

Determinants of Purchase Intention on TikTok as an E-WOM Platform

Determinants of
Online Purchase
Intention

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ABSTRACT

Social media platforms have revolutionized the way consumers access and evaluate product information, especially through Electronic Word of Mouth (E-WOM). TikTok, with its interactive features and wide reach, has become a major E-WOM channel that influences consumer decisions. This study examines the impact of E-WOM components—information quality, credibility, appropriateness, and necessity—on information usefulness, information adoption, and purchase intention of Wardah cosmetic products. Using a quantitative descriptive-causal approach and purposive sampling technique, data were obtained from 160 respondents in the JABODETABEK area who had purchased Wardah products at least twice throughout 2023. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that all E-WOM components have a significant effect on information usefulness, which in turn influences information adoption and purchase intention. These findings enrich the understanding of digital consumer behavior and provide practical insights for cosmetic brands in designing effective social media strategies, especially through E-WOM content on platforms such as TikTok.

Keywords: E-WOM, Information Usefulness, Information Adoption, Purchase Intention, Tiktok, Wardah Cosmetic

ABSTRAK

Platform media sosial telah merevolusi cara konsumen mengakses dan mengevaluasi informasi produk, terutama melalui Electronic Word of Mouth (E-WOM). TikTok, dengan fitur interaktif dan jangkauan luas, menjadi saluran E-WOM utama yang memengaruhi keputusan konsumen. Studi ini meneliti dampak komponen E-WOM—kualitas informasi, kredibilitas, kesesuaian, dan kebutuhan—terhadap kegunaan informasi, adopsi informasi, dan niat pembelian produk kosmetik Wardah. Menggunakan pendekatan kuantitatif deskriptif-kausal dan teknik purposive sampling, data diperoleh dari 160 responden di wilayah JABODETABEK yang telah membeli produk Wardah minimal dua kali sepanjang 2023. Analisis dilakukan dengan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil menunjukkan bahwa seluruh komponen E-WOM berpengaruh signifikan terhadap kegunaan informasi, yang selanjutnya memengaruhi adopsi informasi dan niat pembelian. Temuan ini memperkaya pemahaman tentang perilaku konsumen digital dan memberikan wawasan praktis bagi merek kosmetik dalam merancang strategi media sosial yang efektif, khususnya melalui konten E-WOM di platform seperti TikTok.

Kata kunci: E-WOM, Kegunaan Informasi, Adopsi Informasi, Minat Pembelian, Tiktok, Kosmetik Wardah

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INTRODUCTION

In the current era of globalization, advances in communication technology and the internet are very advanced. The internet allows people around the world to talk to each other through electronic communication networks made possible as a result of connections between computer networks (Imran et al., 2020; Mariam & Ramli, 2021; R. A. Pratama et al., 2023; Rustam, 2017). The Internet also gives businesses the ability to reach a wider range of customers at a more efficient cost (Mariam et al., 2023). Social media and e-commerce have emerged as evidence of technological advancement, such as Instagram, Facebook, WhatsApp, Twitter, TikTok, Shopee, Tokopedia, and Lazada, among others (Mariam et al., 2020; Steven et al., 2023; Sylvia & Ramli, 2023).

Technological advances make information dissemination better, and with the popularity of social media application users are starting to realize this opportunity and change the way they do business (Chandra et al., 2019; Mariam, 2022; Pratama et al., 2023). TikTok social media, which at first the application provided entertainment through interesting videos, currently the TikTok application is launching its newest feature, namely E-Commerce or online buying and selling transactions called TikTok Shop live, which facilitates the promotion process and can generate considerable profits (Adawiyah, 2020; Chandra et al., 2019; Mariam & Ramli, 2020). TikTok has 109.9 million users aged 18 and over in Indonesia. Overall, the data shows that TikTok ads reached 56.8 percent of all adults aged 18 and older in Indonesia by early 2023. TikTok's advertising reach in Indonesia at that time reached 51.6 percent of all local internet users, regardless of age. By early 2023, the majority of TikTok ad viewers in Indonesia were female, at approximately 66.1 percent, while males made up 33.9 percent of the total TikTok ad audience in the country (KEMP, 2023).

