

RINGKASAN

Penelitian ini menganalisis pengaruh electronic word of mouth (EWOM) dalam konten *review* produk kosmetik bertagat #racuntiktok dan sikap mencari variasi terhadap niat berpindah merek konsumen terkait produk kosmetik. Dalam penelitian ini, electronic word of mouth berupa dimensi yang terdiri dari Intensitas EWOM, Valensi Positif EWOM, Valensi Negatif EWOM dan Konten EWOM. Penelitian melakukan survei kepada 185 masyarakat perempuan di Pulau Jawa yang merupakan pengguna aktif Tiktok dan merupakan pengguna kosmetik bertagat #racuntiktok. Model penelitian diuji secara empiris menggunakan Partial Least Square dengan software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa electronic word of mouth berupa valensi positif EWOM dan konten EWOM berpengaruh positif signifikan terhadap niat berpindah merek konsumen Akan tetapi, intensitas EWOM, valensi negatif EWOM ditemukan tidak berpengaruh terhadap niat berpindah merek. Kemudian sikap mencari variasi hanya mampu memoderasi pengaruh valensi negatif EWOM terhadap niat berpindah merek namun tidak mampu memoderasi pengaruh variabel dimensi EWOM lainnya terhadap niat berpindah merek. Studi ini memberikan implikasi teoritis yang dapat dijadikan sebagai referensi bagi penelitian selanjutnya dan implikasi manajerial bagi pemilik usaha produk kosmetik dan produk lainnya supaya dapat menentukan target pasar yang sesuai, meningkatkan komentar-komentar positif di media sosial terkait produknya, dan dalam pemilihan *influencer* hendaknya memberikan arahan yang baik dan jelas serta memperhatikan dari segi kredibilitas dan keterpercayaannya di mata konsumen.

Kata kunci: *Electronic word of mouth*, intensitas EWOM, valensi positif EWOM, valensi negatif EWOM, konten EWOM, sikap mencari variasi, niat berpindah merek.

SUMMARY

This study analyzes the effect of electronic word of mouth (EWOM) on cosmetic product review content tagged #racuntiktok and the attitude of seeking variety on consumers' intention to switch brands regarding cosmetic products. In this study, electronic word of mouth is a dimension consisting of EWOM Intensity, EWOM Positive Valence, EWOM Negative Valence and EWOM Content. The research conducted a survey of 185 women on the island of Java who are active users of Tiktok and are cosmetic users with the tag #racuntiktok. The research model was tested empirically using Partial Least Square with SmartPLS 3.0 software. The results showed that electronic word of mouth in the form of positive valence EWOM and EWOM content had a significant positive effect on consumer brand switching intentions. However, EWOM intensity and negative EWOM valence were found to have no effect on consumer brand switching intentions. Then the attitude of seeking variety is only able to moderate the effect of negative EWOM valence on the intention to switch brands but is not able to moderate the effect of other EWOM dimension variables on the intention to switch brands. This study provides theoretical implications that can be used as a reference for further research and managerial implications for business owners of cosmetic products and other products so that they can determine the appropriate target market, increase positive comments on social media regarding their products, and in selecting influencers should provide direction, good and clear and pay attention in terms of credibility and trustworthiness in the eyes of consumers.

Keywords: *Electronic word of mouth, EWOM intensity, positive valence of EWOM, negative valence of EWOM, EWOM content, variety seeking, brand switching intention.*