

The Effect Of Electronic Word Of Mouth (E-Wom) On Tiktok Application Towards Purchase Intention Mediated By The Variables Of Information Quality, Information Quantity, Information Credibility, And Brand Image On Skintific Products

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Abstract.

The rapid growth of internet users has opened up huge opportunities for businesses to reach a wider market online, which will have an impact on the use of social media and other digital services. The phenomenon of social media has transformed conventional marketing methods, giving rise to digital marketing. With the shift from traditional word-of-mouth (WOM) to electronic word-of-mouth (eWOM), TikTok has emerged as the dominant social media platform in Indonesia, with 107.69 million users. This study aims to investigate the influence of eWOM from the TikTok platform on purchase intention for Skintific. To understand the influence of eWOM, this study will apply the Information Adoption Model (IAM), a model widely used in previous eWOM studies. This study will use a quantitative approach with a sample of 400 respondents. Data collection will be conducted using a questionnaire and analyzed using Structural Equation Modeling (SEM) with the SmartPLS 4.0.9.9 application. The results of the study indicate that respondents' evaluations of the eWOM variables, brand image, and purchase intention regarding Skintific products on TikTok fall into the good category. In this study, it was found that Information Quality, Information Credibility, Information Usefulness, Information Adoption, and Brand Image have a positive and significant effect on Purchase Intention. Specific indirect effects on Purchase Intention were also found to have a positive and significant influence. However, it was also found that Information Quantity does not have a positive and significant influence on Purchase Intention. These results highlight that Skintific needs to consistently maintain the quality of the information communicated, ensure the quantity of information provided, and uphold the credibility of information through reliable reference sources. Additionally, building a positive brand image is crucial in maintaining consumer purchase intention.

Keywords: eWOM; Brand Image; TikTok; Information Adoption Model and Purchase Intention

I. INTRODUCTION

Advances in information and communication technology have transformed communication patterns and consumer behavior globally, including in Indonesia [1]. Increased internet access and social media usage have made platforms such as TikTok the dominant channel for shaping public opinion, sharing information, and building digital communities. According to data from We Are Social (2025), 97.8% of internet users in Indonesia actively use social media, with 96.6% accessing it via mobile phones, reflecting the important role of social media in modern society. Social media platforms such as TikTok, Instagram, and Facebook play a strategic role in facilitating two-way communication between individuals and between consumers and brands. TikTok, as a short video-sharing platform with an algorithm based on user preferences, has seen a significant surge in popularity, especially among the younger generation. Features such as the For You Page (FYP), TikTok Live, TikTok Affiliate, and e-commerce integration make TikTok not only an entertainment platform but also a highly effective marketing tool. One brand that has successfully leveraged TikTok as a marketing communication medium is Skintific. This skincare brand has gained widespread recognition thanks to its presence on TikTok, with over 3.4 million followers, viral content, and its involvement in user discussions and product reviews. Skintific's success demonstrates the immense power of electronic word-of-mouth (eWOM) in shaping public perception of a product.

Unlike traditional word-of-mouth, eWOM enables the rapid, massive, and cross-geographical dissemination of information. Consumers no longer rely solely on advertisements or direct promotions from companies but also consider reviews and recommendations from fellow users on digital platforms [2].

eWOM encompasses various forms such as reviews, comments, discussions, and recommendations published online, and has now become a crucial factor in influencing consumers' purchase intentions toward a product [3]. In addition to eWOM, brand image is also one of the key factors influencing consumer behavior. Brand image is consumers' perception of a brand, which is formed through experience, information, and consumer interaction with products or services [2]. In the context of social media, brand image can be formed positively or negatively depending on the narrative that is spread. For example, positive reviews can strengthen brand image and increase consumer trust, while negative reviews have the potential to damage brand image and hinder purchasing decisions. In the Fast Moving Consumer Goods (FMCG) industry, particularly in the care and beauty sector, competition between brands is becoming increasingly fierce. According to data from [4], the skincare and beauty category accounted for 51.6% of total FMCG sales value from January to October, with sales reaching Rp 31.9 trillion.