TikTok social media, which initially provided entertainment through interesting videos, currently the TikTok application is launching its newest feature, namely E-Commerce or online buying and selling transactions (Adawiyah, 2020; Dewi & Ramli, 2023; Meidiyanty et al., 2023). Online buying and selling transactions are an effective strategy for introducing products directly through electronic communication, without requiring high costs. The occurrence of Electronic Word of Mouth can trigger the interest of new potential consumers to purchase certain products (Mariam et al., 2021; Utama et al., 2020; Yunus et al., 2023; Nur et al., 2023). E-WOM can take place in many places, such as blogs, social media, discussion forums, and review websites. E-WOM is closely related to consumer purchasing decisions and also reduces risk (Bachtiar et al., 2023; Miremadi & Haghayegh, 2022; Sukarno et al., 2020).

Previous research has also reached similar conclusions, such as research by (Cheung et al., 2008; Filieri et al., 2018; and Sparks et al., 2013), individuals see the internet as a practical tool for obtaining information, therefore, they tend to accept information shared on social media platforms. This use of information via the internet as a key element in the product purchase process, the usefulness of reviews and consumer behavior occurs in an E-WOM (Electronic Word of Mouth) environment.

Besides the usability factor as a practical reason, attitude is also another important factor that influences their purchase intention (Bhattacharjee & Sanford, 2006; Dewi & Ramli, 2023; Rumaidlany et al., 2022). In particular, customers' perception of the usefulness of the internet significantly influences their attitude towards social media platforms and encourages them to actively engage in the online environment (Ayeh et al., 2013; Rahmawati & Ramli, 2024; Sinurat et al., 2024). Platform users are more likely to purchase a product or service if they believe that the information provided by the online website will help them understand the product and evaluate its quality and performance before making a purchase (Filieri, 2015; Ghazmahadi et al., 2020; Supiati et al., 2021).

Currently, the world of the cosmetics industry is growing increasingly rapidly, this is evidenced by the large number of cosmetic products on the market. These cosmetic products consist of various brands with their respective qualities and different prices, from those that are fairly cheap to those that are expensive. PT Paragon Technology and Innovation offers Wardah cosmetics as one of the halal brands. Wardah cosmetics were

first launched in 1995 with the advantage of being halal-certified cosmetics. Wardah cosmetics uses the halal certificate from the Indonesian Ulema Council to attract new customers and increase sales. Wardah cosmetics offers the best products at affordable prices to the younger generation of teenagers starting from the age of 18. Wardah cosmetics has a popular tagline, “inspiring beauty”, which is expected to help customers create a strong and memorable impression, thus increasing customer awareness of Wardah products. Wardah cosmetic products are suitable for teenagers and adults (Deviyanti et al., 2023; Diatmono et al., 2020; Harahap & Ramli, 2023; Ramli & Novariani, 2020).

Based on the above phenomenon in forming purchase intentions, the authors add variables of information suitability and information needs. The importance of this information suitability is as described by (Febriani et al., 2023; Indriani & Ramli, 2024; Pavlou et al., 2007). As for the addition of the information needs variable assumed by (Beydokhti et al., 2020) to determine the awareness of a person's desire to obtain additional information from one or more individuals.

The purpose of this study is to analyze the relationship between E-WOM which includes information quality, information credibility, information suitability, information needs on the usefulness of information that plays a role in the information adoption process, and can consider the information they receive from TikTok before deciding to buy Wardah cosmetic products. The benefits of research are intended to provide new literature on information quality, information credibility, information suitability, information needs related to information usefulness which will affect information adoption and consumer purchase intentions in the cosmetics industry.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Electronic Word of Mouth

Sulthana & Vasantha. (2019) argue that E-WOM includes negative and positive aspects of a brand, product, or service made by past, present, and potential consumers, which are shared on the internet and can be accessed by anyone. Erkan & Evans. (2018) state that E-WOM can occur in various forms and settings, for example, blogs, social media, discussion forums, and review sites. According to Huete-Alcocer. (2017) The development of online word of mouth (E-WOM), is considered the best way to communicate with customers when they make purchasing decisions. Electronic Word of Mouth (E-WOM) can be defined as all informal communications addressed to customers via internet-based technology relating to the use or features of certain goods and services offered by the seller or the item (Litvin et al., 2008; Mariam & Ramli, 2022; Mulyadi et al., 2020; Ramli, 2019). This means that E-WOM is strongly related to consumer purchasing decisions and can reduce risk (Miremadi & Haghayegh, 2022). (Miremadi & Haghayegh, 2022).

Quality of Information

Davis et al. (2021) argue that the quality of information presented on an online shopping platform should include aspects related to the products and services offered in it. Based on Leong et al. (2022) information quality is the ability of a message to influence consumers' buying interest and convince them. According to Patrada & Andajani. (2021) information quality is an aspect of the reliability and quality of information provided by information systems to meet user desires. Kim & Niehm, (2009) state that information quality is information that is assessed and evaluated by consumers based on its accuracy, informativeness, timeliness, and relevance. This means that the better the quality of the information provided will result in a higher willingness of consumers to purchase a product (Imran et al., 2020; Mariam et al., 2022; Winadi et al., 2019).

