram, Twitter, etc.), online forums, product review sites, and other platforms to disseminate information. Consumers can share their positive or negative experiences with a product or service, provide recommendations, or ask questions about a product. E-WOM has a significant impact on purchase intention, as consumers tend to trust reviews and recommendations from fellow consumers more than information from the company. Trust is a key factor in E-WOM. Consumers are more likely to be influenced by reviews and recommendations from sources they trust. E-WOM can reach a wider audience compared to traditional word of mouth, as information can be easily shared and spread online. E-WOM and online advertising have a positive and significant effect on the purchase intention of facetology products (Wulan, 2024).

Communication conducted in Tiktok shop is expected to build a positive brand image and Brand Awareness of Facetology products. With the increase in E-WOM and positive Brand Awareness, the Purchase Intention of a product or service is also greater. In getting to know a product, Brand Awareness or the existence of a brand in the consumer's mind is needed. The purpose of Brand Awareness is to differentiate one product from another or competing products. Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category. Brand Awareness is a variable to see how well consumers recognize a brand, measure how familiar the brand is to the target audience and how easily they can identify or remember it. Brand Awareness refers to the ability of consumers to recognize and recall a brand, whether through its name, logo, symbol, or other design elements. Brands that are widely known tend to be more preferred by consumers, which in turn can increase sales. High Brand Awareness can create a positive impression and increase consumer trust in the brand. With strong Brand Awareness, marketing efforts become more effective because consumers already have a basic knowledge of the brand. Consumers who already know and trust a brand tend to be loyal customers.

TikTok first appeared in Indonesia in 2017. At the beginning of its emergence, TikTok attracted the attention of young Indonesian users by displaying a 15-second short video format feature that allows users to be creative with various filters, music and provide special effects. Along with the rapid development of technology, TikTok has made the latest innovation to become a popular online shopping platform with the presence of TikTok Shop. This feature was introduced on April 17, 2021 in Indonesia which is an innovative social commerce by connecting producers, sellers, buyers and content creators. Sellers can develop their business by using short video content and live shopping features on their TikTok business accounts. Despite the convenience, TikTok shop has received criticism because it is considered detrimental to micro,

small and medium enterprises (MSMEs) in Indonesia. Authorities also consider this popular application and website to be carrying out predatory pricing or selling goods below normal prices. But now after a long journey, TikTok has finally officially established a strategic partnership with PT GoTo Gojek Tokopedia Tbk (GOTO) in Indonesia. This collaboration will combine the Tokopedia and TikTok shop businesses under PT Tokopedia.

Purchase Intention is a consumer's desire to buy a product or service in the future, either in the near or distant future. This is the consumer's evaluation stage of the information received and can arise as a response to an object that triggers the desire to make a purchase. Purchase Intention indicates the extent to which consumers are willing and inclined to make a purchase. Purchase Intention is not just a momentary desire, but involves various stages and considerations before consumers buy a product. Several factors can influence Purchase Intention, including product quality, Brand Awareness, online reviews (E-WOM), and consumer values. For businesses, understanding Purchase Intention is very important because it can be an indicator of how big the potential for product or service sales is in the future. Even though Purchase Intention is high, it does not necessarily mean that consumers will make a purchase. There are other factors such as product availability, price, and purchasing experience that also influence the final decision.

This study aims to determine whether E-WOM and Brand Awareness have an effect on Purchase Intention of Facetology products on TikTok social media. This study is expected to share information, participation, and ideas that can expand knowledge in communication science through E-WOM and Brand Awareness on purchase intention of Facetology products. Socially, this study can be used as a guideline for prospective buyers before deciding on a purchase related to E-WOM and Brand Awareness.

The hypothesis in this study consists of a null hypothesis and an alternative hypothesis. The null hypothesis is that there is no influence of E-WOM and Brand Awareness on purchase intention facetology. While the alternative hypothesis is that there is an influence of E-WOM and Brand Awareness on purchase intention facetology.

The Brand Image and E-WOM variables have a positive and significant effect on purchasing decisions (Wardana, 2014). Social Media Marketing and E-WOM have a positive and significant effect on Purchase Intention, while Service Quality has no effect on Purchase Intention (Magdalena, 2025). Brand Awareness has a significant effect on Purchase Intention (Ilham, 2025).

Purchase Intention is an individual's preference to buy a product or service. Purchase intention is one of the stages carried out by consumers in making decisions to intend to buy the product or service they want according to their experience, usage and preferences. Purchase Intention is influenced by E-WOM which includes intensity, content, positive opinions, negative opinions, credibility, quality and quantity. Purchase Intention is the stage of consumer decision making to buy a product or service. This means that customers have a choice after analyzing several existing products so that in the end they intend to make a purchase (Magdalena, 2025). Purchase Intention can be influenced by Brand Awareness in generation Z in Indonesia (Putu et al., 2024). Purchase intention is one of the important indicators that can reflect the success of a marketing strategy. Purchase Intention is the emergence of a desire in consumers towards a product as a result of the process of consumer observation and learning about the product. With the increasing complexity of consumer behavior in the digital era, understanding the factors that influence purchase intention is very important for business actors (Ilham, 2025).