During major shopping events like 10.10 and 11.11, this category continues to dominate. This indicates the high purchase intention of consumers toward beauty products, including Skintific. In fact, Skintific has ranked first in sales of personal care and beauty products on e-commerce platforms for two consecutive years from 2022 to 2024 [5]. However, despite Skintific's excellent sales performance, there has been no scientific study specifically discussing the factors that cause high purchase intention for this product. On the other hand, previous studies have yielded mixed results. A study by [2] found that eWOM has a positive effect on purchase intention, while [6] found that the effect of eWOM is not significant. Similarly, [7] found that brand image does not significantly influence purchase intention, while [8] stated the opposite. These differing results indicate a research gap that needs to be addressed through further research. Against this backdrop, this study focuses on analyzing the influence of eWOM through the variables of information quality, information quantity, information credibility, and information usefulness, as well as information adoption on the purchase intention of Skintific product consumers on TikTok. This study will also explore the influence of eWOM on brand image formation, as well as the mediating role of brand image on purchase intention. The model used is the Information Adoption Model (IAM), which has been widely used in previous eWOM studies due to its ability to explain how individuals receive and adopt information from the digital environment.

II. METHODS

This study uses a quantitative approach with a descriptive-causal type, which aims to measure and analyze the influence of eWOM on consumer purchase intention of Skintific products on TikTok. The population in this study is TikTok users in Indonesia who have seen content or reviews about Skintific and are interested in purchasing the product, although the exact number is unknown. Therefore, a non-probability sampling technique with a purposive sampling method was used, and the sample size was determined using the Bernoulli formula, resulting in 400 respondents. Data collection was conducted through an online questionnaire using Google Forms. The data analysis technique used was variance-based Structural Equation Modeling (SEM) using the Partial Least Square (PLS) method, operated with SmartPLS software. The analysis was conducted in two stages: testing the measurement model (outer model) to assess the validity and reliability of the instrument, and testing the structural model (inner model) to examine the relationships between variables using path coefficients, R-square, F-square, and Q-square values. Hypothesis testing was conducted at a significance level of 5% ($\alpha = 0.05$). The model used refers to the Information Adoption Model (IAM), which includes variables such as information quality, information quantity, information credibility, information usefulness, information adoption, and brand image as a mediating variable.

III. RESULT AND DISCUSSION

Data was collected by distributing questionnaires to respondents until 400 respondents were obtained in accordance with the research criteria. The questionnaire consisted of 30 research items. For each statement item, the total number of "Strongly Agree" (SS) responses will be multiplied by 5, the total number of "Agree" (S) responses will be multiplied by 4, the total number of "Neutral" (N) responses will be multiplied by 3, the total number of "Disagree" (TS) responses will be multiplied by 2, and the total number of

“Strongly Disagree” (STS) responses will be multiplied by 1. The results will then be summed up to form the total score and the percentage of the total score.

Evaluation of Outer Model Testing (Measurement Model)

Outer model testing can be conducted using reliability, convergent validity, and discriminant validity. Outer Model Analysis (Measurement Model) includes convergent validity testing, discriminant validity testing, and composite reliability testing. The measurement model used in this study can be seen in the following figure:

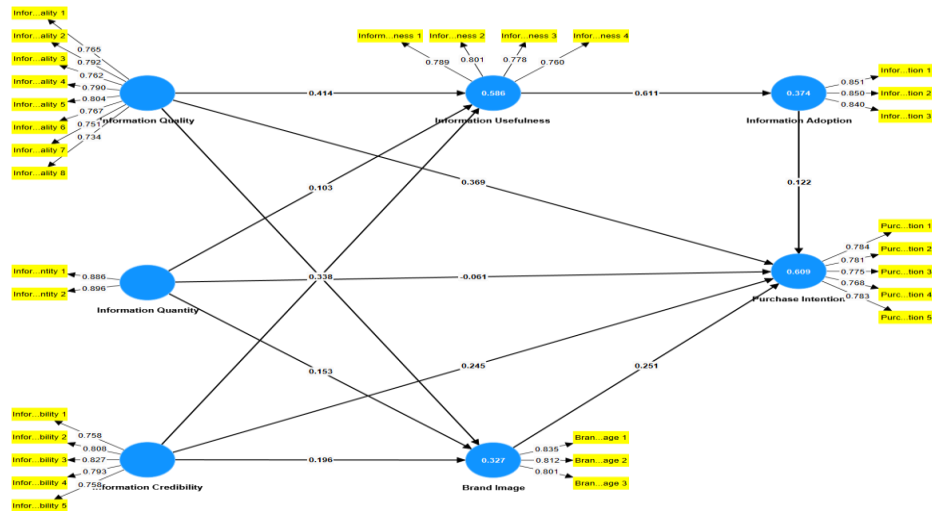


Fig 1. Measurement Model SmartPLS

The following are the convergent validity results using loading factors for this study, which were processed using SmartPLS:

