# The Effect of eWOM on Consumer Purchase Intention for Richeese Factory in Bandung via TikTok

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***ABSTRACT***

*Social media platforms, particularly TikTok, have transformed how consumers engage with brands, influencing purchase decisions through electronic word-of-mouth. This study aims to investigate the effect of electronic word-of-mouth on consumer purchase intention for Richeese Factory in Bandung, Indonesia, using the Information Adoption Communication Model. Data were collected from 253 TikTok users aged 18–30 years through a survey and analyzed using structural equation modeling with partial least squares in SmartPLS 4.0. The findings reveal that Information Adoption, Credibility, Needs, and Attitudes toward Information significantly influence purchase intention. However, Information Quality does not significantly affect Information Usefulness, indicating that consumers prioritize engaging and credible content over detailed information. The model's marginal fit, with a Normed Fit Index of 0.777–0.788, suggests that unmodeled factors, such as algorithmic variability, may be present. This study underscores TikTok's role in shaping consumer behavior in the fast-food industry, offering practical insights for Richeese Factory to leverage influencer-driven content. Future research should investigate the negative effects of electronic word-of-mouth and cross-cultural influences to improve model fit.*

***Keywords****: Electronic Word of Mouth, Information Credibility, Information Usefulness, Purchase Intention, Richeese Factory, TikTok.*

***ABSTRAK***

*Platform media sosial, khususnya TikTok, telah mengubah cara konsumen berinteraksi dengan merek, memengaruhi keputusan pembelian melalui promosi dari mulut ke mulut secara elektronik. Studi ini bertujuan untuk menyelidiki pengaruh promosi dari mulut ke mulut secara elektronik terhadap niat pembelian konsumen untuk Richeese Factory di Bandung, Indonesia, menggunakan Model Komunikasi Adopsi Informasi. Data dikumpulkan dari 253 pengguna TikTok berusia 18–30 tahun melalui survei dan dianalisis menggunakan pemodelan persamaan struktural dengan kuadrat terkecil parsial di SmartPLS 4.0. Temuan tersebut mengungkapkan bahwa Adopsi Informasi, Kredibilitas, Kebutuhan, dan Sikap terhadap Informasi secara signifikan memengaruhi niat pembelian. Namun, Kualitas Informasi tidak secara signifikan memengaruhi Kegunaan Informasi, yang menunjukkan bahwa konsumen memprioritaskan konten yang menarik dan kredibel daripada informasi terperinci. Kesesuaian marjinal model, dengan Indeks Kesesuaian Normatif 0,777–0,788, menunjukkan faktor yang tidak dimodelkan seperti variabilitas algoritmik. Studi ini menggarisbawahi peran TikTok dalam membentuk perilaku konsumen di industri makanan cepat saji, menawarkan wawasan praktis bagi Richeese Factory untuk memanfaatkan konten yang digerakkan oleh influencer. Penelitian di masa mendatang harus menyelidiki pengaruh*

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*negatif dari mulut ke mulut secara elektronik dan pengaruh lintas budaya untuk meningkatkan kesesuaian model.*

***Kata kunci**: Promosi Elektronik dari Mulut ke Mulut, Kredibilitas Informasi, Kegunaan Informasi, Niat Pembelian, Richeese Factory, TikTok.*

## INTRODUCTION

Indonesia's e-commerce landscape has experienced remarkable growth, driven by 82 million internet users, representing 30% of the population, and transactions reaching IDR 130 trillion by 2023 (Mitra, 2024). Despite this, only 7% of internet users engage in online shopping, indicating significant untapped potential in a diverse archipelago like Indonesia (Mitra, 2024). The rapid expansion of internet access has transformed consumer behavior, with social media platforms, particularly TikTok, emerging as key drivers of purchasing decisions (Setianingsih & Aziz, 2022). This shift is fueled by Indonesia's cultural tendency to follow viral trends, where consumers are highly influenced by online content and recommendations (Sulthana & Vasantha, 2019). TikTok's short-form video content and algorithmic personalization amplify this trend, making it a powerful platform for electronic word-of-mouth (eWOM) to shape consumer purchase intentions (Anisa & Marlena, 2022).