Credibility of Information

Information trustworthiness is an early factor in an individual's persuasion process and is defined as a trustworthy source (Wathen & Burkell, 2002). Information provided by

highly credible sources is considered valuable and they encourage knowledge transfer, this is also an initial factor in the individual persuasion process (Erkan & Evans, 2016; Nurcahyani et al., 2023; Nurdiansyah et al., 2020; Rinaldi & Ramli, 2023). Information credibility is a major determinant in consumer decision making and online customer reviews are an important factor in influencing purchasing decisions through social media (Elseidi & El-Baz, 2016; Hussain et al., 2017). According to M. Cheung et al. (2009) used positive reviews, negative reviews, and personal identification information from reviewers to investigate the credibility of online reviews and initial trust. Zhang & Watts. (2016) stated that information consistency is the key, comment consistency refers to whether the information in the comment has the same trend as other messages (Ramli, 2020a; Salma & Ramli, 2023; Zhang & Watts, 2003). As consumers view messages as prompts, the process of receiving messages will also be affected.

Suitability of Information

Information suitability according to (Pavlou et al., 2007) is the idea of website informativeness to measure how much the buyer views the website as a valuable source of informative text. Information suitability based on (Loiacono et al., 2002) is to measure the extent to which the information provided is aligned with customer task requirements. (Dimoka, et al., 2012; Gregg & Walczak, 2008) state that information suitability is different from product diagnostics because it does not focus on the product itself. Instead, it includes more information that may be required for a specific task, including seller-related content. Dedeke (2016) argues that information suitability is the standard by which consumers assess the suitability of product information on a website. Information suitability is a service to improve websites such as booking, reservation, and desire to buy, so that consumers can make better purchasing choices (Jeong et al., 2003; Mariam & Ramli, 2017; Ramli, 2020b).

Information Needs

Information needs are awareness of a person's desire to obtain additional information from one or more individuals (Beydokhti et al., 2020). Based on Kuhlthau, (2004) information needs are desires that are influenced by the environment, such as experience, knowledge, interests, information availability, problems and time. information needs are the most important component in policy decision making and consumer protection (Helberger, 2013). According to Erkan & Evans. (2016) information needs are the motivation that drives a person to engage in Electronic Word of Mouth (E-WOM). Information needs are a collection of vague concepts, such as how the information sought can be seen, where the information is found, or how one can track it (Campbell, 1995).

Usefulness of Information

Information usefulness is how users understand whether information and reviews on social media are reliable and provide benefits, because this understanding can affect consumers' intention to receive and use the information (Hussain et al., 2017). Information usefulness is a factor that is closely related to the decision to receive information on social media platforms (Tien et al., 2018). According to Cheung & Thadani. (2012) information usefulness is the context of E-WOM which refers to the perception that the message or information conveyed through E-WOM is considered useful. Information usefulness is defined as the extent to which recipients understand information well, so that it can make a positive contribution to making smarter purchasing decisions (Ramli & Mariam, 2020; Ramli & Novariani, 2020; Rizky et al., 2023; Situmorang et al., 2023; Cheung et al., 2008). In addition, factors such as content quality and source credibility also affect the usefulness of information from E-WOM for the individuals who receive it (Mishra & Satish, 2016).

Information Adoption

According to Sussman & Siegal, (2003) information adoption is a model to describe how information can be accepted by individuals and influence their behavior and intentions through computer-based communication. Information adoption refers to the extent to which people accept the content they are presented with as meaningful, after assessing its validity (Lee & Yang, 2015). Information adoption is a process in which an individual deliberately engages or contributes to using information (Cheung et al., 2008). Information adoption is one of the main forms of activity that users want to do in virtual communities or social media (Abedi et al., 2019). Information adoption also illustrates how individuals receive messages after assessing the accuracy of information that can support or not support decision making (Khwaja et al., 2020).

