EWOM THROUGH THE TIKTOK APP AND ITS IMPACT ON PURCHASE INTENTION FOR SKINTIFIC SKINCARE PRODUCTS

Arba Mahidiati[1)*], Sinarti[2)*]
[1]Manajemen Bisnis, Politeknik Negeri Batam
email: arbamahidiati@gmail.com
[2]Manajemen Bisnis, Politeknik Negeri Batam
email: sinarti@polibatam.ac.id

ABSTRACT

Advances in digital technology, particularly through social media platforms such as TikTok, have changed the way consumers obtain and utilize information about products. One form of information dissemination that greatly influences consumer behavior is electronic word of mouth (eWOM). This study aims to examine the influence of information quality, information quantity, and information credibility on information usefulness, as well as the influence of information usefulness on information adoption and purchase intention for Skintific skincare products among TikTok users in Batam City. This study applies a quantitative approach through a survey method. Primary data were collected by distributing questionnaires to 260 residents of Batam City. The data were then analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method. The results show that information quality, information credibility, and information quantity have a positive and significant influence on information usefulness. In addition, information usefulness has a positive and significant influence on information adoption, while information adoption also has a positive and significant influence on purchase intention for Skintific skincare products. These findings indicate that eWOM information delivered in a high-quality, adequate, and credible manner can increase consumers' perceptions of information usefulness, encourage information adoption, and strengthen consumers' purchase intentions through the TikTok platform.

Keyword: *electronic word of mouth (eWOM), information quality, information quantity, information credibility, information usefulness, information adoption, purchase intention.*

ABSTRACT

Advances in digital technology, particularly through social media platforms such as TikTok, have transformed the way consumers obtain and use information about a product. One form of information dissemination that significantly influences consumer behavior is *electronic word of mouth* (eWOM). This study aims to examine the influence of information quality, information quantity, and information credibility on information usefulness, as well as the influence of information usefulness on information adoption and purchase intention for Skintific skincare products among TikTok users in Batam City. This study employs a quantitative approach using a survey method. Primary data were collected by distributing questionnaires to 260 residents of Batam City. Subsequently, the data were analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method. The analysis results indicate that information quality, information credibility, and information quantity have a positive and significant effect on information usefulness. Furthermore, the usefulness of information was found to have a positive and significant effect on information adoption, while information adoption also had a positive and significant effect on the intention to purchase Skintific skincare products. These findings indicate that high-quality, adequate, and credible eWOM information can enhance consumers' perceptions of the benefits of the information, drive the information adoption process, and strengthen consumers' intention to purchase products via the TikTok platform.

Keywords: *electronic word of mouth* (eWOM), information quality, information quantity, information credibility, information usefulness, information adoption, purchase intention.

1. INTRODUCTION

The growth of social media in the digital age has had a positive impact on communication patterns, interactions, and consumer behavior. Social media is not merely a platform for interaction, but also a means of obtaining information and engaging in economic activities. One phenomenon that has emerged is the use of social media as a platform for *electronic commerce* through online shopping features (*social commerce*).

The social media platform that has emerged in this context is TikTok. TikTok's steadily growing user base has driven the platform to introduce various innovations, one of which is the TikTok Shop feature. This feature makes it easy for users to find product information, interact with sellers, and complete purchase transactions without leaving the app. The strength of TikTok Shop lies not only in its ease of access but also in the integration of entertainment content with product promotion, which is reinforced through *electronic word of mouth* (eWOM). eWOM can take the form of reviews, comments, and recommendations shared by users. This information is a key factor influencing consumers' perceptions when evaluating a product's quality, quantity, and credibility before making a purchase (Hennig-Thurau et al., 2004).

The value of *e-commerce* transactions in Indonesia has grown rapidly. Over the course of seven years, the transaction value increased from Rp42.2 trillion to Rp512 trillion, representing more than a tenfold increase. The Digital Economy Outlook report also confirms that e-*commerce* is one of the key drivers of the national digital economy. In this context, social media platforms such as TikTok play a crucial role as channels for promotion and transactions, making research into the influence of eWOM on consumer purchase intent increasingly relevant.

To explain this process, this study uses the *Information Adoption Model* (IAM) developed by Sussman and Siegal (2003). The IAM explains how individuals evaluate and accept information in computer-based communication environments. In this model, information characteristics—such as information quality and credibility—play a role in shaping consumers' perceptions of the information's usefulness. Information deemed useful can then encourage consumers to adopt it as part of their decision-making process. A study by Indrawati et al. (2023) expanded the IAM by adding information quantity as an eWOM characteristic that can influence the usefulness of information. This model was then used to explain the effect of eWOM via TikTok on purchase intention.

This context is particularly relevant to skincare products because purchasing skincare products tends to be a *high-involvement purchase*. Consumers need to consider their options more carefully before trying a product, as they must understand the product's characteristics, benefits, user experience, and suitability. Therefore, eWOM on TikTok does not automatically lead to purchase intent; it must first undergo a cognitive evaluation of the information's usefulness and a process of acceptance or internalization through information adoption. Consequently, the quality, quantity, and credibility of the information are crucial factors in determining whether eWOM can be used as a basis for purchasing decisions.