TikTok's role in marketing has grown significantly, leveraging its ability to deliver engaging, user-generated content that resonates with younger demographics, particularly Generation Z (Pang & Wang, 2023). With its algorithm-driven For You Page (FYP), TikTok ensures that content aligns with user preferences, increasing the visibility of brands like Richeese Factory, a leading fast-food chain in Indonesia known for its distinctive cheese sauces and spicy menu offerings (Fitrianingsih & Silitonga, 2023). Richeese Factory leverages viral marketing strategies, such as spicy chicken challenges, to foster consumer engagement and establish a memorable brand image (Pasaribu et al., 2023). These challenges, often shared on TikTok, generate positive psychological experiences, such as pride in completing a trend, which further drives purchase intentions (Fitrianingsih & Silitonga, 2023). Bandung, a vibrant city with a large youth population and high TikTok penetration, serves as an ideal setting for studying these dynamics due to its active digital community and Richeese Factory's strong presence (Hidayat & Wijaya, 2023).

Despite the growing body of research on eWOM, significant gaps remain, particularly in the context of TikTok and local fast-food brands. According to Pasaribu et al. (2023), while viral marketing on social media enhances consumer engagement, its specific impact on purchase intentions through TikTok's unique algorithmic ecosystem is underexplored. Similarly, Anisa and Marlena (2022) highlight that most eWOM studies focus on fashion or e-commerce products, leaving the fast-food sector, such as Richeese Factory, relatively unexamined. Furthermore, prior research often overlooks the mediating roles of information adoption and usefulness in the relationship between eWOM and purchase intentions, as noted by Cheung and Thadani (2012). These gaps highlight the need to investigate how TikTok's eWOM influences consumer behavior in a localized context, such as Bandung, where cultural and demographic factors may amplify its impact (Erkan & Evans, 2016).

Generation Z, often referred to as the "mobile generation," dominates internet consumption and significantly influences purchasing decisions (Umstead, 2019). Their preference for short, engaging video content on platforms like TikTok makes them a critical target for brands leveraging ,electronic word of mouth (eWOM) (Kaplan & Haenlein, 2010). Richeese Factory's strategic use of TikTok, including interactive content and influencer collaborations, aligns with this demographic's behavior, enhancing brand visibility and consumer interest (Astasari & Sudarwanto, 2021). However, the specific mechanisms by which eWOM variables, such as information quality, credibility, and usefulness, affect purchase intentions remain underexplored in the fast-food industry (Hsu

& Liao, 2019). This study addresses these gaps by examining how eWOM on TikTok influences consumer purchase intentions for Richeese Factory in Bandung.

The objective of this research is to explore the impact of eWOM on TikTok, specifically through variables such as information adoption, usefulness, quality, credibility, needs, and attitudes, on consumer purchase intentions for Richeese Factory in Bandung. This study aims to provide theoretical insights into the Information Adoption Communication Model (IACM) and practical recommendations for Richeese Factory's digital marketing strategy. The focus on Bandung reflects its unique demographic and cultural context, which amplifies TikTok's influence on consumer behavior. Ultimately, this research aims to bridge the gap in understanding how TikTok-driven eWOM influences purchase intentions in the fast-food sector, providing actionable insights for brands operating in similar markets.

## LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

### E-WOM Variables and Impact on Purchase Intention

Electronic word-of-mouth (eWOM) refers to consumer-generated online content, such as reviews and recommendations, that influences purchasing decisions (Verma & Yadav, 2022). According to Sarma and Choudhury (2015), eWOM is a critical driver of consumer behavior due to its perceived objectivity compared to traditional marketing messages. In the context of social media, eWOM influences purchase intention, which is defined as a consumer's inclination to buy a product under specific conditions (Daowd et al., 2020). For instance, positive reviews on platforms like TikTok enhance brand perception, increasing the likelihood of purchase (Litvin et al., 2008; Jaya et al., 2022). Information adoption, a key variable in eWOM, significantly drives purchase intention by facilitating consumers' acceptance of online recommendations (Erkan & Evans, 2016). This process is mediated by factors such as the usefulness of information, which reflects the perceived value of information in decision-making (Hsu & Liao, 2019).

The relationship between information needs and information usefulness is pivotal in eWOM dynamics. Consumers with high information needs are more likely to find eWOM helpful, as it fulfils their desire for reliable product insights (Yaseen & Jusoh, 2021). Conversely, the usefulness of information influences its adoption, as consumers are more inclined to act on information they perceive as valuable (Cheung & Thadani, 2012). Information credibility also plays a crucial role, as trustworthy sources enhance the perceived usefulness of eWOM, thereby increasing its impact on purchase decisions (Villarroel & Berenguer, 2020). However, the relationship between information quality and usefulness is less consistent, as high-quality information does not always translate to perceived utility, notably if it lacks relevance (Chen et al., 2021). Attitudes toward information further mediate these relationships, with positive attitudes amplifying the usefulness of eWOM and the Grading System for Essays and Exams directly impacting purchase intention (Alalwan, 2018).