Table 1. Loading Factor

Variabel Laten	Indicators	Loading Factor	Categories
Information Quality	IQ1 ← IQ	0.765	Valid
	IQ2 ← IQ	0.792	Valid
	IQ3 ← IQ	0.762	Valid
	IQ4 ← IQ	0.790	Valid
	IQ5 ← IQ	0.804	Valid
	IQ6 ← IQ	0.767	Valid
	IQ7 ← IQ	0.751	Valid
	IQ8 ← IQ	0.734	Valid
Information Quantity	IQn1 ← IQn	0.886	Valid
	IQn2 ← IQn	0.896	Valid
Information Credibility	IC1 ← IC	0.758	Valid
	IC2 ← IC	0.808	Valid
	IC3 ← IC	0.827	Valid
	IC4 ← IC	0.793	Valid
	IC5 ← IC	0.758	Valid
Information Usefulness	IU1 ← IU	0.789	Valid
	IU2 ← IU	0.801	Valid
	IU3 ← IU	0.778	Valid
	IU4 ← IU	0.760	Valid
Information Adoption	IA1 ← IA	0.851	Valid
	IA2 ← IA	0.850	Valid
	IA3 ← IA	0.840	Valid
Brand Image	BI1 ← BI	0.835	Valid
	BI2 ← BI	0.812	Valid
	BI3 ← BI	0.801	Valid
Purchase Intention	PI1 ← PI	0.784	Valid
	PI2 ← PI	0.781	Valid
	PI3 ← PI	0.775	Valid
	PI4 ← PI	0.768	Valid
	PI5 ← PI	0.783	Valid

Table 1 shows that all items or indicators for each variable demonstrate convergent validity because the loading factors exceed 0.6, which is the threshold value. In addition to loading factors, another indicator used to assess convergent validity is average variance extracted. The following are the results of convergent validity using AVE in this study, which were processed using SmartPLS:

Table 2. Average Variance Extracted (AVE)

Variabel	Nilai AVE
Information Quality	0.594
Information Quantity	0.793
Information Credibility	0.623
Information Usefulness	0.612
Information Adoption	0.717
Brand Image	0.666
Purchase Intention	0.606

Table 2 shows that all variables have AVE values exceeding the specified limit of 0.5. Therefore, it can be concluded that the measurement model used for this study has met convergent validity.

Next, the first discriminant validity test was the Fornell-Larcker test.

Table 3. Fornell-Larcker Criterion

	BI	IA	IC	IQ	IQn	IU	PI
BI	0.816						
IA	0.475	0.847					
IC	0.498	0.497	0.789				
IQ	0.530	0.642	0.685	0.771			
IQn	0.469	0.475	0.640	0.639	0.891		
IU	0.541	0.611	0.687	0.711	0.583	0.782	
PI	0.598	0.571	0.644	0.709	0.508	0.662	0.778

Based on Table 3 above, it can be seen that the results of the discriminant validity test using the Fornell-Larcker criterion show that the AVE root for each variable is greater than the correlation of each variable with other variables.

The next discriminant validity test in this study was conducted through cross-loading analysis.

Table 4. Cross-Loading

	BI	IA	IC	IQ	IQn	IU	PI
BI1	0.835	0.402	0.421	0.451	0.394	0.435	0.474
BI2	0.812	0.409	0.402	0.403	0.367	0.438	0.486
BI3	0.801	0.352	0.397	0.443	0.386	0.451	0.503
IA1	0.381	0.851	0.424	0.540	0.407	0.510	0.475
IA2	0.376	0.850	0.386	0.534	0.368	0.523	0.472
IA3	0.448	0.840	0.452	0.556	0.431	0.520	0.502
IC1	0.440	0.389	0.758	0.530	0.526	0.506	0.501
IC2	0.430	0.369	0.808	0.534	0.527	0.490	0.506
IC3	0.372	0.449	0.827	0.577	0.513	0.554	0.523
IC4	0.391	0.392	0.793	0.526	0.527	0.560	0.516
IC5	0.332	0.362	0.758	0.534	0.432	0.596	0.496
IQ1	0.429	0.502	0.518	0.765	0.500	0.521	0.551
IQ2	0.433	0.544	0.510	0.792	0.476	0.557	0.591
IQ3	0.400	0.474	0.519	0.762	0.421	0.515	0.544
IQ4	0.403	0.527	0.483	0.790	0.452	0.536	0.526
IQ5	0.418	0.504	0.468	0.804	0.465	0.527	0.535
IQ6	0.377	0.470	0.557	0.767	0.514	0.545	0.559
IQ7	0.381	0.450	0.577	0.751	0.535	0.570	0.542
IQ8	0.426	0.483	0.585	0.734	0.571	0.605	0.521
IQn1	0.414	0.431	0.527	0.562	0.886	0.501	0.444
IQn2	0.421	0.416	0.611	0.576	0.896	0.537	0.460
IU1	0.423	0.521	0.544	0.584	0.506	0.789	0.525
IU2	0.378	0.458	0.585	0.585	0.420	0.801	0.489
IU3	0.467	0.459	0.499	0.528	0.480	0.778	0.545
IU4	0.428	0.473	0.517	0.523	0.417	0.760	0.514
PI1	0.451	0.457	0.509	0.562	0.422	0.534	0.784