This study focuses on residents of Batam City who use the TikTok app. TikTok users were selected because they actively use social media as a means to obtain information before deciding to purchase a product. The diverse characteristics of consumers and the high usage of TikTok as a medium for information seeking make this group an interesting subject for research in understanding how *electronic word of mouth* (eWOM) influences information adoption, information usefulness, and purchase intent for Skintific products.

This study draws on previous research by Indrawati et al. (2023), titled "*eWOM via the TikTok application and its influence on the purchase intention of Somethinc products*." That previous study used Information Quality, Information Credibility, Information Quantity, Information Usefulness, Information Adoption, and Purchase Intention in its research model and found that all hypothesized relationships were supported by the research results. However, this study differs in its research context in that it uses TikTok users residing in Batam City as respondents and focuses on Skintific skincare products. This study is expected to provide empirical evidence regarding the application of the *Information Adoption Model* in explaining consumer behavior toward eWOM on the TikTok

platform and to expand the application of this model to the context of Skintific skincare products and consumers in Batam City.

2. LITERATURE REVIEW

Theory *Information Adoption Model* (IAM)

The IAM (Information Adoption Model) was developed by Sussman and Siegal (2003) as a result of integrating the TAM (*Technology Acceptance Model*) and the ELM (*Elaboration Likelihood Model*). This model provides insight into how individuals evaluate information in computer-mediated communication before that information is accepted and used. The IAM emphasizes that the quality of arguments, the quantity of information, and the credibility of the source play a crucial role in shaping perceptions of the information's usefulness. If the information is deemed useful, individuals will be motivated to adopt it.

In this study, IAM was used to explain consumers' cognitive processes when evaluating eWOM information about Skintific products. Consumers do not immediately form a purchase intention after viewing the information; rather, they first assess whether the information is useful. Information deemed useful is then more likely to be accepted and used in the decision-making process.

Therefore, IAM provides insight into the cognitive processes involved in evaluating information, particularly in the context of digital media and eWOM, where consumers often rely on online reviews before making purchasing decisions.

Electronic word of mouth (eWOM)

According to Hennig-Thurau et al. (2004), the development of the Internet has made it easier for consumers to obtain information about a product through the experiences and opinions of other consumers. This information can serve as a relatively objective basis for consideration before consumers make a decision. In addition, the Internet allows consumers to share their experiences, evaluations, and recommendations regarding products or services with other consumers. This process of sharing information and experiences takes place through electronic communication among consumers, known as *electronic word of mouth* (eWOM). eWOM is viewed as a digital phenomenon that encompasses the quality, quantity, and credibility of the information available on TikTok. In the context of social media platforms like TikTok, eWOM has a positive influence because consumers often rely on reviews and recommendations before making purchasing decisions.

Previous Research

Research on eWOM via the TikTok app has shown various positive effects on purchase intent. A study by Abedi et al. (2020) indicates that the quality and credibility of eWOM information have a positive impact on consumer behavioral intent on social media. These findings align with those of Hussain et al. (2020), who emphasized the importance of social engagement and information quality in enhancing consumer information adoption through eWOM. Research by Sardar et al. (2021) supports these findings by stating that eWOM plays a crucial role in shaping young consumers' purchase intentions and driving information adoption.

In the context of the customer journey, Ngarmwongnoi et al. (2020) found that the quantity and credibility of eWOM influence consumers' evaluation of information and their future behavior. Meanwhile, Indrawati et al. (2022) found that utilitarian, hedonistic, and self-esteem motives positively influence impulsive shopping tendencies and purchase intentions in the online shopping ecosystem. Research by Pratama et al. (2023) shows that halal brand awareness and consumer attitudes play a significant role in shaping the intention to purchase halal products, highlighting the role of religious values and perceptions in purchase intentions. On the other hand, Zhai et al. (2022) found that information visualization and video content credibility positively contribute to purchase intent, although emotional engagement with the video does not have a positive effect.

In the field of celebrity marketing, Hossain et al. (2025) concluded that celebrities' credibility and appeal increase trust in a product, which can subsequently drive purchase intent. Islam et al. (2023) highlight that factors such as convenience, utility, enjoyment, and subjective norms are the primary drivers of online shopping technology adoption, while risk perception was not found to

have a positive effect. Finally, Parveen and Chaudhary (2025) confirmed that eWOM has a direct effect on the intention to purchase eco-friendly products. Overall, these findings confirm that eWOM, the credibility of information, psychological motivations, and the adoption of digital technology all make positive contributions to shaping consumer behavior in the digital age.

Research Hypothesis

The quality of information reflects the extent to which messages shared through*electronic word of mouth*(eWOM) are accurate, clear, complete, and relevant. According to the*information adoption model*(IAM), the quality of arguments is a key factor shaping an individual's assessment of the usefulness of a piece of information (Sussman & Siegal., 2003). High-quality information is easier to understand, more trustworthy, and considered more useful.

Abedi et al. (2020) demonstrated that the quality of eWOM positively enhances consumers' perceptions of the information's usefulness and their purchase intent. Sardar et al. (2021) add that high information quality can strengthen consumer confidence in the usefulness of information, while Zhai et al. (2022) emphasize that information quality increases the level of consumer confidence in products promoted on social media. Therefore, the hypothesis to be tested is:

H1. The quality of information on TikTok has a positive impact on the usefulness of the information

Information quantity refers to the number of reviews, comments, or recommendations available about a product on social media. IAM explains that as the amount of accessible information increases, so does the likelihood that consumers will perceive that information as useful (Sussman & Siegal, 2003). Therefore, the abundance of available information provides social validation for the perception of the information's usefulness.

