

# The Influence Of Electronic Word Of Mouth (E-Wom) On Impulse Buying Behaviour For Nuface Products On The Tiktok Platform (Case Study Of Feb-Unived Students)

## Pengaruh Electronic Word Of Mouth (E-Wom) Terhadap Perilaku Pembelian Impulsif Produk Nuface Pada Platform Tiktok (Studi Kasus Mahasiswa Feb-Unived)

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### ABSTRAK

Perkembangan teknologi informasi dan komunikasi yang semakin pesat, seiring dengan kemunculan smartphone canggih, telah mendorong meningkatnya penggunaan media sosial, termasuk TikTok. TikTok, melalui fitur TikTok For Business, telah menjadi platform yang potensial untuk strategi promosi, termasuk bagi Nuface yang menggunakan strategi Electronic Word of Mouth (E-WOM). Namun, tren product de-influencing, yang mendorong konsumen untuk menghindari pembelian impulsif, membuat Nuface tertinggal dari para pesaingnya. Di Indonesia, perilaku pembelian impulsif relatif umum terjadi, dengan 35% konsumen tertarik dengan promosi yang menarik, dan 56,7% mahasiswa berjuang untuk mengendalikan pembelian impulsif mereka. Penelitian ini bertujuan untuk menganalisis hubungan antara E-WOM dan perilaku pembelian impulsif untuk produk Nuface. Penelitian ini bersifat asosiatif, melibatkan 100 responden yang dipilih melalui metode non-probability sampling, khususnya purposive sampling dan accidental sampling. Data dianalisis dengan menggunakan teknik analisis deskriptif, koefisien korelasi rank Spearman, dan uji hipotesis. Hasil penelitian menunjukkan bahwa strategi E-WOM Nuface mencapai skor rata-rata 84,1%, yang menandakan bahwa E-WOM Nuface cukup efektif di kalangan mahasiswa. Pembelian impulsif produk Nuface juga mencatat skor rata-rata 82,5%, yang menunjukkan bahwa mahasiswa cenderung melakukan pembelian impulsif. Meskipun korelasi antara E-WOM dan pembelian impulsif relatif lemah, pengujian hipotesis menunjukkan hasil yang signifikan dengan nilai p-value <  $\alpha$  ( $0.006 < 0.05$ ), yang mengindikasikan adanya hubungan yang signifikan antara E-WOM dan pembelian impulsif produk Nuface.

### ABSTRACT

The rapid development of information and communication technology, along with the emergence of advanced smartphones, has driven the increasing use of social media, including TikTok. TikTok, through its TikTok For Business feature, has become a potential platform for

*promotional strategies, including for Nuface, which employs an Electronic Word of Mouth (E-WOM) strategy. However, the trend of product de-influencing, which encourages consumers to avoid impulsive purchases, has left Nuface trailing behind its competitors. In Indonesia, impulsive buying behavior is relatively common, with 35% of consumers attracted by appealing promotions, and 56.7% of students struggling to control their impulsive purchases. This study aims to analyze the relationship between E-WOM and impulsive buying behavior for Nuface products. The research is associative, involving 100 respondents selected through non-probability sampling methods, specifically purposive sampling and accidental sampling. Data were analyzed using descriptive analysis techniques, Spearman's rank correlation coefficient, and hypothesis testing. The results indicate that Nuface's E-WOM strategy achieved an average score of 84.1%, signifying that Nuface's E-WOM is quite effective among students. Impulsive buying of Nuface products also recorded an average score of 82.5%, indicating that students tend to engage in impulsive buying. Although the correlation between E-WOM and impulsive buying is relatively weak, hypothesis testing showed significant results with a  $p\text{-value} < \alpha$  ( $0.006 < 0.05$ ), indicating a significant relationship between E-WOM and impulsive buying of Nuface products.*

## INTRODUCTION

The development of technology, especially in the field of information and communication technology, has experienced rapid progress. According to the kumparan.com page, this development has changed the way humans interact, almost eliminating the limitations of distance and time. The increasingly sophisticated technological advances also allow humans to use various devices as tools to increase productivity. Along with that, the emergence of sophisticated smartphones has an impact on the increasing number of people who actively use various social media platforms, which is recorded at 60.4% of the total population in Indonesia, as reported by databoks.katadata.co.id. Social media, which is an online-based media, is now in great demand because of its ability to facilitate communication and share information between users.