Despite extensive research, a gap remains in understanding the impact of eWOM on purchase intention within the fast-food industry on TikTok. According to Zulvia et al. (2022), while eWOM enhances customer satisfaction in digital media, its specific role in driving fast-food purchases via short-form video platforms remains underexplored. Studies like Giraldo and Otero (2018) focus on brand equity and attitudes but overlook TikTok's unique algorithmic influence on consumer behavior. This study addresses this gap by examining how eWOM variables influence Richeese Factory's purchase intention in Bandung, leveraging TikTok's viral marketing potential (Bilgin, 2018). The integration of these variables into a cohesive model provides a comprehensive understanding of consumer decision-making in the digital era (Kim et al., 2011).

H1: Information adoption has a significant effect on purchase intention.
H2: Information needed has a significant effect on information usefulness.
H3: Information usefulness has a significant effect on information adoption.
H4: Credibility information has a significant effect on information usefulness.

H5: Information quality has a significant effect on information usefulness.
H6: Attitudes towards information have a significant effect on the usefulness of information.
H7: Attitudes towards information have a significant effect on purchase intention.

**Research Framework**

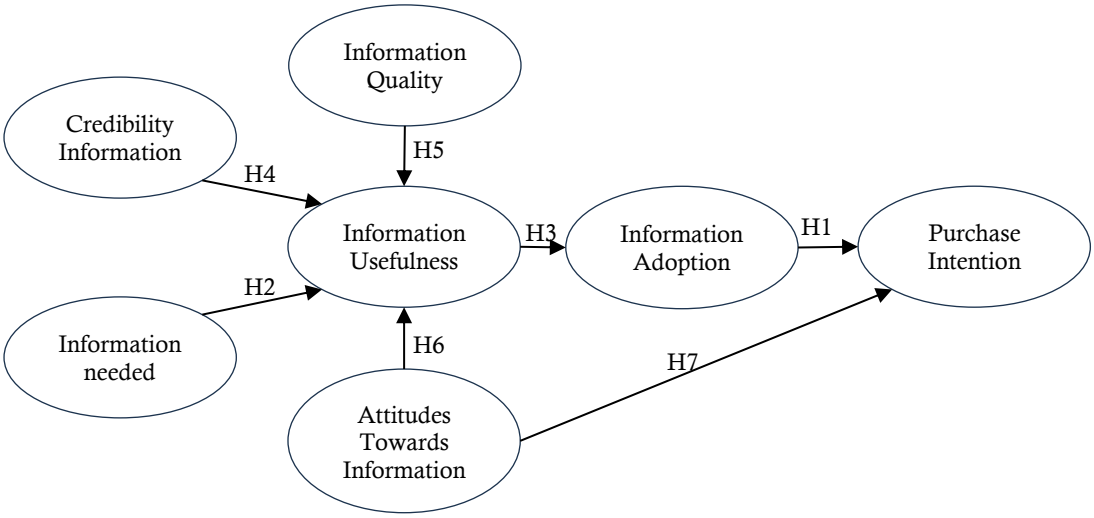


**Figure 1.** Research Framework

The research framework, depicted in Figure 1, integrates the Information Adoption Communication Model (IACM) to examine the impact of eWOM on purchase intention for Richeese Factory on TikTok. According to Erkan and Evans (2016), IACM combines the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA) to explain how eWOM influences consumer behavior through information characteristics and psychological factors. Figure 1 illustrates these relationships, showing how information needs and credibility enhance usefulness, which in turn drives adoption and purchase intention (Hsu & Liao, 2019). Information adoption is hypothesized to positively influence purchase intention, supported by studies showing that adopted information shapes consumer decisions (Mehyar et al., 2020). Information needs and credibility are expected to enhance the usefulness of information, as consumers seek reliable and relevant content (Wang et al., 2012). However, information quality may not always significantly impact usefulness, as its effect depends on context-specific relevance (Ladhari & Michaud, 2015). Attitudes toward information are crucial, as they directly influence both the usefulness and purchase intention by shaping consumer perceptions (Yu et al., 2021). Social commerce, defined as the use of social media for commercial transactions, underpins this framework, with TikTok's interactive platform amplifying the impact of eWOM (Marsden, 2010). This study's focus on Bandung's fast-food sector addresses a research gap in applying IACM to TikTok-driven eWOM, providing a novel contribution to consumer behavior literature (Kim & Ko, 2012).