Ngarmwongnoi et al. (2020) demonstrated that the quantity of eWOM plays a significant role in the evaluation of information usefulness and consumer adoption. Hussain et al. (2020) also demonstrated that as the amount of available information increases, so does its influence on consumers' assessments of the usefulness and relevance of that information. Thus, the quantity of information plays a role in strengthening consumers' evaluations of the benefits of information on social media. Therefore, the second hypothesis is:

H2. The amount of information on TikTok has a positive impact on the usefulness of the information

The credibility of information refers to the extent to which a received message is perceived as honest, trustworthy, and sourced from a competent authority. Within the IAM framework, the credibility of an information source is a key factor in shaping perceptions of the information's usefulness (Sussman & Siegal, 2003). Information deemed credible is more readily accepted as a basis for decision-making.

Abedi et al. (2020) found that the credibility of information has a positive impact on perceived usefulness and purchase intention. Hussain et al. (2020) also emphasized that credibility has a positive impact on information adoption. Research by Sardar et al. (2021) and Zhai et al. (2022) confirmed that message credibility strengthens perceptions of usefulness and drives purchase intent. Furthermore, Hossain et al. (2025) demonstrate that credibility on social media not only influences the perceived usefulness of information but also enhances the perceived quality of products. Therefore, the third hypothesis is:

H3. The credibility of information on TikTok has a positive effect on the usefulness of the information

Information utility describes the extent to which information obtained through eWOM is considered relevant, helpful, and beneficial in the decision-making process. In IAM, the perception of information utility is a key factor in determining whether consumers will ultimately adopt that information (Sussman & Siegal, 2003). Thus, information utility plays a crucial role as a link between informational stimuli and consumer behavior.

Hussain et al. (2020) demonstrated that the perceived usefulness of information has a positive impact on information adoption. Sardar et al. (2021) added that perceived usefulness is an important cognitive factor that encourages young consumers to adopt information. Ngarmwongnoi et al. (2020) also confirm that the higher the perceived usefulness of information, the greater the likelihood that it will be used as a basis for decision-making. Therefore, the hypothesis to be tested is:

H4. The usefulness of information on TikTok has a positive effect on information adoption

Information adoption refers to the process by which consumers receive and use information they have obtained as the basis for their purchase intentions. IAM explains that once information is deemed useful, consumers tend to adopt it and use it in the decision-making process (Sussman & Siegal, 2003). Thus, information adoption serves as a crucial stage that bridges consumers' perceptions of information with concrete actions in the form of purchase intentions.
Abedi et al. (2020) demonstrated that information adoption has a positive effect on consumer purchase intent. Sardar et al. (2021) found that the adoption of eWOM information has a positive impact on the purchase intent of young consumers. Research by Zhai et al. (2022) adds that information adoption—which is influenced by the quality and credibility of messages—can increase consumer confidence in forming purchase intentions. Therefore, the hypothesis to be tested is:

H5. Information adoption on TikTok has a positive effect on purchase intent

Framework

The conceptual framework of this study is structured based on the theoretical relationships among the constructs used in the research. Hair et al. (2022) explain that in a structural model, constructs are arranged from left to right based on theory and logic, with predictor constructs on the left and predicted constructs on the right. Constructs that serve only as predictors are referred to as exogenous constructs, while constructs that receive arrows from other constructs are referred to as endogenous constructs. Constructs that serve as both predictors and predicted constructs are also classified as endogenous constructs and are placed in the center of the model.
Based on this principle, Information Quality (X1), Information Quantity (X2), and Information Credibility (X3) are treated as exogenous constructs because they are not predicted by other constructs in the model. Information Usefulness (X4) and Information Adoption (X5) are endogenous constructs because each is influenced by the preceding construct and simultaneously serves as a predictor for the subsequent construct. Meanwhile, Purchase Intention (Y) is positioned as an endogenous construct at the end of the model because it is predicted by Information Adoption (X5).
Based on the Information Adoption Model (IAM), the relationships among these constructs illustrate the cognitive processes consumers undergo when evaluating eWOM. Information Quality (X1), Information Quantity (X2), and Information Credibility (X3) are expected to influence Information Usefulness (X4). Furthermore, information perceived as useful can drive Information Adoption (X5), which ultimately influences Purchase Intention (Y).
Thus, the conceptual framework of this study illustrates the relationship between Information Quality (X1), Information Quantity (X2), and Information Credibility (X3) and Information Usefulness (X4), Information Usefulness (X4) on Information Adoption (X5), and Information Adoption (X5) on Purchase Intention (Y).
Based on the above discussion, the research hypothesis can be stated as follows:

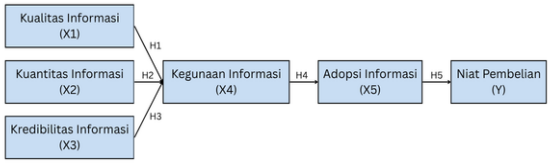


Figure 1. Conceptual Framework and Hypotheses
Source: Processed data (2026)

3. RESEARCH METHODOLOGY

This study employs a quantitative approach using a scale-based questionnaire

A Likert scale, ranging from 1 “strongly disagree” to 4 “strongly agree,” was used to collect data.