PI2	0.531	0.488	0.522	0.555	0.408	0.509	0.781
PI3	0.403	0.427	0.485	0.561	0.357	0.499	0.775
PI4	0.468	0.407	0.485	0.542	0.382	0.518	0.768
PI5	0.470	0.439	0.505	0.540	0.405	0.517	0.783

Based on Table 4 above, it can be seen that each item describing the latent variable has a cross-loading value greater than the other variables. Therefore, it can be concluded that the items used in this study have discriminant validity.

After the Fornell-Larcker and Cross-Loading tests were declared valid, the next discriminant validity test, namely HTMT, was conducted.

Table 5. Heterotrait-Monotrait Ratio (HTMT)

	BI	IA	IC	IQ	IQn	IU	PI
BI							
IA	0.612						
IC	0.625	0.602					
IQ	0.644	0.753	0.782				
IQn	0.630	0.617	0.807	0.781			
IU	0.706	0.767	0.838	0.840	0.762		
PI	0.754	0.694	0.764	0.815	0.644	0.816	

Based on Table 5, it can be seen that the HTMT test results show that there are no HTMT values above 0.85. This indicates that the discriminant validity results are good.

Next, Cronbach's Alpha (CA) and Composite Reliability (CR) tests were conducted to determine the reliability of the construct. The following are the reliability test results using the SmartPLS program.

Table 6. Cronbach's Alpha and Composite Reliability Value

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Information Quality	0.902	0.902	0.921
Information Quantity	0.740	0.741	0.885
Information Credibility	0.848	0.848	0.892
Information Usefulness	0.789	0.790	0.863
Information Adoption	0.803	0.803	0.884
Brand Image	0.749	0.749	0.857
Purchase Intention	0.837	0.838	0.885

Based on Table 6, it can be seen that the Cronbach's Alpha (CA) and Composite Reliability (CR) values show results of more than 0.7, so it can be concluded that the questionnaire from this study has met the reliability criteria.

Evaluation of Inner Model Testing (Structural Model)

After the outer model (measurement model) testing is accepted, the inner model (structural model) testing is carried out. The inner model testing will be conducted using path coefficients and R-square with t-value as the path coefficient value.

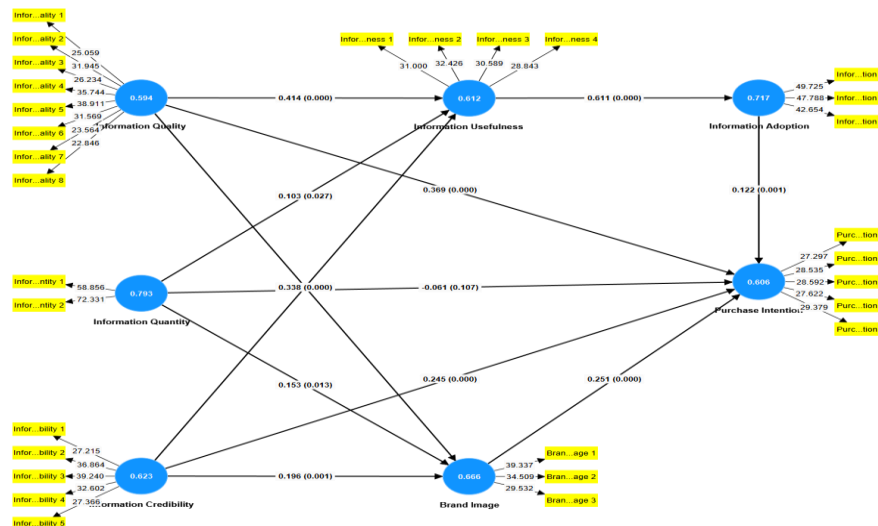


Fig 2. Structural model smartPLS

Path coefficients, t-statistics, and p-values will be used in this test to assess significance and predictions in hypothesis testing. This study uses a one-tailed test, which is used to determine whether there is an effect or difference in a particular direction. With a confidence level of 95%, the t-table used is 1.65. If the t-table is greater than 1.65, then H0 is rejected and H1 is accepted.