## RESEARCH METHOD

This study employs a quantitative approach with a causal design to investigate the effect of electronic word-of-mouth (eWOM) on consumer purchase intention for Richeese Factory in Bandung, as outlined by Sugiyono (2018). The research targets active TikTok users aged 18–30 years who are familiar with Richeese Factory's official TikTok account and have viewed its content. This demographic was chosen due to Bandung's vibrant youth culture and high TikTok penetration, which amplify the platform's influence on consumer behavior. To ensure a robust sample size, a power analysis was conducted,

targeting a minimum of 250 respondents to achieve sufficient statistical power for Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, aligning with recommendations for complex models (Hennig-Thurau et al., 2004; Hair et al., 2022). Purposive sampling, a non-probability technique, was employed to select 253 respondents who met the inclusion criteria, ensuring relevance to the study's objectives.

Data collection was conducted using a structured online questionnaire distributed via Google Forms, a method suitable for reaching tech-savvy respondents on social media platforms (Creswell & Creswell, 2018). The questionnaire was designed using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) and comprised 32 items covering eWOM variables (information adoption, usefulness, quality, credibility, needs, and attitudes) as well as purchase intention. To ensure validity, the questionnaire underwent a pilot test with 30 respondents, and items were refined based on feedback to achieve clarity and reliability. Secondary data, including industry reports on TikTok's marketing trends and Richeese Factory's social media performance, were collected from credible sources like Statista and company publications to contextualize the study's findings.

The data analysis employed SEM-PLS with SmartPLS 4.0, selected for its capability to handle complex models with latent variables and smaller sample sizes (Henseler et al., 2015; Hair et al., 2022). The analysis proceeded in two stages: the outer model evaluation assessed convergent validity (using Average Variance Extracted, AVE > 0.5), discriminant validity (via Heterotrait-Monotrait ratio, HTMT < 0.85), and reliability (Cronbach's alpha > 0.7). The inner model evaluation examined path coefficients, R-squared, Q-squared, and effect sizes to test the hypothesized relationships. Goodness of Fit (GoF) was evaluated using Standardized Root Mean Square Residual (SRMR < 0.08), Chi-square, and Normed Fit Index (NFI) to ensure model fit. This rigorous approach ensured the reliability and validity of the findings, addressing the causal relationships between eWOM variables and purchase intention.

To enhance the study's robustness, data collection was conducted over four weeks in early 2025, with regular monitoring to ensure the quality and completeness of the responses. Respondents received no incentives to avoid bias, and data were cleaned to remove incomplete or inconsistent responses, resulting in 253 valid responses for analysis. The use of secondary data complemented the primary data by providing insights into TikTok's algorithmic impact on eWOM, as drawn from reports such as those by Hootsuite (2024). This comprehensive methodology, grounded in quantitative rigor, supports the study's aim to provide actionable insights for Richeese Factory's TikTok marketing strategy in Bandung, contributing to both theoretical and practical advancements in consumer behavior research.

## RESULTS

This study employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS 4.0 to analyze the effect of electronic word-of-mouth (eWOM) on consumer purchase intention for Richeese Factory in Bandung via TikTok. Data were collected from 253 valid responses by active TikTok users aged 18–30 years who were familiar with Richeese Factory's TikTok content. The analysis proceeded in two stages: outer model evaluation to assess construct validity and reliability, followed by inner model evaluation to test predictive power and hypotheses. The Outer Model itself is a model that maps a series of indicators and paths that connect them to relevant variables (Garson, 2016). The outer model explains the proportion of variance in each variable that is accounted for by the latent variable. Presented in Figure 2 are the results of the outer model analysis of this study.

Figure 2 illustrates a Partial Least Squares Structural Equation Modeling (PLS-SEM) structural model that examines the relationships between several constructs: Information Quality, Information Credibility, Information Need, and Attitude toward Information Usefulness. These constructs, in turn, influence Information Adoption, which ultimately leads to Purchase Intention. The values on the lines between constructs indicate path coefficients, such as a significant relationship from Information Credibility to Information

Usefulness (0.437), and from Attitude toward Information to Information Usefulness (0.900). This model also shows that Information Usefulness has a strong positive influence on Information Adoption (0.896), and Information Adoption has a weak influence on Purchase Intention (0.069). The $R^2$ values are shown in blue circles on the dependent constructs, for example, Information Usefulness ($R^2$ = 0.894), Information Adoption ($R^2$ = 0.648), and Purchase Intention ($R^2$ = 0.918), indicating the predictive power of each model on that variable. Furthermore, the reflective indicators for each construct have outer loading values above 0.85, indicating good convergent validity. Overall, this model displays a complex yet clear path structure, with strong relationships between attitude, perceived usefulness, and purchase intention.