Purchase Intention

According to Schiffman & Kanuk, (2007) purchase intention is a predetermined plan or decision to use a service or make a purchase in the future. Online purchase intention can be defined as a factor that predicts customer behavior towards actions that complete negotiations using the internet (Wagner Mainardes et al., 2019). Purchase intention is often used as a measure to predict customers' actual purchasing activities (Kamalul Ariffin et al., 2018). Ismagilova et al., (2017) stated that purchase intention is the possibility or desire to buy a product. Purchase intention is an idea about expected long-term purchasing behavior, which is related to potential customers' desire to make a purchase (Nguyen et al., 2023). Purchase intention is the basis for consumer perceptions of several things that consumers find interesting, one of the interesting things mentioned is that price is an influence on creativity (Putri & Syah, 2021).

Relationship between Information Quality and Information Usability

E-WOM information quality has been identified through characteristics such as completeness, timeliness, relevance (Cheung et al., 2008), detail, factuality (Filiari, 2015) and clarity, objectivity, understandability, and high quality (Park et al., 2007). The relationship between information quality and information usefulness has been studied previously. Information quality is the main factor that influences the benefits that consumers perceive from information in their decision-making process. The higher the quality of information, the more information helps consumers evaluate brand/product quality and performance. Filiari, (2015) found that information quality is the most important factor in the diagnostic or usefulness of information, while previous research also shows a positive and significant effect of information quality on information usefulness. However, according to (Zhu et al., 2016) information quality, which reflects information about the product, affects the evaluation of product usability. H1. Information quality has a positive and significant influence on information usability.

The relationship between Information Credibility and Information Usefulness

Persuasive perception can be seen from the level of trust in information (Erkan & Evans, 2018). Filiari (2015) states that the credibility of information, or its accuracy, affects the ability to convince customers of trustworthy information. According to (Xiaoli Nan, 2009) credibility is often supported. Weitzl, (2014) associates credibility with trust, which reflects traits such as trustworthiness, convincing, and credibility. The credibility of information is shown to have a positive impact on the usefulness of information. E-WOM that consumers consider credible is more likely to be accepted and assist them in adopting information (Filiari, 2015). Information that is considered accurate, reliable, authentic, and persuasive has increased credibility (Ho et al., 2021). As mentioned in research (Sussman & Siegal, 2003) the influence of information can be communicated through a peripheral path, namely source credibility. Source credibility can be used as a simple evaluation to make decisions that determine the usefulness of the message. Information credibility is considered an early factor in the persuasion process. Information credibility has also been shown to have a positive impact on information

usability. E-WOM credibility was found to have an effect on E-WOM usability based on interviews (Ngarmwongnoi et al., 2020). H2. Information credibility has a positive and significant influence on Information Usefulness.

The Relationship Between Information Suitability and Information Usability

To achieve a positive impact on the consumer experience, the information provided by marketers must meet consumer needs (Tarkang et al., 2020). Dedeker (2016) highlighted that information suitability as a standard by which consumers assess the suitability of product information on websites. Further research also found a positive relationship between information suitability and the impact of E-WOM on purchase intentions (Tarkang et al., 2020). When information on social media meets the needs of social media users, it is considered an appropriate information task, in other words, the level of informativeness, resource usefulness, and usefulness of information affect consumers' judgments about information usefulness and information acceptance (Loiacono et al., 2002; Pavlou et al., 2007). Therefore, this study illustrates that the appropriateness of appropriate information is positively related to information usefulness and indirectly affects information acceptance, which affects purchase intentions. H3. Information appropriateness has a positive influence with information usefulness

Relationship between Information Needs and Information Usefulness

A Known theory states that humans process information and use it systematically to shape behaviour. This theory has been proven by (Fishbein & Ajzen, 1977) in the development of the Theory of Reasoned Action (TRA). Studies also show that consumer behaviour in seeking advice and seeking opinions is a driver of E-WOM engagement (Berger, 2014; Hennig-Thurau et al., 2004; Chu & Kim, 2011; Wolny & Mueller, 2013). (Novak & Hoffman, 1996) also showed that consumers who engage in website interactivity to obtain relevant information are more likely to decide to make online purchases. It is estimated that there is a high probability that consumers will find information on social media useful and adopt it further, therefore, this study anticipates that information need in E-WOM is positively related to information usefulness which indirectly stimulates purchase intention. H4. Information needs have a positive influence on the usefulness of information.