Electronic word of mouth (E-WOM) is communication conducted electronically to share information, opinions, and recommendations about products and brands. E-WOM is conducted through social media such as Facebook, Twitter, Instagram, and Google. This is done to create a word-of-mouth effect to support marketing efforts and goals. EWOM can influence purchasing intention positively and significantly, meaning that the more recommendations consumers receive, the greater the consumer's interest in buying. Thus, E-WOM is one of the most important factors in building consumer purchasing intention which ultimately has an impact on increasing the marketing of an organization (Magdalena, 2025).

Brand awareness reflects the extent to which consumers recognize and remember a brand as part of a particular product category. The more intense the promotion carried out through social media, the more it will support the increase in Brand Awareness of a product. In the context of increasingly tight e-commerce competition, building strong Brand Awareness is a strategic necessity for the Company (Ilham, 2025). Brand Awareness is imperative in making consumer decisions and raising Brand Awareness increases the likelihood of purchasing the brand. When customers are exposed to a brand, they are more likely to recognize it, making it simpler for them to identify and recall it in particular circumstances. Additionally, brand awareness is a crucial phenomenon because it significantly affects consumers' purchase decisions and intentions (Hameed, 2023).

METHOD

This study uses a quantitative approach. Data collection is done using a survey method by distributing questionnaires to 400 respondents. The subjects of this study are facetology users who are followers of the TikTok account @facetologyofficial. There are two independent variables and one dependent variable in this study. The independent variables used are E-WOM and Brand Awareness. The dependent variable observed is Purchase Intention. The indicators used to measure E-WOM are Intensity (the number of consumer opinions on social networks), Valence of Opinion (positive or negative consumer opinions towards products, services, or brands), and Content (information about products on social networks) (Afroh et al., 2024). There are four indicators used to determine how far consumers are aware of a brand, namely: 1) Recall, which is how far consumers can remember when asked what brands they remember. A simple, easy-to-pronounce brand name that has a clear meaning makes a brand easy to appear in consumers' memories. 2) Recognition, which is how far consumers can recognize the brand as belonging to a certain category. 3) Purchase, which is how far consumers will include a brand in their alternative choices when buying a product/service. 4) Consumption, which is how far consumers can recognize a brand when using a competitor's brand (Hameed, 2023). The indicators used to measure Purchase Intention are product selection, brand selection, dealer choice, purchase amount or quantity, purchase time, payment method (Gil-saura et al., 2020). The research instrument was tested with validity and reliability tests. The collected data were analyzed using Multiple Linear Regression.

RESULTS AND DISCUSSION

Respondent data based on age can be seen in Figure 1. The largest age (56%) is in the range of 21 to 25 years and the least is over 30 years old. This shows that users of Facetology products are mostly from generation Z.

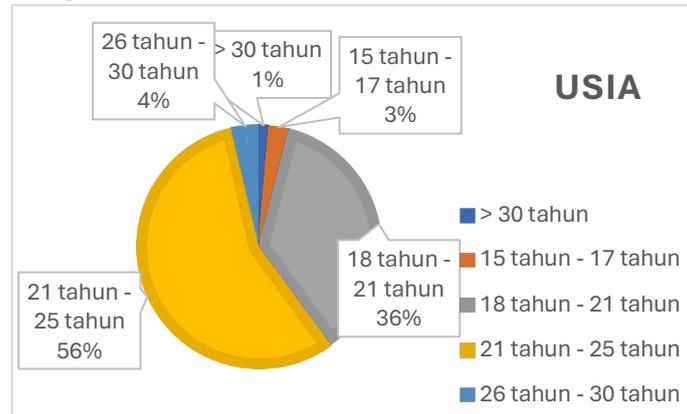


Figure 1. Respondent Data by Age

Generation Z has some unique characteristics when it comes to skincare. They tend to view skincare as a form of self-care and a healthy lifestyle, rather than just a trend. They also care deeply about product content transparency and sustainability, and prefer quality local products. In addition, they are active on social media and are influenced by beauty trends that emerge on these platforms. Gen Z sees skincare as part of maintaining overall physical and mental health, not just for looks. They demand clear information about product ingredients and sustainability efforts from brands. Gen Z tends to choose quality products, including local products that are transparent about their ingredients. Beauty trends emerging on social media, especially TikTok, greatly influence Gen Z's skincare choices and habits. Some of the trends that are popular among Gen Z include the use of skincare to prevent aging, the use of more minimalist products, and a focus on overall skin health. While there is a tendency to seek perfection through cosmetic treatments, Gen Z is also known to support self-acceptance and uniqueness. Familiar with technology, Gen Z tends to be creative in finding skincare solutions that suit their needs, including using digital platforms to seek information and recommendations.