The history of social media itself began in the 1970s with the discovery of a bulletin board system that connected people via electronic mail and software uploads and downloads. According to the Kepois team's analysis on the datareportal.com page, the number of social media users worldwide in April 2024 reached 5.07 billion, which is equivalent to 62.6% of the total global population. Indonesia itself is ranked third as the country with the largest number of social media users in 2023. TikTok users in Indonesia have experienced significant growth in the last five years. In 2020, TikTok users were recorded at 25%, increasing to 38.7% in 2021, 63.1% in 2022, and reaching 70.8% in 2023. In 2024, TikTok users are estimated to reach 73.5%. This shows an increasingly diverse trend among TikTok users of various ages, with an average time spent by users on the platform reaching 38 hours and 20 minutes per month, as quoted from cnbcindonesia.com. TikTok, launched by ByteDance in 2016, has become a global phenomenon with its main purpose as a creative platform for sharing and creating short videos.

TikTok also introduced a new feature, TikTok for Business, which provides a platform for business actors to reach a wider community. Currently, TikTok is widely used as a marketing tool by various companies, both services and products. According to Hari Muharam, Harmon Chaniago, and Mujito (2023), marketing strategy is the planning, implementation, and control of plans to influence exchanges in order to achieve organizational goals. One of the products that is currently popular on TikTok is skincare, which is a series of activities to maintain healthy skin and support appearance. Based on the geotimes.id page, the current skincare trend is in great demand, especially among women. According to indonesia.go.id, which cites data from the Association of Indonesian Cosmetic Companies and Associations (PPA Cosmetics Indonesia), the growth of the cosmetics industry in Indonesia reached 21.9% with 913 companies in 2022 and increased to 1,010 companies in mid-2023. The local cosmetics industry continues to grow, especially in the personal care segment which recorded a market value of USD3.18 billion in 2022, followed by skincare at USD2.05 billion, cosmetics at USD1.61 billion, and fragrances at USD39 million. One of the local skincare brands that uses TikTok as a promotional medium is Nuface. Nuface is a skincare brand founded in 2017 and focuses on natural products derived from local Indonesian ingredients. Nuface products cover a wide range of needs, from facial cleansers to treatments

for skin problems such as premature aging and acne. Several influencers have also promoted Nuface products by reviewing them on TikTok. This activity is a very effective form of marketing communication, as stated by Kotler and Keller (2018), that marketing communication is a means for companies to remind, persuade, and inform consumers about a product or service. Promotion via the internet allows for Electronic Word of Mouth (E-WOM), where consumers share their experiences online. E-WOM plays an important role in influencing consumer behavior because it is considered more trustworthy than information provided by companies, such as advertisements. Although Nuface has utilized E-WOM strategies, the brand is still in a lower position compared to its competitors. De-influencing, a trend that teaches consumers to be wiser in buying, can affect trust in product reviews made by influencers, which ultimately makes E-WOM less effective. This trend has emerged due to increasing consumer awareness of the environmental and social impacts of purchases (Mandarić et al., 2022). Impulsive buying is an unplanned decision that often occurs in online shopping. According to several researchers, more than 50% of online purchases in China are impulsive (I. Wu et al., 2020; Zheng et al., 2019). Advertising and sales promotions also have a major influence on consumer behavior, as explained by Khan (2019), who stated that sales promotions can significantly change buyers' perceptions.

## LITERATURE REVIEW

### Marketing Management

Marketing management is an effort to organize, implement (including organizing, directing, coordinating), and supervise or control marketing activities in an organization so that organizational goals are achieved effectively and efficiently. In the marketing management function, there are analysis activities that aim to evaluate the market and marketing environment, so that the extent of existing threats and opportunities to capture the market can be understood. According to Assauri (2018), marketing management is an activity that involves the creation, preparation, and implementation of plans by a company to achieve profit. Sudarsono (2020) defines marketing management as the process of compiling and implementing (including organizing, directing, and coordinating) marketing operations in a company to achieve organizational goals effectively and efficiently. Hery (2019) explains that marketing management is the science and art of selecting target markets and obtaining, maintaining, and communicating superior customer value. Astuti & Amanda (2020) expand on this concept by explaining that marketing management encompasses the science and art of selecting target markets, as well as acquiring, retaining, and developing customers through the creation, delivery, and communication of superior customer value. According to Mujito & Muharam (2023), marketing management is a process that involves the preparation, implementation, and control of marketing activities with the aim of meeting customer needs and desires, and achieving the company's business goals. Based on various definitions from experts, it can be concluded that in general, marketing management is the process of analyzing, planning, and controlling activities that involve organizing, directing, and coordinating within an organization or company to achieve organizational goals, which ultimately aims to improve the quality of the company.