The Relationship Between Information Usability and Information Adoption

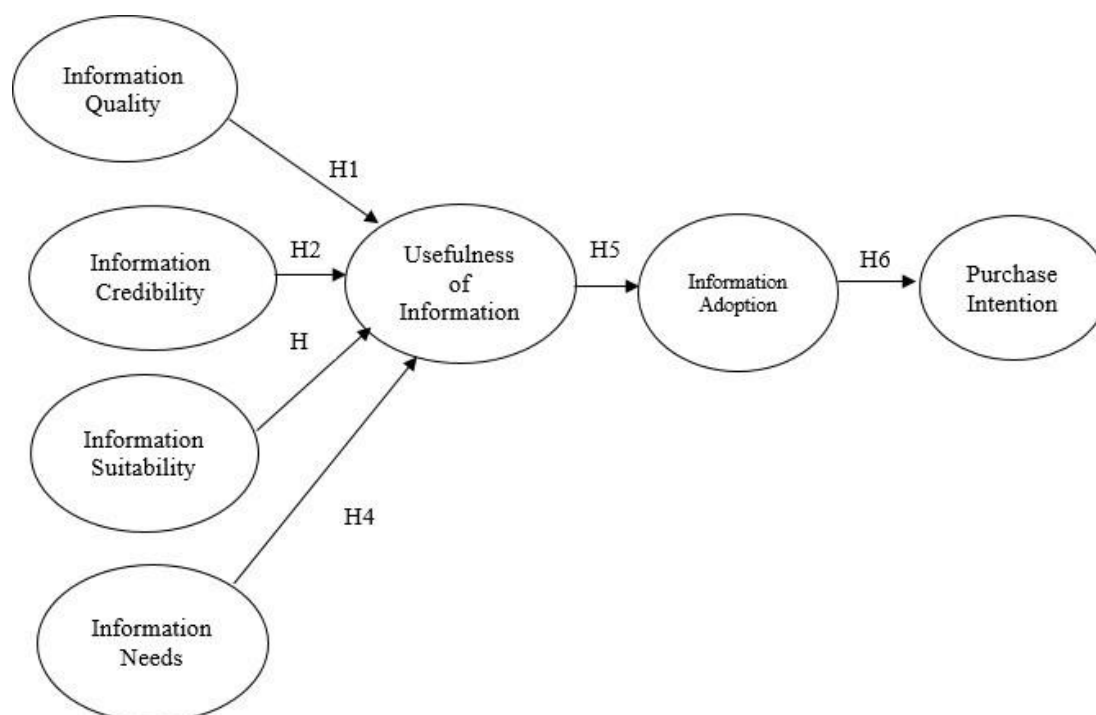
This variable depends on the quality of information, such as completeness, clarity, relevance, comprehensibility, and detail, quantity of information (correctness of information), and credibility of information (trustworthiness of information). Thus, it can be interpreted that the usefulness of information is highly dependent or has a direct relationship with one or more of these variables. Information usefulness refers to the response from consumers that the information obtained is useful and helpful in their decision-making process. Information usability as the first step in adopting information (Erkan & Evans, 2018). Information usefulness is explained as an indicator that is useful, informative, valuable, and helpful, as expressed by (Hussain et al., 2020). Information is considered useful when consumer performance increases. The likelihood of consumer adoption of information increases, when information is considered useful because consumers tend to use information that suits their needs and goals (Sardar et al., 2021). Filieri, (2015) also explains that information usefulness (presented as diagnostic information) as a key factor in adoption behavior. Recent studies have found that information usability has a positive and significant relationship with information adoption Tien et al., (2018) also examined the effect of E-WOM usability on E-WOM adoption and the results showed a positive effect on E-WOM adoption. H5. Information Usefulness has a positive and significant influence on Information Adoption.

The Relationship Between Information Adoption and Purchase Intention

Information adoption, as described by Shen (2014) refers to the process by which recipients internalize information and receive information from external sources,

including how the information assists them in acquiring knowledge and improving their decision-making process. Previous research has shown that information usefulness influences information adoption, and this has been frequently observed and analysed in the context of influences on purchase intentions. Information adoption occurs after individuals receive and use the information in the purchase decision-making process (Ismagilova et al., 2017). The information adoption model is widely used to gain a better understanding of how intentions are formed through messages received through E-WOM communication (Sardar et al., 2021). Erkan & Evans, (2016) developed a hypothesis that consumers who adopt E-WOM information tend to have purchase intentions, and this hypothesis was found to be supported by their research. H6. Information Adoption has a positive and significant influence on Purchase Intention.

Based on the framework of the hypothesis above, the research model below can be obtained:



Picture 1. Research Model

RESEARCH METHOD

The design used in this research is descriptive causality research design with a quantitative method approach. The variables used consist of independent and dependent variables. Exogenous (independent) variables consist of information quality, information credibility, information suitability and information needs. The endogenous (dependent) variables in this study include information usefulness, information adoption and purchase intention. The population in this research are followers of the Wardah cosmetic TikTok account, which is approximately 979 thousand followers as of October 26, 2023.