Table 1. Operational Definitions and Measurement

Variable	Operational Definition	Indicators
Quality of Information (X1)	The extent to which eWOM information presented on TikTok is perceived by users as accurate, relevant, clear, and easy to understand, thereby increasing trust in that information.	1. Easy to understand 2. As needed 3. Clear information 4. Detailed information 5. Quality of information
Information Quantity (X2)	The abundance of eWOM information available on TikTok regarding products can help consumers make informed decisions.	1. The abundance of information 2. Amount of information 3. Adequacy of information
Credibility of Information (X3)	To what extent are eWOM sources on TikTok considered trustworthy, knowledgeable, and free from personal bias, and how does this influence the acceptance of information?	1. Reliable information 2. Credibility of information 3. Reliable 4. Accuracy of information 5. Reliable
Usefulness of Information (X4)	Consumer perceptions of the extent to which eWOM information obtained from TikTok helps them understand products and form purchase intentions.	1. Useful Information 2. Informative information 3. Help evaluate products 4. Helps customers learn about the products
Information Adoption (X5)	The Level of Acceptance and Use of eWOM Information on TikTok in the Consumer Decision-Making Process.	1. New knowledge 2. Use of Information 3. Follow the recommendations
Purchase Intention (Y)	Consumers' willingness to purchase a product after receiving, evaluating, and adopting eWOM information via TikTok.	1. Factors to Consider When Buying 2. Desire to buy 3. Willingness to buy 4. Likelihood of purchasing 5. Interest in trying

Source: Processed data (2025)

Research Location and Subject

This study was conducted among residents of Batam who use the TikTok app, focusing on eWOM via the TikTok app and its impact on purchase intent.

Determining the Sample Size

The population for this study consists of individuals residing in Batam City who actively use the TikTok app. The researcher selected the sample using purposive sampling, taking into account specific characteristics relevant to the study’s objectives. Selected respondents had to meet several criteria: they must reside in Batam City, use the TikTok app, and have previously accessed or viewed content—such as information or reviews—related to Skintific products through the app.

The determination of the sample size is based on the findings of Hair et al. (2022), who state that studies employing the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method require a minimum sample size of 10 times the number of indicators in the study. This study uses 25 indicators; therefore, the minimum sample size required is:

Sample size = 10 × number of indicators

Sample size = 10 × 25

Sample size = **250 respondents**

This study involved 260 respondents who met all the established inclusion criteria. All the data collected were then used in the analysis phase because the number of respondents met the minimum sample size requirement and exceeded the recommended sample size for the application of the SEM-PLS method.

Sampling Techniques

The author applied the *Purposive Sampling* technique for sample selection. This method was chosen because it allows for selection based on characteristics relevant to the research topic or focus; thus, the study is expected to identify eWOM through the TikTok app and its impact on purchase intent, thereby yielding concrete and reliable results.

Types and Sources of Data

This study utilized quantitative data. The information obtained consisted of primary data collected by distributing questionnaires to TikTok users in Batam who had viewed information or reviews about Skintific products on TikTok.

Data Collection Techniques

This study used a questionnaire as its data collection method. The researcher formulated a series of written questions or statements that were administered to respondents to obtain data in accordance with the study's objectives. The questionnaire instrument used a four-point rating scale: strongly disagree, disagree, agree, and strongly agree.

Data Analysis Techniques

Data analysis was conducted after all research data were collected from respondents through the completion of questionnaires. The researcher then processed and analyzed the data using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS software. The analysis included an evaluation of the measurement model through outer loadings, Average Variance Extracted (AVE), discriminant validity, and reliability, as well as an evaluation of the structural model through R^2 and path coefficients. Hypothesis testing was conducted based on path coefficient values, T-statistics, and P-values.

4. RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents in this study are presented to illustrate the general profile of TikTok users who have seen information or reviews about Skintific products in Batam, the subject of this study. This information includes variables such as gender, age, and education level.

Table 2. Respondent Characteristics

Respondent Characteristics	Frequency	Percentage
Gender		
Male	89	34%
Women	171	66%
Usia		
17 – 19 Years	47	18%
20 – 25 Years	148	57%
26 – 30 Years	51	20%
> 30 Years	14	5%
Education		
SMP	7	3%
SMA/SMK	63	24%
D3/D4	113	43%
S1	777	30%

Source: Processed data (2026)

Based on the data on respondent characteristics in the following table, it is evident that the majority of respondents in this study were women, totaling 171 respondents (66%), while male respondents numbered 89 (34%). In terms of age, the majority of respondents were in the 20–25 age range, totaling 148 respondents (57%). Next, there were 51 respondents (20%) aged 26 to 30, followed by 47 respondents (18%) aged 17–19, while respondents aged 30 and older constituted the smallest group, with 14 respondents (5%).

In terms of educational attainment, most respondents held a D3/D4 degree, totaling 113 respondents (43%). Next, 77 respondents (30%) held a bachelor's degree (S1), followed by 63 respondents (24%) with a high school or vocational high school diploma (SMA/SMK), while those with a junior high school diploma

(SMP) constituted the smallest group, at 7 respondents (3%).