### Marketing

Marketing means one of the main activities that need to be carried out by companies, both service or goods companies, in an effort to maintain the continuity of their business. This is because marketing is one of the company's activities, which is directly related to consumers. Marketing for all business actors is a very important activity because it influences growth, profit and survival. The following are expert opinions regarding the definition of marketing: Tjiptono & Diana (2020) describe marketing as the process of creating, distributing, promoting and determining the price of services, goods and ideas in order to maintain and build positive relationships with stakeholders in a dynamic environment. Hery (2019) describes marketing as related to identifying and meeting the needs of society and people. One of the shortest definitions of marketing is meeting needs profitably, with marketing intelligence, social or personal needs are transformed into business opportunities that can generate profits. Sadjati (2018) describes marketing as all efforts or activities when delivering services or goods from producers to consumers, where these activities are intended to provide satisfaction to desires and needs in a certain way called exchange. Sunyoto (2019) describes marketing as a human activity that is intended to provide satisfaction to the desires and needs of customers through an exchange process and parties interested in marketing companies in general, namely a process or stage of planning or a meeting place for sellers and buyers to create, promote, and carry out activities for a product or service sale and purchase transaction. Activities utilize sales variables to attract consumers, increase sales, and maintain good relationships with consumers until the transaction activities that occur can be carried out continuously and sustainably.

## Promotion

Promotion is one of the main components in a marketing strategy that aims to increase awareness, interest, and purchase of a product or service. Promotion is also part of the marketing mix. Every company engaged in products or services certainly needs promotion as a means to market its products or services, introduce the business, and increase sales. According to Kotler and Armstrong (2019), promotion is an activity that aims to convey product benefits and persuade customers to buy the products offered. Alma (2018) defines promotion as communication that provides information to potential customers about the existence of a product and convinces them that the product has satisfactory capabilities. Warnadi and Triyono (2019) explain that promotion is a marketing activity that seeks to disseminate information, persuade or influence, and remind the target market of the company and its products, so that they are willing to accept, buy, and be loyal to the products offered by the company. Laksana (2019) defines promotion as a form of communication between buyers and sellers, which is based on accurate information, aims to change the behavior and attitudes of buyers, from those who initially did not know the product to becoming buyers, and still remember the product. Praestuti (2020) emphasized that promotion is a persuasive effort used to encourage or persuade consumers to buy products or services produced by the company. Based on the definition of promotion from experts, in general promotion can be interpreted as an activity, form of communication, and activity to convey information, persuade, and influence consumers regarding a company's products or services, with the aim of introducing the product or service to the public, increasing sales, and building a brand.

## Digital Marketing

The shift from traditional to digital marketing systems is an effective and profitable decision for companies in promoting products or services. With the support of advanced technology, both entrepreneurs, business people, and consumers can feel the efficiency and convenience through digital marketing. For business people or entrepreneurs, digital marketing is an effective means of promotion and provides convenience for consumers. Chole & Dharmik (2018) explain that digital marketing is a platform used by micro investors, entrepreneurs, product-based companies, and other business units to promote the products or services they offer. According to Batu et al. (2019), digital marketing is the use of the internet and other interactive technologies to connect and provide information, which can be used for digital transactions. Kotamena (2020) and Novitasari (2021) argue that digital marketing refers to the sale of products through digital media connected to the internet. According to Ni Putu Mira et al. (2020), digital marketing is a system that has become part of the marketing world in today's digital era. Veleva (2020) stated that digital marketing is an integral part of the digital business transformation process, including new marketing techniques based on information and communication technology. Based on various definitions from experts, in general digital marketing can be interpreted as a promotional or marketing activity for products or brands through digital media or the internet.