Determination of the sample in this study using purposive sampling technique with criteria, as a follower of the wardah cosmetic TikTok account, domiciled in the JABODETABEK area, has purchased wardah cosmetic products more than 2 times in 2023. The purposive sampling technique is that all elements in the population are considered and each element is given the same opportunity to be selected as the subject (Hair et al., 2019).

There are 31 statement indicators on the research questionnaire and multiplied by 5, so the sample size in this study is at least 155 respondents. The minimum sample size is at least five times more than the number of statements to be analyzed (Hair et al., 2019). However, the data processed in this study were 160 respondents. Data collection using a

questionnaire in the form of a list of statements that are the same for each respondent. A questionnaire is a way of collecting data by giving a series of questions or written statements to respondents to answer (Sugiyono, 2019).

This research uses variant-based techniques from Structural Equation Model Partial Least Square (SEM-PLS) equation modelling to analyse the research model and the relationship of each variable so as to determine whether the sample data fits the hypothesized research model. In testing the Outer Model Testing with PLS begins with testing the measurement model to test the construct validity and reliability of the instrument. The validity test is carried out to measure the ability of the research instrument what should be measured (Abdillah et al., 2015). The criteria used to assess validity in the outer model are convergent validity, average variance extracted and discriminant validity. Convergent validity is considered fulfilled if the loading factor value > 0.5 means that the statements in the questionnaire are valid. Average variance extracted is considered fulfilled if the AVE value > 0.5 . In reliability testing, Cronbach's Alpha and Composite Reliability must be ≥ 0.7 to indicate an adequate level of reliability (Hair et al., 2014).

Inner model testing describes the relationship between latent variables based on substantive theory. The structural model was evaluated using R2 for the dependent construct, Stone-Geisser Q2 test for predictive relevance, and t-test and significance of the structural path parameter coefficients. The R2 results of 0.67, 0.33 and 0.19 indicated that the models were "good", "moderate" and "weak". The PLS model sees R2 and Q2 values as predictive of relevance by the model as well as its parameter estimates. A value of Q2 > 0 indicates that the model has predictive relevance, otherwise if the value of Q2 ≤ 0 indicates that the model lacks predictive relevance. (Chin, 1998).

Hypothesis testing is done by looking at the p-value if the value is > 0.05 , the independent variable has no significant influence on the dependent variable, otherwise if the value is < 0.05 , the independent variable has a significant influence on the dependent variable or the T statistic < 1.96 , it means that there is no influence between variables and if the T statistic ≥ 1.96 , it means that there is an influence between variables (Ghozali, 2016).

RESULTS

Convergent Validity Test

In this research uses the Outer Model Analysis measurement model. In testing the validity of indicators and construct reliability in the reflective measurement model, it can be seen based on the loading factor value which is processed and analyzed using SmartPLS (Hair et al., 2019). The loading factor value above 0.7 indicates that the indicator is accepted and valid. The results showed that out of a total of 31 indicators, all of them met the loading factor value above 0.7, so it can be concluded that all of them are valid. In addition, the results also show that the Average Variance Extracted (AVE) value is greater than 0.5, composite reliability (CR) exceeds 0.7, and the Cronbach Alpha value exceeds 0.7. This indicates that each construct meets the eligibility requirements.

Discriminant Validity Test

Using the empirical standard of discriminant validity illustrates that between one latent variable has a difference with other latent variables. The cross loading value of each latent variable indicator can provide an explanation of the latent variable up to the discriminant validity test. The cross loading value shows the correlation between an indicator against its construct and against other constructs. The correlation value of the indicator to the latent variable needs to show greater results than the correlation value to other latent variables. Based on the results of data processing using SEM-PLS, it is known that all variables meet the requirements of good discriminant validity.

Internal Consistency Reliability Test

Internal consistency reliability test in SEM-PLS can be measured by looking at the Composite reliability value. The composite reliability value can be said to be reliable must be ≥ 0.7 to indicate an adequate level of reliability (Hair et al., 2014). Based on the calculation, the results show that all latent variables (constructs) have a composite reliability value > 0.70 . Thus it can be stated that all latent variables in this study are consistent or reliable and suitable for use to be processed to the next testing stage.