Evaluation of the Measurement Model *(Outer Model)*

Measurement models are used to evaluate the construct validity and reliability of research instruments.

Validity testing aims to measure the extent to which an instrument represents the variable under study. On the other hand, reliability testing is conducted to ensure that the measurement tool accurately captures the concept, while also assessing the consistency of respondents' answers to the survey items in kuesioner. (Jogiyanto et al., 2015)

Convergent Validity

Convergent validity is considered to be met when two different measurement instruments, which are designed to measure the same construct, yield a strong relationship or correlation. General guidelines for assessing convergent validity include an outer loading value that ideally exceeds 0.7 and an AVE value that is recommended to exceed 0.5 (Jogiyanto et al., 2015)

Tabel 3. *Outer Loading* and AVE

Variabel	Indikator	*Outer Lodings*	AVE
Quality of Information (X1)	KL1	0,757	0,591
	KL2	0,742	
	KL3	0,740	
	KL4	0,731	
	KL5	0,753	
Information Quantity (X2)	KT1	0,767	0,605
	KT2	0,818	
	KT3	0,746	
Credibility of Information (X3)	KD1	0,759	0,585
	KD2	0,786	
	KD3	0,729	
	KD4	0,782	
	KD5	0,768	
Usefulness of Information (X4)	KG1	0,790	0,573
	KG2	0,765	
	KG3	0,705	
	KG4	0,764	
Adoption of Information (X5)	AI1	0,803	0,612
	AI2	0,804	
	AI3	0,740	
Intent to Purchase (Y)	NP1	0,809	0,615
	NP2	0,741	
	NP3	0,784	
	NP4	0,766	
	NP5	0,818	

Source: Processed data (2026)

As shown in Table 3, all constructs in this study meet the criteria for *convergent validity*. Construct validity can be seen from the test results, which indicate that all indicators have an *outer loading* value exceeding 0.70 and that each variable has an AVE value exceeding 0.50. These results indicate that each indicator is sufficiently capable of explaining the construct being measured; therefore, all indicators are deemed to meet the validity criteria.

The AVE values for the variables Information Quality (X1) are 0.591, Information Quantity (X2) 0.605, Information Credibility (X3) 0.585, Information Usefulness (X4) is 0.573, Information Adoption (X5) is 0.612, and Purchase Intention (Y) is 0.615. All of these constructs have AVE values higher than the minimum criterion of 0.50. These results indicate that each construct can explain more than half of the variance found in its constituent indicators. Therefore, all constructs used in this study have met the requirements for convergent validity and can proceed to the next stage of analysis.

Discriminant Validity

Discriminant validity refers to the principle that indicators of different constructs should ideally not show high correlations with one another. This validity is assessed by analyzing the *cross-loading* values, where each indicator must have a value greater than 0.7 for the construct in question. This requirement ensures that the indicators are closely tied to the appropriate

construct and do not overlap with other constructs.

Table 4. *Cross Loading*

Indicators	Quality of Information (X1)	Amount of Information (X2)	Credibility of Information (X3)	Intent to Purchase (Y)	Usefulness of Information (X4)	Adoption of Information (X5)
KL1	**0.809**	0.569	0.605	0.542	0.624	0.574
KL2	**0.758**	0.588	0.591	0.558	0.632	0.577
KL3	**0.774**	0.585	0.569	0.552	0.604	0.607
KL4	**0.716**	0.650	0.578	0.563	0.614	0.569
KL5	**0.784**	0.635	0.628	0.593	0.628	0.611
KT1	0.605	**0.767**	0.643	0.612	0.604	0.562
KT2	0.638	**0.818**	0.582	0.590	0.613	0.615
KT3	0.594	**0.746**	0.540	0.533	0.577	0.576
KD1	0.595	0.556	**0.759**	0.649	0.593	0.612
KD2	0.614	0.593	**0.786**	0.636	0.641	0.585
KD3	0.593	0.604	**0.729**	0.684	0.623	0.599
KD4	0.591	0.562	**0.782**	0.662	0.634	0.606
KD5	0.568	0.580	**0.768**	**0.653**	0.670	0.599
NP1	0.591	0.640	0.676	**0.809**	0.670	0.629
NP2	0.490	0.545	0.628	**0.741**	0.594	0.533
NP3	0.578	0.528	0.684	**0.784**	0.603	0.636
NP4	0.552	0.603	0.695	**0.766**	0.659	0.564
NP5	0.644	0.605	0.683	**0.818**	0.673	0.646
KG1	0.666	0.583	0.621	0.631	**0.790**	0.624
KG2	0.644	0.590	0.644	0.677	**0.764**	0.587
KG3	0.596	0.593	0.650	0.592	**0.705**	0.560
KG4	0.526	0.561	0.585	0.563	**0.765**	0.549
AI1	0.587	0.612	0.600	0.600	0.583	**0.803**
AI2	0.612	0.596	0.601	0.581	0.629	**0.804**
AI3	0.595	0.556	0.638	0.625	0.589	**0.740**

Note: KL = Information Quality; KT = Information Quantity; KD = Information Credibility; NP = Purchase Intention; KG = Information Usefulness; AI = Information Adoption
Source: Processed data (2026)

Table 4 shows that all indicators demonstrate a good level of discriminant validity. This is evident from the fact that the *cross-loading* values for each indicator are higher than the *cross-loading* values for other constructs.