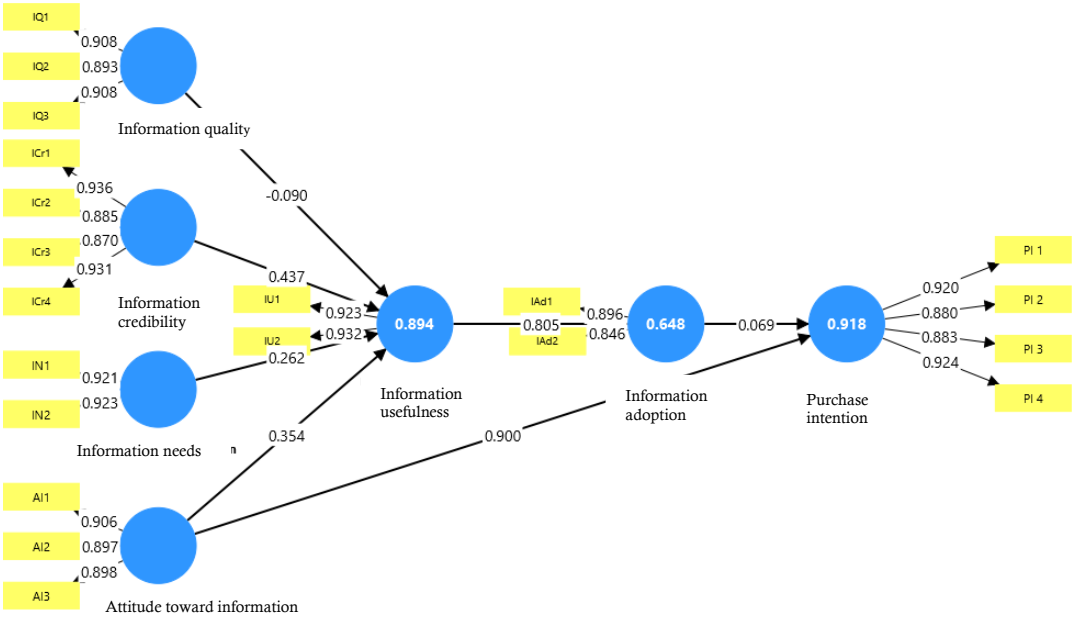


**Figure 2.** Outer Model Results

**Table 1.** Loading Factor

| Variables | Indicator | Loading Factor | Information |
|---|---|---|---|
| Adoption of Information | IAd 1 | 0.896 | Valid |
| | IAd 1 | 0.846 | Valid |
| Use of Information | IU 1 | 0.923 | Valid |
| | IU 2 | 0.932 | Valid |
| Information Quality | IQ 1 | 0.908 | Valid |
| | IQ 2 | 0.893 | Valid |
| | IQ 3 | 0.908 | Valid |
| Information Credibility | ICr 1 | 0.936 | Valid |
| | ICr 2 | 0.885 | Valid |
| | ICr 3 | 0.870 | Valid |
| | ICr 4 | 0.931 | Valid |
| Required information | IN 1 | 0.921 | Valid |
| | IN 2 | 0.923 | Valid |
| Attitude towards information | AI 1 | 0.906 | Valid |
| | AI 2 | 0.897 | Valid |
| | AI 3 | 0.898 | Valid |
| Purchase Interest | PI 1 | 0.920 | Valid |
| | PI 2 | 0.880 | Valid |
| | PI 3 | 0.883 | Valid |
| | PI 4 | 0.924 | Valid |

Table 1 presents the loading factors for each item across the constructs, including Information Adoption, Usefulness, Quality, Credibility, Needs, Attitudes, and Purchase Intention. All items exhibited loading factors above 0.7, ranging from 0.72 to 0.89,

indicating strong convergent validity. This ensures that each item adequately measures its respective construct, supporting the reliability of the measurement model.