Coefficient of Determination (Adjusted R²)

In this research, the R-square value on the dependent variable, namely information adoption, is 0.491 with an adjusted R-square value of 0.488. So it can be explained that the information adoption construct is influenced by the information usability construct of 0.488 or 48.8%, which means that the effect of information adoption on information usability is moderate or moderate, with the other 51.2% being influenced by variables not examined in this research. In the next R-square value, the effect of information usability is 0.810 with an adjusted R-square value of 0.805. So it can be explained that the construct of information usefulness is influenced by the constructs of information quality, information credibility, information suitability and information needs by 0.805 or 80.5%, which means that the effect of information usefulness on information quality, information credibility, information suitability and information needs is good, with another 19.5% influenced by variables not examined in this research. Then in the next R-square value, the purchase intention influence is 0.532 with an adjusted R-square value of 0.529. So it can be explained that the purchase intention construct is influenced by the information adoption construct by 0.529 or 52.9%, which means that the effect of purchase intention on information adoption is moderate or moderate, with the other 47.1% being influenced by variables not examined in this research.

Significance of Path Coefficient (Hypothesis Test)

Hypothesis testing is done by looking at the p-value if the value is > 0.05 , the independent variable has no significant effect on the dependent variable, otherwise if the value is < 0.05 , the independent variable has a significant effect on the dependent variable or the T statistic < 1.96 , it means that there is no influence between variables and if the T statistic ≥ 1.96 , it means that there is an influence between variables (Ghozali, 2016).

Based on the table above, the results of 6 hypotheses (H1, H2, H3, H4, H5, H6) are proposed to be accepted. The first hypothesis (H1), shows that information quality has a positive and significant effect on information usability, with T-values of 2.439 while P-values of 0.015 with an original sample value of 0.249, meaning that the data supports the hypothesis. The second hypothesis (H2), shows that information credibility has a positive and significant effect on information usability, with T-values of 3.709 while P-values of 0.000 with an original sample value of 0.352, meaning that the data supports the hypothesis. The third hypothesis (H3), shows that information suitability has a positive effect on information usability, with T-values of 2.668 while P-values of 0.008 with an original sample value of 0.270, meaning that the data supports the hypothesis.

The fourth hypothesis (H4), shows that information needs have a positive effect on information usability, with T-values of 2.378 while P-values of 0.017 with an original sample value of 0.250, meaning that the data supports the hypothesis. The fifth hypothesis (H5), shows that information usefulness has a positive and significant effect on information adoption, with T-values of 8.971 while P-values of 0.000 with an original sample value of 0.701, meaning that the data supports the hypothesis. The sixth hypothesis (H6), shows that information adoption has a positive and significant effect on purchase intention, with T-values of 14.327 while P-values of 0.000 with an original sample value of 0.730, which means the data supports the hypothesis.

Table 1. Hypothesis Test Results

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Information Adoption Purchase Intention	->	0.730	0.727	0.051	14.327	0.000	Accepted
Information Need Information Usefulness	->	0.250	0.246	0.105	2.378	0.017	Accepted
Information Usefulness Information Adoption	->	0.701	0.699	0.078	8.971	0.000	Accepted
Information Suitability Information Usefulness	->	0.207	0.197	0.078	2.668	0.008	Accepted
Information credibility Information usefulness	->	0.352	0.361	0.095	3.709	0.000	Accepted
Information Quality Information Usefulness	->	0.249	0.252	0.102	2.439	0.015	Accepted

The results of this research indicate that information quality has an effect on information usability. This proves that Wardah consumers are satisfied with the quality of information provided by the TikTok Wardah platform. very complete and clear information in TikTok content can be one of the factors that cause this satisfaction. Wardah consumers do expect content that is informative, relevant, and useful for their needs regarding products and skin care. This is in line with previous research which explains that information quality is related to completeness, timeliness, relevance (Cheung et al., 2008). This research shows that content that is not only visually appealing but also provides useful information to consumers is very important. Consumers tend to be more satisfied and tend to trust the promoted products more when there is a high quality of information. In line with research (Park et al., 2007). Explaining that information quality is related to clarity, objectivity, understanding, and high quality.

Based on the results of this research, the credibility of information affects the usefulness of information. That way it proves that customer trust in Wardah products is reliable. Wardah builds strong relationships with customers, who are not only looking for quality cosmetic products but also feel confident and secure with the brand. This is in line with previous research described by Filieri (2015) which states that the credibility of information, or its accuracy, affects the ability to convince customers of reliable information. Customer experience and positive reviews are often used by new customers to determine whether information about a product is accurate and reliable. Therefore, positive reviews and previous customer experience are supporting factors and a strong basis in strengthening the credibility of information. In line with previous research (Ho et al., 2021) which states that credibility Information that is considered accurate, reliable, authentic, and persuasive can increase credibility.