Reliability Test

Reliability testing evaluates the extent to which a research measurement tool produces consistent and reliable results. Reliability reflects the accuracy and stability of the data generated by the instrument. In the Partial Least Squares (PLS) approach, reliability is tested using *Composite Reliability and Cronbach's Alpha*, where each value must exceed 0.7 to meet the criteria good reliability.

Table 5. *Cronbach's alpha and Composite reliability*

Variables	*Cronbach's Alpha*	*Composite Reliability*
Quality of Information (X1)	0,826	0,878
Amount of Information (X2)	0,672	0,821
Credibility of Information (X3)	0,823	0,876
Usefulness of Information (X4)	0,750	0,843

Variables	*Cronbach's Alpha*	*Composite Reliability*
Adoption of Information (X5)	0,683	0,826
Intent to Purchase (Y)	0,843	0,889

Source: Processed data (2026)

Referring to the table, the results of the reliability testing show that all constructs in this study have CA and CR values that meet the reliability criteria. The Information Quality variable (X1) has a *Cronbach's Alpha* value of 0.826 and a *Composite Reliability* of 0.878. The Information Quantity variable (X2) obtained a CA value of 0.672 and a CR value of 0.821. Furthermore, the Information Credibility variable (X3) has a CA value of 0.823 and a CR value of 0.876. Meanwhile, the Information Usefulness variable (X4) had a CA value of 0.750 and a CR value of 0.843; the Information Adoption variable (X5) had a CA value of 0.683 and a CR value of 0.826, and the Purchase Intention variable (Y) shows a CA value of 0.843 and a CR value of 0.889. Overall, the *Composite Reliability* values for all variables are above 0.70, so all constructs in this study are deemed reliable and meet the established reliability standards.

Evaluation of the Structural Model *(Inner Model)*

Testing the structural model—or inner model—in the Partial Least Squares (PLS) method is conducted by evaluating the R^2 value for the endogenous construct and the path coefficients. The R^2 value indicates the ability of the exogenous construct to explain changes in the endogenous construct. The higher the R^2 value, the greater the ability of the independent variables to explain the dependent variable. An R^2 value of 0.75 indicates a strong explanatory power, a value of 0.50 indicates moderate explanatory power, while a value of 0.25 indicates weak explanatory power. The results of this evaluation are used to determine the extent to which the structural model can explain the relationships among the variables analyzed in the study.

Table 6. *R square*

Variable	*R Square*
Intent to Purchase (Y)	0,593

Source: Processed data (2026)

Based on the results presented in Table 6, the Purchase Intention (Y) variable has an R-squared (R^2) value of 0.593. This result indicates that the variables Information Quality (X1), Information Quantity (X2), Information Credibility (X3), Information Usefulness (X4), and Information Adoption (X5) collectively account for 59.3% of the variation in Purchase Intention (Y). The remaining 40.7% of the variation in Purchase Intention (Y) is explained by other factors outside the variables used in this research model.

Hypothesis Testing

Hypothesis testing in this study was conducted using path coefficients (*path coefficient*) and the T-*statistic*to test the significance of the relationships between constructs. A T-*statistic*> 1.96 was used for a*two-tailed*test at a 5% significance level, or a P-*value*was considered significant if < 0.05. In addition, the direction of the relationship (positive or negative) is also considered to ensure consistency with the direction of the hypothesis, which can be observed using the*Original Sample*value.

Table 7. *Original Sample, T-Statistic, P-Value*

Hypothesis	Impact	*Original Sample (O)*	*T-Statistics*	*P-Values*	Results
H1	(KL) -> (KG)	0,325	5,040	0,000	Accepted
H2	(KT) -> (KG)	0,182	2,740	0,006	Accepted
H3	(KD) -> (KG)	0,438	6,495	0,000	Accepted
H4	(KG) -> (AI)	0,768	14,164	0,000	Accepted
H5	(AI) -> (NP)	0,770	15,780	0,000	Accepted

Note: KT = Information Quantity; KL = Information Quality; KG = Information Usefulness; KD = Information Credibility; NP = Purchase Intention; AI = Information Adoption

Source: Processed data (2026)

Based on the results of the hypothesis testing in the table, all hypotheses in this study were found to be significant; therefore, all hypotheses were accepted. This is evidenced by T-statistics values exceeding 1.96 and P-values below 0.05 for each relationship between variables. The relationship between Information Quality (KL) and Information Usefulness (KG) yielded a T-statistic of 5.040 and a P-value of 0.000. The relationship between Information Quantity (KT) and Information Usefulness (KG) yielded a T-statistic of 2.740 with a P-value of 0.006. Furthermore, the relationship between Information Credibility (KD) and Information Usefulness (KG) showed a T-statistic of 6.495 and a P-value of 0.000. The relationship between Information Use (KG) and Information Adoption (AI) yields a T-statistic of 14.164 with a P-value of 0.000, while the relationship between Information Adoption (AI) and Purchase Intention (NP) yields a T-statistic of 15.780 with a P-value of 0.000. Therefore, all research hypotheses are supported by the research data.