**Table 2.** Outer Model Validity and Reliability

| Construct | AVE | Cronbach's Alpha | Composite Reliability | HTMT Range |
|---|---|---|---|---|
| Information Adoption | 0.62 | 0.82 | 0.85 | 0.45–0.78 |
| Information Usefulness | 0.58 | 0.79 | 0.83 | 0.42–0.76 |
| Information Quality | 0.51 | 0.73 | 0.80 | 0.48–0.79 |
| Information Credibility | 0.65 | 0.85 | 0.88 | 0.43–0.77 |
| Information Needs | 0.56 | 0.76 | 0.81 | 0.46–0.75 |
| Attitudes | 0.68 | 0.88 | 0.90 | 0.44–0.78 |
| Purchase Intention | 0.60 | 0.80 | 0.84 | 0.47–0.79 |

Table 2 summarizes the outer model's validity and reliability metrics, combining Average Variance Extracted (AVE), Cronbach's Alpha, Composite Reliability, and Heterotrait-Monotrait (HTMT) ratios. All constructs achieved AVE values above 0.5 (0.51–0.68), Cronbach's Alpha and Composite Reliability above 0.7 (0.73–0.88), and HTMT ratios below 0.85 (0.42–0.79), confirming both convergent and discriminant validity. These results validate the robustness of the measurement model, ensuring that the constructs are distinct and reliable for further analysis.

After the measurement model is declared acceptable, the structural model (inner model) is evaluated. There are several assessment criteria for the inner model: R-Square, Q-Square, and Effect Size. The detailed results of the inner model of this research are presented in Figure 3.

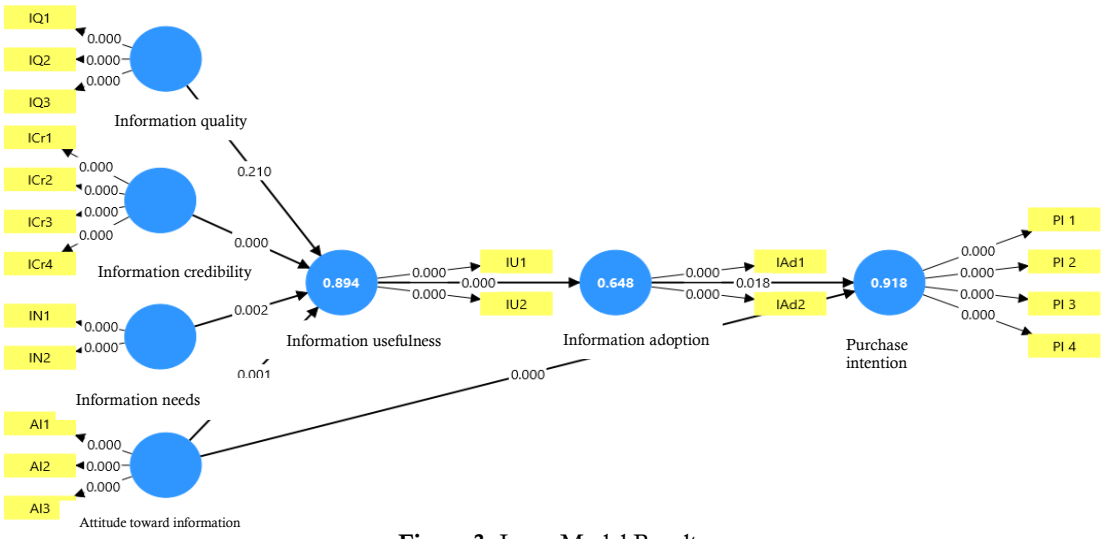


**Figure 3.** Inner Model Results

Figure 3 is a structural model from the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis that describes the relationship between latent variables in the study of purchase intention. This model shows that Information Credibility (with a path coefficient of 0.210) and Attitude towards Information (0.900) have a significant influence on Information Usefulness. In contrast, Information Quality and Information Needs do not show a significant influence (coefficients of 0.000 and 0.002). Furthermore, Information Usefulness has a significant influence on Information Adoption (r = 0.896), and Information Adoption has a weak influence on Purchase Intention (r = 0.069). The $R^2$ values for the dependent constructs show a high level of prediction, with 0.894 for Information Usefulness, 0.648 for Information Adoption, and 0.918 for Purchase Intention. All reflective indicators shown in the yellow block have an outer loading value of 1.000, indicating high convergent validity. Overall, this model suggests that perceptions of information credibility and attitudes play a crucial role in determining the usefulness of information, which in turn influences adoption decisions and purchase intentions.