Table 7. Path Coefficient and T-Value

	Original sample (o)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEVI)	P values	Description
IQ → IU	0.414	0.413	0.051	8.185	0.000	Accepted
IQn → IU	0.103	0.100	0.053	1.930	0.027	Accepted
IC → IU	0.338	0.341	0.050	6.753	0.000	Accepted
IU → IA	0.611	0.610	0.043	14.175	0.000	Accepted
IA → PI	0.122	0.123	0.040	3.012	0.001	Accepted
IQ → BI	0.299	0.297	0.067	4.451	0.000	Accepted
IQn → BI	0.153	0.151	0.068	2.236	0.013	Accepted
IC → BI	0.196	0.196	0.063	3.118	0.001	Accepted
IQ → PI	0.369	0.369	0.058	6.362	0.000	Accepted
IQn → PI	-0.061	-0.063	0.049	1.242	0.107	Rejected
IC → PI	0.245	0.247	0.051	4.768	0.000	Accepted
BI → PI	0.251	0.250	0.048	5.197	0.000	Accepted

Based on the results of the path coefficient analysis, it was found that all independent variables had a positive and significant effect on both the intermediate and dependent variables. First, Information Quality (IQ), Information Quantity (IQn), and Information Credibility (IC) each have a positive and significant effect on Information Usefulness (IU), with coefficient values of 0.414, 0.103, and 0.338, respectively. Furthermore, Information Usefulness (IU) also shows a positive and significant influence on Information Adoption (IA) with a coefficient of 0.611. Information Adoption (IA) then has a significant influence on Purchase Intention (PI) with a value of 0.122. In relation to Brand Image (BI), IQ, IQn, and IC also have a positive and significant effect, with coefficient values of 0.299, 0.153, and 0.196, respectively. Furthermore, IQ and IC show a positive and significant direct effect on Purchase Intention, with coefficients of 0.369 and 0.245. However, IQn has a negative value (-0.061) and is not significant for Purchase Intention, so hypothesis H10 is rejected. Finally, Brand Image (BI) is proven to have a positive and significant effect on Purchase Intention with a coefficient value of 0.251. Overall, these findings indicate that quality, credibility of information, and brand image play an important role in shaping consumer purchase intention, while the quantity of information has a limited direct effect on purchase decisions.

In testing the mediating variable (specific indirect effect) or indirect effect, the results are as follows:

Table 8. Specific Indirect Effects Value

	Original sample (o)	Sample mean (M)	Standard deviation	T statistics	P values
IQ → BI → PI	0.075	0.074	0.023	3.306	0.000
IQn → BI → PI	0.038	0.038	0.018	2.098	0.018
IC → BI → PI	0.049	0.049	0.019	2.585	0.005

In this study, there are three mediating variables, namely Information Usefulness (IU), Information Adoption (IA), and Brand Image (BI). The t-statistic result for Information Quality (IQ) on Purchase Intention (PI) through Brand Image (BI) is 3.306, the t-statistic result for Information Quantity (IQn) on Purchase Intention (PI) through Brand Image (BI) is 0.038, and the t-statistic result for Information Credibility (IC) on Purchase Intention (PI) through Brand Image (BI) is 0.049. All three t-statistic results are greater than the t-table value (1.65), so the test results presented in Table 8 show that the indirect effect has a positive and significant influence. From these results, it is known that all path coefficients are above 0, indicating a stronger influence. Therefore, it can be concluded that Information Usefulness (IU), Information Adoption (IA), and Brand Image (BI) play a partial mediation role because the independent variable (X) still shows a positive and significant effect on the dependent variable (Y) even though there is a mediating variable (Z).

The R-Square test was conducted to measure the extent to which the model explains the variation in the dependent variable (Y) by the independent variable (X) together.