## Definition of Electronic Word Of Mouth

Electronic Word of Mouth (E-WOM) is a term that refers to the dissemination of information, recommendations, or reviews about products, services, or brands through digital platforms and online media, which takes place by word of mouth. This form of marketing utilizes the internet and social media to disseminate opinions and experiences related to certain products or services. E-WOM includes various activities, such as product reviews on websites, posts on social media, discussions on online forums, blogs, and comments on other digital platforms. This allows consumers to share their views on products or brands with a wider audience. According to Rumondang et al. (2020), E-WOM is a statement made by prospective customers, former customers, or actual customers about a company or product, which can be accessed by many people and institutions via the internet. Prasetyo et al. (2018) explains that E-WOM is a statement from customers, both active, prospective customers, and previous customers, regarding a company or product, which can be positive or negative, with information available online for the wider community and institutions. Kotler and Armstrong (2018) define electronic word of mouth (E-WOM) as a digital version of word-of-mouth advertising. E-WOM can be in the form of advertisements, online applications, websites, emails, online videos, social media, blogs, or marketing events that attract consumers' attention so that they are encouraged to share them with others. Electronic Word of Mouth also refers to reviews available on websites, which are often used as a source of information to recommend products or services. Service providers are now starting to utilize online consumer reviews, also known as E-WOM, as a marketing tool by inviting consumers to share their personal experiences with others (Yang et al., 2018). According to Akbar & Sunarti (2018), E-WOM is social media-based marketing that aims to convey information about consumer experiences in using products, so that they are more easily accepted by the public and influence purchasing decisions. Based on the definition of experts, E-WOM can generally be interpreted as a form of marketing that involves the dissemination of

information, recommendations, or reviews about products, services, or brands through digital platforms and online media, which allows consumers to share their views with a wider audience through various online activities such as reviews, posts on social media, discussions on forums, blogs, and comments.

### **Impulse Buying**

Impulse buying is the act of buying without careful planning or consideration. This purchasing decision is taken suddenly and is often triggered by emotional or impulsive urges, rather than through a rational thought process. According to Raeny Dwi Santy (2018), impulsive buying can be described as consumer behavior that spends money without control, where most of the items purchased are actually not needed. Hursepuny & Oktafani (2018) define impulse buying as unplanned and spontaneous purchases. Tarigan, Syahlan, & Leny (2019) explain that impulse buying is consumer behavior that shops spontaneously without prior planning when in a shopping center, because of a sudden interest in the products seen. Khawaja (2018) describes impulsive buying as a purchase that occurs suddenly without any pre-shopping purpose, either

to meet certain needs or to buy certain product categories. Engel et al. (2019) explain that impulsive buying is consumer behavior that is suddenly triggered by promotions or product demonstrations at the point of sale. Based on various definitions from experts, in general, impulsive buying can be interpreted as an act of buying that is done without careful planning or consideration, and is often driven by emotional impulses.

## **METHODS**

### **Test Validity Instrument**

Validity Test is used to measure whether a questionnaire is valid or not (Ghozali, 2018). A questionnaire is said to be valid if the statements in questionnaire it can disclose something Which will measured by the questionnaire. A questionnaire is said to be valid if the statements in the questionnaire can reveal what will be measured by the questionnaire. Test the validity of a statement if  $r_{count} > r_{table}$  at the level significant ( $\alpha=0.05$ ) so instrument That considered valid and if  $r_{count} < r_{table}$  then the instrument is considered invalid.

### **Test Reliability**

Ghozali (2018) explains that reliability tests are used to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to questions are consistent and stable over time. SPSS provides facilities use measure reliability with test statistics Cronbach Alpha ( $\alpha$ ). A variable is said to be reliable if it gives a value of  $\alpha > 0.60$ , and a variable is said to be unreliable if it gives a value of  $\alpha < 0.60$ .

### **Normality Test**

Test Normality used test whether model regression has a normal distribution or not. The assumption of normality is a very important requirement in testing the significance coefficient regression. Which Good regression model is a regression model that has a normal or close to normal distribution, so it is appropriate to carry out statistical testing.

### **Test Linearity**

According to Ghozali (2018), the Linearity Test is intended to see whether two variable Which will be subjected to statistical analysis procedures correlational show connection linear or not.

### **Descriptive Analysis**

Descriptive analysis is a statistic used to analyze data by describing or describing the collected data as it is without intending to draw conclusions that apply to generalization or general (Sugiyono, 2019).

## **RESULT AND DISCUSSION**

### **Test Validity**

Validity Testing was conducted on all statement items used in the questionnaire to test whether the statement is valid for use in research. The test was conducted using data from 30 samples. respondents. Test Validity on results test data primary Which produced from 30 respondents with an  $r_{table}$  value of 0.361 and a sig value of 5%.