The test results show that the quantity, quality, and credibility of information have a positive influence on the usefulness of information. In addition, the usefulness of information was found to have a positive influence on information adoption, and information adoption also has a positive influence on purchase intention. These findings indicate that the better the quality, quantity, and credibility of the information consumers receive through TikTok, the higher their perception of the information's usefulness—which in turn drives information adoption and increases their intention to purchase Skintific products.

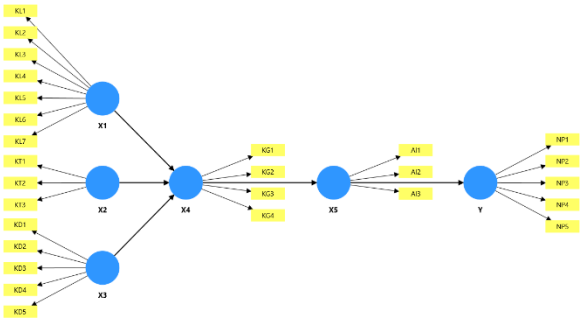


Figure 2. Structural Model (PLS-SEM)
Source: Processed data (2026)

DISCUSSION

The Effect of Information Quality on Information Usefulness

The test results show that Information Quality has a positive and significant impact on Information Usefulness. This is evidenced by the *Original Sample* value of 0.325, a T-*Statistic* of 5.040 (>1.96), and a P-*Value* of 0.000 (<0.05). Therefore, the first hypothesis (H1) is not rejected.

These findings show that the higher the quality of information about Skintific products shared on TikTok, the more positively consumers perceive the usefulness of that information. Information that is clear, easy to understand, and aligned with consumer needs will help them gain a better understanding of the products before making a purchase.

These results are consistent with the findings of Abedi et al. (2020), who stated that the quality of eWOM has a positive impact on consumers' perceptions of the usefulness of information on social media. Furthermore, these findings also support the Information Acceptance Model (IAM) proposed by Sussman and Siegal (2003), which posits that information quality is one of the key factors determining the perceived usefulness of information before it is adopted by consumers.

The Effect of Information Quantity on Information Usefulness

The test results show that Information Quantity has a positive and significant effect on Information Usefulness. This is demonstrated by the *Original Sample* value of 0.182, the T-*Statistics* value of 2.740 (>1.96), and the P-*Values* of 0.006 (<0.05). Therefore, the second hypothesis (H2) is not rejected.

These results show that the more information about Skintific products available on TikTok, the greater the perceived benefits for consumers. The abundance of reviews, user experiences, and product-related content provides a broader range of references, making it easier for consumers to understand the products before making a purchase.

These results are consistent with the findings of Ngarmwongnoi et al. (2020), which indicate that the quantity of eWOM information can improve consumers' evaluations of a product. On the other hand, research by Hussain et al. (2020) shows that

the abundance of information available through social media contributes positively to consumers' perceptions of the usefulness of the information they receive.

The Effect of Information Credibility on Information Usefulness

The test results show that Information Credibility has a positive and significant effect on Information Usefulness. This is demonstrated by an *Original Sample* value of 0.438, a T-*Statistic* of 6.495 (>1.96), and a P-*Value* of 0.000 (<0.05). Therefore, H3 is not rejected.

These findings indicate that as consumer trust in information about Skintific products on TikTok increases, so does their perception of the usefulness of that information. Information that is considered trustworthy and reliable is more readily accepted and used as a basis for evaluating a product.

These findings are consistent with the research by Zhai et al. (2022), which states that the credibility of information has a positive impact on consumer perceptions and purchase intentions. In addition, Abedi et al. (2020) also found that the credibility of information is a key factor in determining whether consumers will consider a piece of information to be useful.

The Effect of Information Usefulness on Information Adoption

The test results show that Information Use has a positive and significant impact on Information Adoption. This is demonstrated by the *Original Sample* value of 0.768, the T-*Statistics* value of 14.164 (>1.96), and the P-*Values* of 0.000 (<0.05). Therefore, the fourth hypothesis (H4) is not rejected.

The results indicate that the greater the perceived benefits of information to consumers, the greater their tendency to accept and use that information as a basis for making purchasing decisions. Information deemed useful is more readily adopted by consumers when they evaluate a product.

These findings support the Information Adoption Model (IAM), which explains that the perceived usefulness of information is a key factor driving the information adoption process. These results are also consistent with the findings of Hussain et al. (2020), which show that information perceived as useful increases consumers' likelihood of adopting it.

The Effect of Information Adoption on Purchase Intentions

The test results show that Information Adoption has a positive and significant impact on Purchase Intention. This is evidenced by the *Original Sample* value of 0.770, a T-*Statistic* of 15.780 (>1.96), and a P-*Value* of 0.000, which is below 0.05. Therefore, the fifth hypothesis (H5) is not rejected.

These findings show that as consumers' adoption of information increases, so does their intention to purchase Skintific products. After receiving and using the information obtained through TikTok as a basis for their decision-making, consumers tend to have a stronger conviction to make a purchase.

These results are consistent with the study by Sardar et al. (2021), which states that information adoption is the most important factor driving consumer purchase intent. On the other hand, the findings of Indrawati et al. (2023) indicate that information adopted by consumers through TikTok can increase purchase intent for a product.