Table 9. R-Square Value of Latent Variables

Variable	R-Square	R-Square Adjusted
Brand Image	0.327	0.322
Information Adoption	0.374	0.372
Information Usefulness	0.586	0.583
Purchase Intention	0.609	0.604

Based on Table 9 above, it is known that the R-Square value of Brand Image (BI) is 0.327 or 32.7% of the variance in brand image is explained by information quality, information quantity, and information credibility. The R-square value of Information Adoption (IA) is 0.374, or 37.4% of the variance in information adoption explained by information quality, information quantity, information credibility, and information usefulness. The R-square value of information usefulness is 0.586, or 58.6% of the variance in information usefulness explained by information quality, information quantity, and information credibility. Then, the R-square value for purchase intention is 0.609 or 60.9% of the variance in purchase intention explained by information quality, information quantity, information credibility, information usefulness, information adoption, and brand image. The F-Square test was conducted to evaluate the extent of change in the coefficient of determination of the dependent variable if the independent variable was removed from the model. The following are the results of the F-Square test:

Table 10. F-Square

	BI	IA	IC	IQ	IQn	IU	PI
BI							0.105
IA							0.021
IC	0.026					0.127	0.069
IQ	0.061					0.191	0.128
IQn	0.018					0.013	0.005
IU		0.597					
PI							

Based on the results of the f-square analysis, most of the effects of independent variables on dependent variables in this study were small, with the exception of certain relationships. The influence of Information Quality (IQ) on Information Usefulness (IU) falls into the moderate category ($f^2 = 0.191$), while the influence of Information Usefulness (IU) on Information Adoption (IA) is classified as large ($f^2 = 0.597$), indicating a substantial contribution to the model. On the other hand, the influence of Information Quantity (IQn) and Information Credibility (IC) on IU is only small ($f^2 = 0.013$ and 0.127 , respectively). A similar pattern is observed in the influence of IA on Purchase Intention (PI), as well as the influence of IQ, IQn, and IC on Brand Image (BI), all of which fall into the small category (f^2 ranging from 0.018 to 0.069). In addition, IQ, IQn, IC, and BI on Purchase Intention (PI) also show a small effect, with f^2 values ranging from 0.005 to 0.128 . These findings confirm that although there is a significant relationship, the strength of the effect of most variables on Purchase Intention is relatively low, except for Information Usefulness on Information Adoption, which has a strong impact in the structural model of this study.

Q-Square analysis was used to measure the predictive validity of the model. This analysis was conducted by calculating the Q-Square coefficient for the endogenous variables in the model.

Table 11. Q-Square Results

Variable	Q-Square
Brand Image	0.211
Information Adoption	0.261
Information Usefulness	0.351
Purchase Intention	0.358

Goodness of Fit (GoF) aims to measure how well the overall structural model (Structural Equation Modeling/SEM) can represent the observed data.

Table 12. GoF Value

	Estimated Model
SRMR	0.068
Chi-Square	1399.050
GoF	0.558
NFI	0.792

Based on Table 12, it is known that the SRMR value is 0.068, Chi-Square is 1399.050, which is less than 5, and the NFI value is 0.792, which is close to 1. The GoF value obtained from the R-Square value is 0.558, indicating that 55.8% of the variability in the dependent variable is explained by the model. Thus, it is known that all indices show good values, indicating that the model fit is good.

Hypothesis Test Results

If the correlation is significant, then the hypothesis is supported by the data. The p-value can be seen as a determinant of hypothesis testing. If the p-value is < 0.05 , then H_0 is rejected. The following is a table of the results of hypothesis testing:

Table 13. Hypothesis Test Results

		Path Coefficients	T-Statistics	P-Values	Description
Direct Effects					
H1	IQ $\rightarrow$ IU	0.414	8.185	0.000	Accepted
H2	IQn $\rightarrow$ IU	0.103	1.930	0.027	Accepted
H3	IC $\rightarrow$ IU	0.338	6.753	0.000	Accepted
H4	IU $\rightarrow$ IA	0.611	14.175	0.000	Accepted
H5	IA $\rightarrow$ PI	0.122	3.012	0.001	Accepted
H6	IQ $\rightarrow$ BI	0.299	4.451	0.000	Accepted
H7	IQn $\rightarrow$ BI	0.153	2.236	0.013	Accepted
H8	IC $\rightarrow$ BI	0.196	3.118	0.001	Accepted
H9	IQ $\rightarrow$ PI	0.369	6.362	0.000	Accepted
H10	IQn $\rightarrow$ PI	-0.061	1.242	0.107	Rejected
H11	IC $\rightarrow$ PI	0.245	4.768	0.000	Accepted
H12	BI $\rightarrow$ PI	0.251	5.197	0.000	Accepted
Indirect Effects					
H6a	IQ $\rightarrow$ BI $\rightarrow$ PI	0.075	3.306	0.000	Accepted
H7a	IQn $\rightarrow$ BI $\rightarrow$ PI	0.038	2.098	0.018	Accepted
H8a	IC $\rightarrow$ BI $\rightarrow$ PI	0.049	2.585	0.005	Accepted