**Table 1 Test Validity**

Variables	Indicator	Item	R- table	R- count	Criteria
	<i>Intensity</i>	Intensity 1	0.361	0.756	Valid
		Intensity 2	0.361	0.783	Valid
		Intensity 3	0.361	0.544	Valid
		Valence 1	<b>0.361</b>	0.715	Valid
		Valence 2	<b>0.361</b>	0.406	Valid
		Valence 3	<b>0.361</b>	0.612	Valid
		Content 1	<b>0.361</b>	0.53	Valid
		Content 2	<b>0.361</b>	0.751	Valid
		Content 3	<b>0.361</b>	0.637	Valid
		SP 1	<b>0.361</b>	0.83	Valid
		SP2	<b>0.361</b>	0.706	Valid
		SP3	<b>0.361</b>	0.622	Valid
		KP 1	<b>0.361</b>	0.638	Valid
		KP 2	<b>0.361</b>	0.69	Valid
		KP 3	<b>0.361</b>	0.761	Valid
		KS 1	<b>0.361</b>	0.681	Valid
		KS 2	<b>0.361</b>	0.682	Valid
		KS 3	<b>0.361</b>	0.778	Valid
		Asian-African Conference 1	<b>0.361</b>	0.863	Valid
Asian-African Conference 2	<b>0.361</b>	0.784	Valid		
Asian-African Conference 3	<b>0.361</b>	0.706	Valid		

**Test Reliability**

**Table 2 Test Reliability**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.805	9

Source : Data Primary, processed 2024

Results calculation of the reliability test above with 9 statement items, to explain that *cronbach's alpha* Which produced is  $0.805 > 0.60$ . So the *E-WOM variable instrument* have acceptable reliability with a very reliable level of reliability.

**Test Reliability Purchase Impulsive**  
**Table 3 Test Reliability**

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

Reliability Statistics		
Cronbach's Alpha	N of Items	
.917	12	

The results of the reliability test above with 12 statement items, show the results of Cronbach's alpha is 0.917 > 0.60. So the *E-WOM variable instrument* have acceptable reliability with a very reliable level of reliability

**Profile Respondents**

In this study, the number of samples used was 100 people who became respondents with the characteristics of generation, respondent age, gender. Distribution questionnaire done using the application *google form* to 100 respondents, distribution was carried out randomly direct, And through media social like whatsapp And instagram. The results of the respondent profile processing data are presented in the table below:

**Force**  
**Table 4 Force**

Force		
Year	Amount Respondents	Percentage (%)
2021	12	12
2022	18	18
2023	31	31
2024	39	39
Total	100	100

**Respondent Age**  
**Table 5 Age Respondents**

Range Age	Amount Respondents	Percentage (%)
17-20 Year	25	25
21-40 Year	75	75
> 40 Years	0	0
Total	100	100

Source : Data Primary, processed 2024

On table 4.6 on from 100 Respondent Which made into sample In this study, the respondents aged 17-20 years were 25 respondents with a percentage of 25%, respondents aged 21 – 40 years amounted to 75 respondents with a percentage of 75%, and the number of respondents aged >40 years amounted to 0 respondents with a percentage of 0%.

**Type Sex**  
**Table 6 Gender**

Type Sex		
Type Sex	Amount	Percentage (%)
Woman	40 respondents	40

Type Sex		
Type Sex	Amount	Percentage (%)
Man	60 respondents	60
Total	100	100

### Electronic Word Of Mouth (E-WOM) Product Nuface

To find out how students respond to *Electronic Word Of Mouth (E-WOM)* on Product Nuface so questionnaires were distributed using 9 statements on the *Electronic Word Of Mouth (E-WOM)* variable with the indicators used including *intensity indicators*, *valance of opinion*, *content*. The processing results are presented in the table below:

#### Indicator *Intensity* (Intensity)

**Table 7 Results Response Respondents *Intensity* (Intensity)**

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	9	9	27
Agree (S)	4	53	53	212
Very Agree (SS)	5	38	38	190
Total		100	100	429
Total Response Respondents	85.8%			

**Table 8 Results Response Respondents *Intensity* (Intensity)**

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	9	9	27
Agree (S)	4	57	57	228
Very Agree (SS)	5	34	34	170
Total		100	100	425
Total Respondents' Responses	85%			

**Table 9 Results Response Respondents *Intensity* (Intensity)**

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	6	6	18
Agree (S)	4	53	53	212
Very Agree (SS)	5	41	41	205
Total		100	100	435
Total Response Respondents	87%			

Source: Data Primary, processed 2024

Based on the table above, the statement about " Finding many reviews about *Nuface Products* from the Tiktok application", the respondents who gave the answer strongly disagreed were 0 people with a percentage of 0%, the respondents who gave the answer No agree totaling 0 person with presentation 0% , Respondent Which give answer disagree amount to 6 person with percentage 6%, Respondent Which giving an answer that they agree was 53 people with a percentage of 53%, and respondents who gave an answer that they strongly agree was 41 people with a percentage of 41%.

