

ABSTRAK

Perkembangan media sosial TikTok yang pesat telah membuka ruang bagi penyebaran *Negative Electronic Word-of-Mouth (Negative E-WOM)* dalam bentuk konten perbandingan produk yang berpotensi memengaruhi persepsi konsumen terhadap suatu merek. *Brand HULM*, sebagai merek *fashion* lokal yang aktif di TikTok, menghadapi tantangan berupa munculnya komentar dan ulasan negatif yang berpotensi menggeser *Brand Image* serta menurunkan *Purchase Intention* konsumen. Penelitian ini bertujuan untuk mengetahui tanggapan konsumen terhadap *Negative E-WOM*, *Brand Image*, dan *Purchase Intention* pada *brand HULM*, serta menguji besarnya pengaruh antar variabel. Metode yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pengumpulan data dilakukan melalui kuesioner terhadap 100 responden yang merupakan pengguna aktif TikTok dan mengenal *brand HULM*, menggunakan teknik *purposive sampling*. Data dianalisis menggunakan analisis jalur (*path analysis*) dengan bantuan IBM SPSS Statistics 32. Hasil penelitian menunjukkan bahwa *Negative E-WOM* berada pada kategori kurang baik (2,84), *Brand Image* berada pada kategori baik (3,64), dan *Purchase Intention* berada pada kategori baik (3,61). Secara verifikatif, *Negative E-WOM* tidak berpengaruh signifikan terhadap *Brand Image* ($\rho_{yx} = 0,084$; $Kd = 0,7\%$), *Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention* ($\rho_{zy} = 0,736$; $Kd = 55,13\%$), *Negative E-WOM* berpengaruh positif dan signifikan terhadap *Purchase Intention* ($\rho_{zx} = 0,155$; $Kd = 3,36\%$), serta *Negative E-WOM* berpengaruh terhadap *Purchase Intention* melalui *Brand Image* dengan pengaruh tidak langsung sebesar 6,18% dan pengaruh simultan sebesar 58,5%. *Brand Image* terbukti sebagai variabel paling dominan dalam mendorong niat beli konsumen HULM di TikTok.

Kata Kunci: *Negative E-WOM*, *Brand Image*, *Purchase Intention*, TikTok, Fashion Lokal

ABSTRACT

The rapid development of TikTok as a social media platform has created space for the spread of Negative Electronic Word-of-Mouth (Negative E-WOM) in the form of product comparison content that potentially influences consumer perception toward a brand. HULM, as a local fashion brand actively operating on TikTok, faces the challenge of emerging negative comments and reviews that may shift its Brand Image and reduce consumer Purchase Intention. This study aims to determine consumer responses to Negative E-WOM, Brand Image, and Purchase Intention regarding the HULM brand, as well as to examine the extent of the relationships among these variables. This study employs a quantitative method with descriptive and verificative approaches. Data were collected through questionnaires distributed to 100 respondents who are active TikTok users and are familiar with the HULM brand, using purposive sampling technique. Data were analyzed using path analysis with the assistance of IBM SPSS Statistics 32. The results indicate that Negative E-WOM falls in the poor category (2.84), Brand Image falls in the good category (3.64), and Purchase Intention falls in the good category (3.61). Verificatively, Negative E-WOM has no significant effect on Brand Image ($\rho_{yx} = 0.084$; $Kd = 0.7\%$), Brand Image has a positive and significant effect on Purchase Intention ($\rho_{zy} = 0.736$; $Kd = 55.13\%$), Negative E-WOM has a positive and significant effect on Purchase Intention ($\rho_{zx} = 0.155$; $Kd = 3.36\%$), and Negative E-WOM affects Purchase Intention through Brand Image with an indirect effect of 6.18% and a simultaneous effect of 58.5%. Brand Image is proven to be the most dominant variable in driving HULM consumers' Purchase Intention on TikTok.

Keywords: *Negative E-WOM, Brand Image, Purchase Intention, TikTok, Local Fashion*