Based on the statistical test results shown in Table 4.26, all t-values exceed this figure, so most of the initial hypotheses are accepted as significant. The test results show that Information Quality (IQ), Information Quantity (IQn), and Information Credibility (IC) from Skintific on TikTok each have a positive and significant effect on Information Usefulness (IU), Brand Image (BI), and Purchase Intention (PI), except for hypothesis H10, which states that Information Quantity (IQn) does not have a significant effect on Purchase Intention (PI). Additionally, Information Usefulness (IU) also significantly influences Information Adoption (IA), which in turn affects Purchase Intention (PI). Brand Image (BI) was found to be a significant mediating variable in strengthening the relationship between IQ, IQn, and IC on Purchase Intention (PI), as shown in hypotheses H6a, H7a, and H8a, all of which were accepted. Thus, the overall results of this study reinforce the role of eWOM on TikTok in shaping consumers' purchase interest in Skintific products.

Discussion

The results of the first hypothesis test indicate that Information Quality has a positive and significant effect on Information Usefulness. This suggests that information can be considered useful if it has good quality. Information about Skintific on TikTok can be considered high-quality when it provides understandable, informative content that is deemed relevant to the needs of TikTok users, based on facts, explains product characteristics, is presented clearly, and is detailed, comprehensive, and of high quality. The results of this hypothesis testing are supported by previous studies conducted by [3], [9], [10], [1], and [11], which state that Information Quality has a positive and significant influence on Information Usefulness. This is supported by research by [12], which states that high-quality information can optimize information use and ensure that the information provides the expected benefits. The results of the second hypothesis test show that

Information Quantity has a positive and significant effect on Information Usefulness. The results of this hypothesis test are supported by previous research conducted by [13], which states that Information Quantity has a positive and significant effect on Information Usefulness. This is also in line with research by [12], which states that the quantity of reviews of a product is important in determining the popularity of the product, the amount of information available, and provides a great opportunity to obtain more diverse perspectives, thereby increasing the usefulness of the information obtained.

This is also supported by research by [1], which found that the higher the number of reviews provided, the more perspectives are offered, uncertainty is reduced, and information usefulness to consumers is enhanced. The results of the third hypothesis test show that Information Credibility (IC) has a positive and significant effect on Information Usefulness (IU). The results of this hypothesis test are supported by previous research conducted by [9], which found that the higher the information credibility, the higher the information usefulness, as consumers tend to seek information to learn more about the product. Additionally, this hypothesis testing is also supported by previous research from [14] and [1], which states that Information Credibility has a positive and significant influence on Information Usefulness. The results of the fourth hypothesis test indicate that information usefulness (IU) has a positive and significant effect on information adoption (IA). The results of this hypothesis testing are supported by previous studies conducted by [9], [14] and [11] that the higher the information usefulness, the higher the information adoption. Additionally, this hypothesis testing is also supported by previous research from [10] that customers are more likely to accept information and make purchasing decisions when they perceive the information to be useful, helpful, and informative, especially in the context of social media eWOM, where information is accepted and considered useful, thereby making Information Usefulness have a positive and significant influence on Information Adoption.

The results of the fifth hypothesis test show that Information Adoption (IA) has a positive and significant effect on Purchase Intention (PI). The results of this hypothesis testing are supported by previous studies conducted by [1], [15], [12], and [9], which found that Information Adoption has a positive and significant effect on Purchase Intention. This is also in line with previous research by [10], which states that there is a significant positive influence of Information Adoption on Purchase Intention, where purchase intention will increase when receiving information and recommendations about a brand and there is something to learn about the brand through that information, so that Information Adoption has a positive and significant influence on Purchase Intention. The results of the sixth hypothesis test show that Information Quality (IQ) has a positive and significant effect on Brand Image (BI). The results of this hypothesis test are supported by previous research conducted by [2] and [16], which states that Information Quality has a positive and significant effect on Brand Image. The results of the seventh hypothesis test indicate that Information Quantity (IQn) has a positive and significant effect on Brand Image (BI). The results of this hypothesis testing are supported by previous research conducted by [2] and are also in line with previous research from [17], which states that Information Quantity influences Brand Image, which can increase the visibility and reach of online reviews, thereby increasing consumer awareness of the brand. The results of the eighth hypothesis test indicate that Information Credibility (IC) has a positive and significant effect on Brand Image (BI).