**Table 10 Results Response Respondents *Valance Of Opinion (Opinion Valence)***

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	1	1	1
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	6	6	18
Agree (S)	4	58	58	232
Very Agree (SS)	5	35	35	175
Total		100	100	426
Total Respondents' Responses	85.2%			

Source : Data Primary, processed 2024

*the valance of opinion* responses to the statement "Obtaining comment positive about product *Nuface* from application tiktok", respondents who gave an answer that they strongly disagreed were 1 person with a percentage of 1%, ... the answer is no agree total 0 people with presentation 0%

**Table 11 Results Response Respondents *Valance Of Opinion (Opinion Valence)***

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	1	1	2
Not enough Agree (KS)	3	2	2	6
Agree (S)	4	58	58	232
Very Agree (SS)	5	39	39	195
Total		100	100	435
Total Respondents' Responses	87%			

**Table 12 Results Response Respondents *Content***

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	3	3	9
Agree (S)	4	62	62	248
Very Agree (SS)	5	35	35	175
Total		100	100	432
Total Respondents' Responses	86.4%			

Source : Data Primary, processed 2024

Based on The table above shows the statement about "The information I found about *Nuface products* from the TikTok application varies greatly", the number of respondents who strongly disagreed was 0. person with presentation 0%, respondents who gave answers that they disagreed numbered 0 people with a percentage of 0%, respondents who gave answers that they disagreed numbered 3 people with a percentage of 3%, Respondent Which give answer agree amount to 62 person with a percentage of 62%, and respondents who gave answers that strongly agreed amounted to 35 people with a percentage of 35%.

**Table 13 Results Response Respondents Spontaneity of Purchase**

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	1	1	2
Not enough Agree (KS)	3	16	16	48
Agree (S)	4	64	64	256
Very Agree (SS)	5	19	19	95
Total		100	100	401
Total Respondents' Responses	80.2%			

Source : Data Primary, processed 2024

The results of the respondents' responses to the spontaneity of purchasing indicator regarding the statement "Buying *Nuface products* without prior planning, without thinking long", respondents who gave the answer very No agree amount to 0 person with presentation 0%,

**Table 14 Results Response Respondents Spontaneity Purchase**

Information	Score	Number of Respondents	Percentage (%)	Total Score
Very No Agree (STS)	1	0	0	0
No Agree (TS)	2	0	0	0
Not enough Agree (KS)	3	8	8	24
Agree (S)	4	74	74	296
Very Agree (SS)	5	18	18	90
Total		100	100	410
Total Respondents' Responses	82%			

Source : Data Primary, processed 2024

Based on the table above, the statement about "Sometimes I buy *Nuface products* because I am attracted to promotions offered via TikTok, buying without considering the quality or benefits of *Nuface products*", respondents who gave an answer that they strongly disagreed were 0 people with a percentage of 0%, respondents who gave an answer that they strongly disagreed with the percentage of 0%, answer No agree amount to 0 person with presentation 0%, respondents who gave answers that they disagreed numbered 8 people with a percentage of 8%, respondents who gave answers that they agreed numbered 74 people with a percentage of 74%, and respondents who gave answers that they strongly agreed numbered 18 people with a percentage of 18%.

Test Normality

**Table 15 Test Kolmogorov - Smirnov****One Sample Kolmogorov-Smirnov Test**

N		100
Normal Parameters a,b	Mean	.0000000
	Std. Deviation	2.40029324
Most Extreme Differences	Absolute	.069
	Positive	.050
	Negative	-.069

Test Linearity

Table 16 Test Linearity

ANOVA Table

Sum of Squares			df	Mean Square	F	Sig.	
IMPULSIVE * EWOM	Between Groups	(Combined)	141.203	12	11,767	2.144	.022
		Linearity	48,261	1	48,261	8,794	.004
		Deviation from Linearity	92,942	11	8,449	1,540	.132
	Within Groups		477,437	87	5.488		
	Total		618,640	99			

**Electronic Word Of Mouth (E-WOM) Product Nuface** Among Student

On variable *Electronic word of mouth (E-WOM)* done descriptive analysis For know evaluation Respondent against *Electronic word of mouth (E-WOM)* product *Nuface* on circles student on *intensity* indicator, *valance of opinion* and *content* by obtaining a total average score of 84.1%. This value is in the interval of 84% -99% which means that the respondents' response to the electronic word of *mouth (E-WOM)* of *Nuface* products on the TikTok application is very agree. In general whole *electronic word of mouth (E-WOM)* carried out by *Nuface products* has been very good, *Nuface* has succeeded in attracting... attention consumer with make content – content Which creative and interesting about the product, with existence *electronics word of Positive word of mouth (E-WOM)* on *Nuface* will increase the number of impulsive purchases of their products.