Furthermore, the information suitability variable affects the usefulness of information. This proves that the suitability of the information provided by Wardah is very useful and easy to understand by Wardah cosmetic users. Wardah is well aware of the potential that the suitability of information can be very influential for someone to purchase a product

according to their needs. This is in line with research conducted by (Tarkang et al., 2020), which states that to achieve a positive impact on the consumer experience, the information provided by marketers must meet consumer needs.

The information needs variable affects the usefulness of information. This proves that Wardah consumers really need relevant information to choose the best skin care products. Information needs are very important for customers who want to get an in-depth understanding of Wardah cosmetic products before deciding to buy. From TikTok wardah content, consumers can gather the best information and can meet their needs. In line with previous research conducted by (Novak & Hoffman, 1996) that consumers who are involved in website interactivity to obtain relevant information tend to decide to make online purchases.

Information usefulness affects information adoption. This proves that Wardah consumers are very dependent on the information provided by Wardah about all their products on the TikTok platform, the usefulness of information can encourage someone in the product purchasing process. With a strong understanding of Wardah products through the information provided, consumers tend to be more motivated to adopt information related to these products as their reference in skincare and beauty. In line with previous research described (Hussain et al., 2020) that information usefulness is explained as an indicator that is useful, informative and valuable.

Information adoption affects purchase intention. This proves that Wardah consumers rely heavily on the information provided by TikTok about Wardah products as a reference or adopt existing information from customer reviews as a benchmark in making purchasing decisions for a product. In line with previous research described by Shen (2014) refers to the process by which recipients internalize information and receive information from external sources, including how this information helps them gain knowledge and improve the decision-making process. Thus, companies in the cosmetics industry need to pay attention to marketing strategies that utilize digital platforms to increase product visibility and influence consumer preferences and purchasing decisions. As such, the adoption of online information and interaction is becoming an integral part of modern marketing strategies for cosmetic brands like Wardah.

CONCLUSION

This research was conducted to measure how influential E-wom is in purchasing intention decisions supported by variables of information quality, information credibility, information suitability, information needs, information usefulness, information adoption and purchase intention. Electronic Word of Mouth (E-WOM) is a phenomenon in which individuals use digital platforms to share their information, experiences and opinions about products or services with others. E-WOM has a significant role in influencing the above variables. Through digital platforms, E-WOM facilitates the exchange of information between individuals, influencing consumer perceptions and behavior in making purchasing decisions. Therefore, Wardah deeply understands and utilizes the potential of E-WOM in increasing consumer trust, and driving sales growth. Through a variety of engaging and informative content, TikTok users can see firsthand other users' positive experiences about Wardah products. Thus, not only creating a positive impression, but also building strong trust among consumers. Encouraging reviews and direct testimonials from users provide tangible evidence of the quality and effectiveness of Wardah products, which in turn encourages other consumers to feel confident and choose the products.

Research limitations

This research has limitations during the research process, namely the criteria for distributing questionnaires. This research has criteria for respondents who have followed the Wardah brand TikTok account, while there are also Wardah brand consumers who do not follow the Wardah TikTok account, but because they do not meet the criteria they cannot fill out the questionnaire. The next limitation is only specific to the TikTok

platform, while the Wardah brand already sells its products via e-commerce such as Shopee, Lazada, etc. This research is only intended for respondents in the Jabodetabek area. Many Wardah consumers come from outside Jabodetabek. Apart from that, another limitation of this research is that the requirements for filling out this questionnaire are those who have purchased Wardah cosmetic products more than twice in 2023, so those who have purchased less than twice will not fill out the questionnaire in this study.

Suggestion

In the next research, I suggest that research not only focus on the TikTok platform and Wardah cosmetics. In future research, it is hoped that the scope of research will be expanded in the research area so that the research results can be implemented in general. And future researchers can add other variables that are not used in this research.

Managerial implications

From the results of this research, it is clear that the usefulness of information and the adoption of information have an influence on the process of forming consumer purchase intentions in purchasing Wardah products. The managerial implications that can be carried out by Wardah management in increasing the influence of information usefulness and information adoption on purchase intentions are first, increasing the suitability of information which has a positive effect on information usefulness and information adoption. Companies can provide useful information about Wardah products on TikTok and the information provided must meet consumer needs. Second, management can increase information needs by providing information that suits consumer needs because sometimes consumers rely more on references provided by friends or closest relatives to purchase Wardah products, which should provide the information needed on the Wardah platform to make it easier for a consumer to make a purchase intention.

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