5. CONCLUSIONS AND RECOMMENDATIONS CONCLUSION

The purpose of this study is to obtain empirical evidence regarding the influence of information quality, information quantity, and information credibility of eWOM (*electronic word of mouth*) via the TikTok app on the intention to purchase Skintific products through information utility and information adoption. The research findings show that all hypotheses were accepted. Information quality, information quantity, and information credibility were found to have a positive and significant effect on information utility. Furthermore, information utility has a positive effect on information adoption, while information adoption also has a positive and significant effect on purchase intention.

These findings support the *Information Adoption Model* (IAM), which explains that high-quality, adequate, and credible information increases the perceived usefulness of that information, thereby encouraging consumers to adopt it before ultimately forming a purchase intention. In

practical terms, these findings indicate that providing clear, comprehensive, and trustworthy product information via TikTok can serve as an effective strategy to increase consumer interest in Skintific products.

This study has limitations because it only involved TikTok users residing in Batam City and focused on a single product, namely Skintific. Therefore, these findings cannot yet provide an overview of the behavior of all TikTok users in other regions or regarding different product categories.

RECOMMENDATION

Based on the results of this study, a recommendation for future researchers is to expand the scope of the sample so that the findings can be better generalized. Future studies are also encouraged to examine different products or compare several skincare brands to obtain more comprehensive results. In addition, future researchers may include other variables, such as *trust*, *brand image*, or *perceived risk*, to provide a deeper understanding of the factors influencing purchase intent through eWOM on social media.

6. ACKNOWLEDGMENTS

The author would like to express his deep gratitude to:

1. It is through the mercy, grace, and blessings of Allah SWT that the author was able to successfully complete this research.
2. My mother and my beloved family, who have always provided support, prayers, encouragement, and motivation throughout the writing of this thesis.
3. Ms. Sinarti, S.E., M.Sc., Akt., as my thesis advisor, who has provided guidance, mentoring, motivation, and invaluable feedback throughout the writing of this thesis.
4. All residents of Batam City who use the TikTok app and have agreed to participate as respondents in this study.
5. Several fellow researchers and everyone who provided assistance, support, and encouragement, enabling this research to be successfully completed.

7. REFERENCES

Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. https://doi.org/10.1108/JAMR-04-2019-0058

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.). *Sage Publications.*

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. https://doi.org/10.1002/dir.10073

Hossain, M. S., Islam, T., Babu, M. A., Moon, M., Mim, M., Alam, M. T. U., … Akter, M. M. (2025). The influence of celebrity credibility, attractiveness, and social media influence on trustworthiness, perceived quality, and purchase intention for natural beauty care products. *Cleaner and Responsible Consumption*, 17. https://doi.org/10.1016/j.clrc.2025.100277

Hussain, S., Song, X., & Niu, B. (2020). Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives. *Frontiers in Psychology*, *10*. https://doi.org/10.3389/fpsyg.2019.03055

Indrawati, I., Ramantoko, G., Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESIC*, *26*(2), 231–246. https://doi.org/10.1108/SJME-06-2021-0113

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific*

Management Review, *28*(2), 174–184. https://doi.org/10.1016/j.apmrv.2022.07.007

Islam, S., Islam, M. F., & Zannat, N. E. (2023). Behavioral Intention to Use Online for Shopping in Bangladesh: A Technology Acceptance Model Analysis. *SAGE Open*, *13*(3). https://doi.org/10.1177/21582440231197495

Jogiyanto, H., & Abdillah, W. (2015). Partial Least Square (PLS) - Alternatif structural Equation Modelling (SEM) dalam Penelitian Bisnis (1st ed.). Yogyakarta.

Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, *37*(7), 749–759. https://doi.org/10.1108/JCM-10-2019-3450

Nurhayati, H. (2025, March 27). *Social media in Indonesia – Statistics & Facts*. Statista. https://www.statista.com/topics/8306/social-media-in-indonesia/

Parveen, A., & Chaudhary, R. (2025). Do Attitude and Subjective Norm Mediate the Relationship Between Social Media e-WOM and Green Purchase Intention? An Empirical Investigation Using PLS-SEM. *Vikalpa*, *50*(1), 37–50. https://doi.org/10.1177/02560909241297015

Pratama, A. A. N., Hamidi, M. L., & Cahyono, E. (2023). The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude. *Cogent Business and Management*, *10*(1). https://doi.org/10.1080/23311975.2023.2168510

Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, *11*(4). https://doi.org/10.1177/21582440211052547

Sukma, K. (2025, September 2). *Hubungan wajib pajak, seller e-commerce dan penerimaan negara*. Pajak.com. https://www.pajak.com/komunitas/opini-pajak/hubungan-wajib-pajak-seller-e-commerce-dan-penerimaan-negara/

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, *14*(1), 47–65. https://doi.org/10.1287/isre.14.1.47.14767

Zhai, L., Yin, P., Li, C., Wang, J., & Yang, M. (2022). Investigating the Effects of Video-Based E-Word-of-Mouth on Consumers' Purchase Intention: The Moderating Role of Involvement. *Sustainability (Switzerland)*, *14*(15). https://doi.org/10.3390/su14159522