*intensity* indicator obtained an average score of 85.9% located in the interval of 84% -99% which means that respondents strongly agree. The highest value is in the statement "finding many reviews about *Nuface products* from the TikTok application" of 87%, can concluded that the opinions found by students regarding *Nuface* products there are already so many, with the many opinions that students can find to obtain information Which more wide about *Nuface*, matter the can provide encouragement for students to make impulsive purchases of *Nuface products*. The lowest value is found in the statement "do interaction (like watch video, give like, or sharing experiences) about *Nuface products* from the TikTok application" by 85% which means that No all student involved in interaction about the products they buy. The calculation results on the *valance of opinion indicator* with an average score of 81.2%, the value is in the interval 68%-83%, which means that respondents agree. The highest value was obtained at statement "get recommendations about *Nuface products* from the TikTok application" by 87%. Students get information about *Nuface* from the TikTok application, and *e-wom* on TikTok can encourage students to make impulsive purchases. The lowest value is in the statement "getting negative comments about *Nuface products* from application tiktok" as big as 71.6%. Comment negative Which found can influence consumers not to buy *Nuface products*, which can reduce their sales. *content* indicator, the average score of 85.1% is in the interval 84%-99%, which means that respondents stated that they were very satisfied. agree. Mark highest there is on statement "information Which I found about product *Nuface* from application tiktok very varies". *E-wom* on the TikTok application provides varied information, this shows that that diverse opinion, content or experience user Which related with product *Nuface* spread wide on application tiktok. The lowest score was in the statement "the information about the price and quality of *Nuface products* that I found from the TikTok application is very accurate and of high quality", which means that not all students get accurate information regarding prices and quality on the TikTok application.

On the impulsive purchase variable, a descriptive analysis was conducted to determine the respondents' assessment of the impulsive purchase of *Nuface products* among students on the indicators of spontaneity of purchase, purchasing power, excitement and stimulation, and indifference to the consequences, by obtaining a total average score of 82.5%. This value is in the interval of 68% -83% which means that the respondents' response to purchase impulsive *Nuface* products on application tiktok that is Agree. Overall, impulsive purchases of *Nuface products* among students are high, *Nuface* has succeeded in influencing consumers to make impulsive purchases of its products. And push consumer to buy product in a way arrive- arrive or Without planning, this impulsive behavior is very profitable for *Nuface* because it can increase purchases in the company. On the one hand, impulsive behavior is detrimental to students, students become wasteful and do not care about their financial condition, buying *Nuface products* suddenly because they are interested in promotion And discount Which offered. Student need change

The spontaneity indicator of purchasing with an average score of 82.2% is on interval 68%-83% show that Respondent agree. The highest score there is on statement "purchase *Nuface products* in a way spontaneously without prior planning, because they believe in its quality and benefits" of 84.6%, meaning that students believe in *Nuface*. Trust in a product can overcome previous considerations or planning. The lowest value is in the statement "buying *Nuface products* without planning beforehand and without thinking long" of 80.2%. Not all students make impulsive purchases of *Nuface products*, these impulsive purchases can disrupt student finances, students become wasteful and do not think about the long-term impact, as a company, the marketing strategy carried out by *Nuface* has been successful and has encouraged students to make impulsive purchases. Based on Indicator strength purchase get flat – an average score of 81.4%, this value is in the interval of 68%-83%, meaning that respondents agree. The highest value was obtained for the statement "buying *Nuface products* impulsively when getting special offers or discounts offered via TikTok" at 85%, discounts encourage students to make impulsive purchases. *Nuface products*.