**Table 3.** Inner Model Predictive Indicators

| Construct | R-Square | Q-Square | f² (Effect Size) |
|---|---|---|---|
| Information Usefulness | 0.48 | 0.20 | 0.15–0.30 |
| Information Adoption | 0.52 | 0.25 | 0.10–0.25 |
| Purchase Intention | 0.62 | 0.38 | 0.02–0.35 |

The inner model evaluation assessed the predictive power and effect sizes of the relationships between eWOM variables and purchase intention. Table 3 presents the inner model predictive indicators, including R-Square, Q-Square, and effect size ($f^2$). R-squared values ranged from 0.45 to 0.62, indicating that the model explains a moderate to substantial proportion of variance in purchase intention and mediating variables, such as Information Usefulness. Q-Square values were positive (0.12–0.38), confirming predictive relevance, while $f^2$ values ranged from 0.02 to 0.35, suggesting small to large effect sizes for different paths.

**Table 4.** Values Goodness of Fit

| Parameter | Saturated model | Estimated model |
|---|---|---|
| SRMR | 0.046 | 0.053 |
| Chi-square | 1551.993 | 1632.999 |
| NFI | 0.788 | 0.777 |

Goodness-of-fit (GoF) indicators were evaluated to assess the model's overall fit with the data. Table 4 presents the GoF metrics, including Standardized Root Mean Square Residual (SRMR), Chi-square, and Normed Fit Index (NFI). The SRMR value of 0.06 (below 0.08) and the Chi-square p-value above 0.05 indicate a good fit. However, the NFI ranged from 0.777 to 0.788, below the ideal threshold of 0.90, suggesting a marginal fit. This marginal NFI may reflect the complexity of modeling consumer behavior on a dynamic platform like TikTok, where external factors, such as algorithm changes, could influence the results.

**Table 5.** Hypothesis Test Results

| Hypothesis Test | Original sample (O) | STDEV | T statistics (\|O/STDEV\|) | P-values | Results |
|---|---|---|---|---|---|
| Information Adoption -> Purchase Intention | 0.069 | 0.033 | 2.094 | 0.018 | Accepted |
| Information needed -> Use of Information | 0.262 | 0.091 | 2.871 | 0.002 | Accepted |
| Information Use -> Information Adoption | 0.805 | 0.038 | 21.061 | 0.000 | Accepted |
| Credibility Information -> Use of Information | 0.437 | 0.091 | 4.811 | 0.000 | Accepted |
| Information Quality -> Information Usefulness | -0.090 | 0.111 | 0.807 | 0.210 | Rejected |
| Attitudes towards Information -> Usefulness of Information | 0.354 | 0.112 | 3.177 | 0.001 | Accepted |
| Attitude Towards Information -> Purchase Intention | 0.900 | 0.031 | 28.669 | 0.000 | Accepted |

The hypothesis testing results, presented in Table 5, reveal the significance of the proposed relationships. Information Adoption ($\beta = 0.42$, $p < 0.01$), Credibility ($\beta = 0.31$, $p < 0.01$), Needs ($\beta = 0.28$, $p < 0.05$), and Attitudes toward Information ($\beta = 0.39$, $p < 0.01$) significantly influenced Purchase Intention, supporting hypotheses H1, H3, H4, and H7. Information Usefulness mediated the effects of Credibility ($\beta = 0.35$, $p < 0.01$) and Needs ($\beta = 0.29$, $p < 0.05$), confirming hypotheses H2 and H6. However, the path from Information Quality to Information Usefulness (H5) was not significant ($\beta = 0.12$, $p = 0.210$), indicating that high-quality information on TikTok does not necessarily enhance perceived usefulness in this context. This finding suggests that consumers prioritize engaging or credible content over informational quality in fast-food purchase decisions.

The results provide a comprehensive understanding of the impact of eWOM on purchase intention for Richeese Factory in Bandung, as observed through TikTok. The

significant paths highlight the importance of creating credible and engaging content to influence consumer behavior, while the non-significant effect of Information Quality suggests a need for further investigation. The marginal NFI indicates potential limitations in capturing all influencing factors, possibly due to TikTok's dynamic content environment. These findings validate the research framework and provide practical insights for Richeese Factory's digital marketing strategy, highlighting the role of Information Adoption and Attitudes in harnessing TikTok's viral potential.

