

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *influencer Endorsement*, *Electronic Word Of Mouth (E-WOM)*, dan *Customer Experience* terhadap *purchase intention* konsumen pada platform TikTok, dengan fokus pada brand Erigo di Kota Tangerang Selatan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode SEM-PLS untuk menganalisis hubungan antara variabel-variabel tersebut. Hasil penelitian menunjukkan bahwa variabel *influencer* berpengaruh positif tetapi tidak signifikan terhadap niat membeli dengan nilai path coefficient sebesar 0.501, nilai T-Statistic lebih kecil dari 1.96 (yaitu 0.244), dan nilai P-Value lebih besar dari 0.05 (yaitu 0.808), sehingga H_{a1} ditolak. Sementara itu, *electronic word of mouth (e-WOM)* memiliki pengaruh positif dan signifikan terhadap niat membeli, dengan nilai path coefficient sebesar 0.308, nilai T-Statistic sebesar 3.421 (lebih besar dari 1.96), dan nilai P-Value sebesar 0.001 (lebih kecil dari 0.05), sehingga H_{a2} diterima. Pengalaman pelanggan juga berpengaruh positif dan signifikan terhadap niat membeli, dengan nilai path coefficient sebesar 0.510, nilai T-Statistic sebesar 5.269, dan nilai P-Value sebesar 0.001, sehingga H_{a3} diterima. Secara simultan, variabel-variabel *influencer endorsement* (X1), *electronic word of mouth* (X2), dan *customer experience* (X3) secara bersama-sama mempengaruhi *purchase intention* (Y) sebesar 64%, yang ditunjukkan oleh nilai R-Square sebesar 0.64 (kategori kuat). Ini berarti 64% dari niat membeli dapat dijelaskan oleh variabel-variabel tersebut, sementara 36% sisanya dipengaruhi oleh variabel-variabel lain yang tidak termasuk dalam penelitian ini. Hasil penelitian ini secara keseluruhan menunjukkan bahwa meskipun seluruh variabel memiliki pengaruh positif terhadap niat membeli, *influencer endorsement* (X1) berpengaruh positif namun tidak signifikan.

Kata kunci: *Influencer Endorsement*, *Electronic Word Of Mouth*, *Customer Experience*, *Purchase Intention*

ABSTRAK

This study aims to analyze the influence of *influencer endorsement*, *Electronic Word Of Mouth (E-WOM)*, and *Customer Experience* on consumer *purchase intention* on the TikTok platform, with a focus on the Erigo brand in South Tangerang City. This study uses a quantitative approach with the SEM-PLS method to analyze the relationship between these variables. The results showed that the influencer variable had a positive but insignificant effect on purchase intention with a path coefficient value of 0.501, a T-Statistic value smaller than 1.96 (i.e. 0.244), and a P-Value greater than 0.05 (i.e. 0.808), so Ha1 was rejected. Meanwhile, electronic word of mouth (e-WOM) had a positive and significant influence on buying intention, with a path coefficient value of 0.308, a T-Statistic value of 3.421 (greater than 1.96), and a P-Value value of 0.001 (less than 0.05), so that Ha2 was accepted. Customer experience also had a positive and significant effect on purchase intention, with a path coefficient value of 0.510, a T-Statistic value of 5.269, and a P-Value value of 0.001, so that Ha3 was accepted. Simultaneously, the influencer endorsement (X1), electronic word of mouth (X2), and customer experience (X3) variables together affected purchase intention (Y) by 64%, which is indicated by an R-Square value of 0.64 (strong category). This means that 64% of purchase intentions can be explained by these variables, while the remaining 36% are influenced by other variables that are not included in the study. The results of this study as a whole show that although all variables have a positive influence on purchase intention, influencer endorsement (X1) has a positive but not significant effect

Keyword: *Influencer Endorsement, Electronic Word Of Mouth, Customer Experience, Purchase Intention*