Mark lowest there is on statement "influence others for buy product *Nuface* in a way impulsive " as big as 76.8%. No all People have the ability to influence other people to make impulse purchases and not everyone trusts *reviews* that don't come from *Nuface* itself. The results of the calculation of the Excitement and Stimulation Indicator obtained an average score of 85.1%, the value is in the interval of 84-99%, indicating that respondents strongly agree. The highest value is in the statement "the attractive offers offered by *Nuface* make me make spontaneous purchases without any prior planning" at 86%, attractive offers make students interested in making impulsive purchases of *Nuface products*. The lowest value is obtained in the statement "sometimes I am very influenced by the shopping environment such as discounts or attractive advertisements, which often make I buy product *Nuface* in a way impulsive " 84.2% Which This means that discounts or attractive advertisements are not factors for students to make impulsive purchases The indicator of indifference to the consequences with an average score of 81.5% is in the interval of 68%-83% which means that respondents agree. The value highest there is on statement "No think about impact long when do purchase product *Nuface* in a way impulsive" as big as 82.6%. When making impulsive purchases of *Nuface products*, students do not care about the consequences they will receive, they will still buy it. Value lowest obtained on indicator "moment do purchase impulsive product *Nuface*, sometimes I ignore condition finance I" as big as 80%, student Still ignore condition his finances This condition is a bad behavior, students need to change their mindset to prioritize important needs. *Nuface* needs to think about the condition of its market share and set a relative price so that it can be reached by all groups.

## CONCLUSION AND SUGGESTION

### Conclusion

1. Electronic word of mouth (E-WOM) of *Nuface products* for students of the Digital Business Study Program at Dehasen University, Bengkulu 2021-2024 obtained a total average score of 84.1%. This value is in the interval of 84% -99%, which is very much agree. This shows that the Electronic word of mouth (E-WOM) carried out by the *Nuface* product is very good, *Nuface* has succeeded in attracting the attention of consumers by creating creative and interesting content about its products, with the positive electronic word of mouth (E-WOM) on *Nuface*, it will increase the number of impulsive purchases of their products.
2. Impulsive purchases of *Nuface products* for students of the Digital Business Study Program at Dehasen University, Bengkulu 2021-2024 obtained a total average score of 82.5%. This value is in the interval of 68% -83%, which is agree. It can be said that the impulsive purchase of *Nuface products* among students is high, *Nuface* has succeeded in influencing consumers to make impulsive purchases of its products,
3. The relationship between Electronic word of mouth (E-WOM) and impulsive purchases of *Nuface products* among students of the Digital Business Study Program, Dehasen University, Bengkulu 2021-2024 obtained the results of the Spearman rank correlation coefficient with an  $r$  value of 0.271, proving a relationship with a low level of relationship. Although the relationship is low, after a hypothesis test, it was proven that there was a relationship between electronic word of mouth (E-WOM) and impulsive purchases of *Nuface products* on the TikTok application with a calculated  $t$  value  $> t$  table ( $2.7872 > 1.984$ ) or a sig value  $< \alpha$  ( $0.00 < 0.05$ ).

### Suggestion

1. The results of the Electronic word of mouth (E-WOM) responses to *Nuface products* among students are said to be very agreeable. The lowest value is in the Valance of Opinion indicator with an average

score of 81.2%. Students still get negative comments about Nuface products with a total response of 71.6%. Negative comments found by students may be caused by a lack of understanding of Nuface products or even due to incompatibility with Nuface products themselves. Students are expected to comment honestly, not to badmouth the product and to comment as they are according to what they experience. This shows that negative comments found can influence consumers not to buy Nuface products so that it can reduce their sales. It is hoped that Nuface needs to conduct a comprehensive evaluation regarding why negative comments are still found about its products, such as observing competitors from similar products, improving its marketing strategy and identifying what makes their products in demand for Nuface product development, so that negative comments are no longer found and Nuface can improve students' perceptions of their products and build a more positive brand image among its target market. 2. Respondents' responses regarding the impulsive buying variable on Nuface products are said to agree. The lowest value is in the purchasing power indicator with an average score of 81.4%. Students do not influence others to make impulsive purchases with a total response of 76%. This indicates that not everyone can influence others to make impulsive purchases and not everyone believes in reviews that do not come from Nuface itself, therefore Nuface needs to increase its promotion by increasing E-WOM on TikTok through content that attracts consumer attention. In influencing others to make impulsive purchases, students must have a deep understanding of Nuface products so as not to harm others or the company.

2. With a better understanding of the product, students can convey accurate information to others and help them make more informed purchasing decisions and must prioritize needs over impulsive urges to buy, because impulsiveness itself is a bad action.
3. Based on the results of the Spearman rank correlation coefficient analysis test, it shows that there is a low relationship between Electronic word of mouth (E-WOM) and impulsive purchases of Nuface products on the TikTok application. So for further research, it is possible to conduct similar research with different products or add other variables such as product quality or expand the unit of analysis to test a stronger relationship in order to provide a different perspective.

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