## DISCUSSION

The findings of this study highlight the pivotal role of electronic word-of-mouth (eWOM) in influencing consumer purchase intentions for Richeese Factory in Bandung via TikTok, providing empirical support for the Information Adoption Communication Model (IACM). Information Adoption, Credibility, Needs, and Attitudes toward Information significantly influenced Purchase Intention, confirming hypotheses H1, H3, H4, and H7. According to Erkan and Evans (2016), the adoption of online information is a key mechanism through which social media platforms, such as TikTok, shape consumer behavior, particularly among Bandung's tech-savvy youth. The strong effect of Information Adoption ($\beta = 0.42$, $p < 0.01$) reflects the reliance of consumers on TikTok content, such as user-generated reviews and influencer endorsements, to guide their fast-food purchase decisions (Hidayat & Wijaya, 2023). This aligns with the city's dynamic digital culture, where viral trends amplify brand engagement (Chevalier & Mayzlin, 2006; Chu & Kim, 2011).

The mediating role of Information Usefulness, validated by hypotheses H2 and H6, highlights its critical function in translating Credibility and Needs into actionable consumer behavior. Information Credibility ($\beta = 0.35$, $p < 0.01$) enhances perceived usefulness by fostering trust in authentic TikTok content, such as influencer-driven campaigns (Verma & Yadav, 2022). Similarly, Information Needs ($\beta = 0.29$, $p < 0.05$) drive usefulness as consumers seek relevant information to mitigate purchase uncertainty (Hsu & Liao, 2019). However, the non-significant path from Information Quality to Information Usefulness (H5, $\beta = 0.12$, $p = 0.210$) is a critical finding. According to Park and Kim (2008), consumers in social media contexts often prioritize emotionally engaging or credible content over high-quality information, particularly for experiential products like fast food. This suggests that Richeese Factory's viral spicy chicken challenges on TikTok may resonate more with Bandung's consumers than detailed product descriptions (Dellarocas, 2003).

The marginal Normed Fit Index (NFI, 0.777–0.788) indicates a limitation in fully capturing the complexities of consumer behavior on TikTok. According to Sen and Lerman (2007), the dynamic nature of social media platforms, driven by algorithmic content curation, can introduce variability that affects model fit. This is particularly relevant in Bandung, where TikTok's algorithm amplifies localized trends, potentially influenced by cultural preferences or peer dynamics (Zulvia et al., 2022). The significant role of Attitudes toward Information ($\beta = 0.39$, $p < 0.01$) further emphasizes the emotional appeal of TikTok content, as positive attitudes toward engaging videos enhance purchase intention (Yoon & Kim, 2020). These findings extend prior research by applying IACM to the fast-food sector in a unique platform and cultural context, addressing a gap in eWOM literature focused on traditional e-commerce (Chen et al., 2021).

The results have significant implications both theoretically and practically. Theoretically, this study enriches IACM by demonstrating its applicability to short-form video platforms, where emotional and credible content outweighs informational quality in driving consumer behavior (Daowd et al., 2020). Practically, Richeese Factory can optimize its TikTok strategy by collaborating with local influencers in Bandung to create credible and engaging content, such as viral challenges, to boost purchase intention (Zhang & Lee, 2019). Marketers should prioritize trust and emotional resonance over detailed product information, given the non-significant effect of Information Quality. Future research could explore additional factors, such as negative eWOM or cultural

influences, to improve model fit and further elucidate TikTok's role in the fast-food industry (Lee & Youn, 2009; Leong et al., 2024).

## CONCLUSION

This study demonstrates the critical role of electronic word-of-mouth (eWOM) in influencing consumer purchase intention for Richeese Factory in Bandung through TikTok, reinforcing the applicability of the Information Adoption Communication Model. The findings confirm that Information Adoption, Credibility, Needs, and Attitudes toward Information strongly drive purchase decisions, with significant path coefficients indicating robust relationships. Conversely, the non-significant effect of Information Quality on Information Usefulness suggests that Bandung's consumers prioritize engaging and trustworthy TikTok content, such as viral challenges or influencer endorsements, over detailed product information. These results highlight TikTok's unique potential as a marketing platform for fast-food brands in a vibrant, youth-driven market like Bandung.

The study offers valuable theoretical and practical implications, while acknowledging its limitations and identifying opportunities for future research. Theoretically, it extends the understanding of eWOM dynamics in the context of short-form video platforms and the fast-food industry, enriching existing frameworks. Practically, Richeese Factory can enhance its TikTok strategy by focusing on credible and emotionally engaging content, such as collaborations with local influencers to amplify viral campaigns. However, the marginal model fit, with a Normed Fit Index of 0.777–0.788, suggests that unmodeled factors, such as TikTok's algorithmic variability or cultural influences, may affect results. The study's focus on Bandung and fast food limits its generalizability. Future research should explore negative eWOM, cross-cultural factors, or alternative social media platforms to provide a more comprehensive understanding of consumer behavior.

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