Based on descriptive analysis, the following data were obtained: 1) In measuring the E-WOM variable, from nine statements in the questionnaire, the highest score was obtained in the respondent's statement that the review content on the TikTok account @facetologyofficial was very interesting. This statement is found in the content indicator. 2) In measuring the Brand Awareness variable, from ten statements in the questionnaire, the highest score was obtained in the statement that respondents immediately remembered Facetology products when they saw reviews on the TikTok account @facetologyofficial. This statement is in the Recall indicator. 3) In measuring the Purchase Intention variable, from 13 statements, the highest score is that respondents choose Facetology products based on reviews on the Tiktok account @facetologyofficial. This statement is found in the Product Choice indicator.

Based on the results of the descriptive analysis, it shows that content on TikTok is very effective for promoting Facetology products. The TikTok platform has a mission to generate creativity and bring joy. TikTok has a variety of content and wants to display interesting and

relevant content for its users. TikTok uses a recommendation system to provide a suitable experience for users. This system suggests content based on user preferences as expressed through interactions on TikTok, such as following accounts or liking posts. When first signing up for a TikTok account, users can choose an interest category, such as beauty or travel, which can help TikTok shape the Suggestion feed and LIVE feed. If users do not choose any interest category, TikTok will start offering a feed of recent posts that are popular among other users on TikTok. When users choose a collection of posts at the beginning, the recommendation system will search for popular content that is broadly relevant to users and is influenced by location and language settings. In addition to categories, TikTok will suggest popular creators to follow. This facility provided by TikTok makes the content on TikTok more interesting.

Based on the results of multiple linear regression analysis, the output obtained in the ANOVA table is as shown in table 1.

Table 1. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1050.372	2	525.186	60.442	.000 ^b
	Residual	3449.565	397	8.689		
	Total	4499.938	399			

a. Dependent Variable: KEPUTUSAN

b. Predictors: (Constant), BRANDAWARE, EWOM

Based on the data in table 1, where the significance value is 0.000 which is smaller than 0.05, it can be concluded that E-WOM and Brand Awareness have an effect on Purchase Intention. The results of this research are supported by research which shows that Brand Awareness has a partial effect on the Purchase Intention of Oriflame Medan; Content Marketing had a partial effect on the Purchase Intention of Oriflame Medan; E-WOM had a partial effect on the Purchase Intention of Oriflame Medan; and Brand Awareness, Content Marketing, and E-WOM have a simultaneous effect on the Purchase Intention of Oriflame Medan. The biggest factor that escalated the likelihood of consumer purchase intention was Brand Awareness, followed by content marketing (Lawrence, 2024). This research is also in line with research results which show that brand image and E-WOM variables have a positive and significant effect on Purchase Intentions (Wardana, 2014). Social media marketing significantly impacts Purchase Intention through E-WOM as a mediator that strengthens this influence. This study provides valuable insights for marketers and the general public, especially in designing strategies that leverage E-WOM to enhance social media marketing activities and increase Purchase Intention (Hikmawati et al., 2025).

Based on the data in table 2, it can be seen that the R value is 0.483. This shows that the relationship between E-WOM and Brand Awareness with Purchase Intention is in a moderate relationship. The increasing value of E-WOM and Brand Awareness will increase the value of Purchase Intention. The R² value of 0.233 shows that the contribution of E-WOM and Brand Awareness in the variation of purchase intention value is 23.3%. While the remaining 76.7% is influenced by other factors not observed in this study.

Tabel 2. Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.483 ^a	.233	.230	2.948	1.866

a. Predictors: (Constant), BRANDAWARE, EWOM

b. Dependent Variabel: KEPUTUSAN

Purchase intention will increase with increasing E-WOM and Brand Awareness. Consumers who are still hesitant to buy a product will look for testimonials through E-WOM. One of the main advantages of E-WOM is its ability to reach a wider audience than traditional WOM. With social media that can be accessed by people in various parts of the world, reviews or opinions posted by one individual can quickly spread and be accessed by many people in a short time. This makes E-WOM a very effective tool in influencing consumer perception and Purchase Intention. Another advantage of E-WOM is the anonymity that can be maintained by its users. In many cases, social media users can provide reviews or opinions without having to reveal their identities, making them more comfortable sharing their experiences, both positive and negative. This creates an environment where consumers feel free to speak up without fear of consequences or judgment from others. However, the existence of anonymity can also backfire on companies or products that are the target of negative reviews. Negative reviews posted anonymously can easily spread and have a negative impact on brand reputation. Therefore, companies must be careful in managing E-WOM and responding to negative reviews quickly to minimize potential losses. In addition, E-WOM also has advantages in terms of measurement and analysis. Through the data analysis and monitoring tools available on social media, companies can track and analyze E-WOM in real-time to understand consumer perceptions and attitudes towards their brands. This information can be used to identify trends, evaluate the success of marketing campaigns, and make necessary strategic changes.

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