The results of this hypothesis testing are supported by previous studies conducted by [18], [17], and [19], which explain that information credibility influences brand image because it provides a positive perspective on the brand and increases trust in the information provided. Therefore, it can be concluded that Information Credibility has a positive and significant influence on Brand Image. The results of the ninth hypothesis test indicate that Information Quality (IQ) has a positive and significant effect on Purchase Intention (PI). The results of this hypothesis test are supported by previous studies conducted by [17], [20], [21], [22], and [23], which state that if the information received is of high quality, it will enable consumers to make purchases. Therefore, it is important to determine consumers' perceptions of information quality as an element in assessing their purchase intention. Therefore, it can be concluded that Information Quality has a positive and significant influence on Purchase Intention. The results of the tenth hypothesis test indicate that Information Quantity (IQn) does not have a positive and significant effect on Purchase Intention (PI). The

results of this hypothesis test are supported by previous research conducted by [6], which explains that eWOM does not have a significant effect on Purchase Intention. However, the results of this study contradict the research by [2] and [1], which states that Information Quantity has a positive and significant effect on Purchase Intention.

The results of the eleventh hypothesis test show that Information Credibility (IC) has a positive and significant effect on Purchase Intention (PI). The results of this hypothesis testing are supported by previous studies conducted by [22], [23], and [24], which explain that consumers will trust information from credible sources more. If the information provided is considered credible, consumers will feel more confident and trust the reviews or recommendations. This can have a greater influence on purchase intention because people tend to follow the opinions of others who are considered credible. Therefore, it can be concluded that Information Credibility has a positive and significant effect on Purchase Intention. The results of the twelfth hypothesis test indicate that Brand Image (BI) has a positive and significant influence on Purchase Intention (PI). The results of this hypothesis testing are supported by previous studies conducted by [20], [25], and [21], which explain that the better the brand image of a product, the higher the purchase intention of consumers. Therefore, it can be concluded that brand image has a positive and significant influence on purchase intention. The specific indirect effect of testing the research hypothesis of Information Quality on Purchase Intention through Brand Image indicates that there is a long process of information transfer from Skintific to consumers. The important role of information quality in shaping purchase intention occurs because the quality of information can improve brand image first. When consumers feel that the information provided is of high quality, it will build a positive brand image and in turn encourage their purchase intention.

Therefore, it can be concluded that H6a is supported, namely that Information Quality indirectly influences Purchase Intention with the help of Brand Image. The specific indirect effect of testing the research hypothesis of Information Quantity on Purchase Intention through Brand Image explains that providing a large amount of information from content reviews and videos of Skintific products on TikTok alone does not directly encourage consumers to make purchases. However, if the abundance of information and its availability help in forming and strengthening the impression related to the brand that emerges in consumers' minds, it will ultimately encourage consumers' purchase intentions. Therefore, it can be concluded that H7a is supported, meaning that Information Quantity indirectly influences Purchase Intention with the help of Brand Image. The specific indirect effect of the hypothesis testing on Information Credibility's influence on Purchase Intention through Brand Image concludes that viewers may perceive the information from the Skintific brand communicated through TikTok as credible, thereby forming a positive brand image in the minds of its viewers. In this case, there is content about tutorials for Skintific products on TikTok from previous users, making the content authentic and honest. With a positive brand image built on a foundation of trust, this then drives purchase intention. Therefore, it is concluded that H8a is supported, namely that Information Quantity significantly influences Purchase Intention through Brand Image.

IV. CONCLUSION

Based on the results of the analysis and testing in this study, it was concluded that eWOM on the TikTok platform has a significant influence on the purchase intention of Skintific products. Descriptively, all variables such as Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, and Brand Image were rated positively by respondents. Statistically, nearly all hypotheses were accepted with significant results, except for the direct influence of Information Quantity on Purchase Intention, which was not significant. The main findings indicate that the quality, quantity, and credibility of information have a significant impact on information usefulness, brand image, and ultimately drive consumer purchase intention. Additionally, Brand Image was found to mediate the relationship between eWOM elements and Purchase Intention. From a practical perspective, Skintific is advised to focus on improving the quality and credibility of its product information, as well as encouraging consumer adoption of information through relevant, educational, and trustworthy communication.

Strengthening brand image is also an important aspect of marketing strategy, for example through responsive customer service and CSR campaigns. Although the amount of information does not directly

impact purchase interest, this variable remains important in shaping positive perceptions. Theoretically, this study opens up space for exploration of other variables such as brand trust, brand ambassadors, or the role of influencers that may also influence purchase intention. Further research is also recommended to consider moderating variables such as age, gender, or income, and to expand the study to other social media platforms such as Instagram or YouTube to gain a more comprehensive understanding of the effectiveness of eWOM across various platforms. Additionally, the role of content creators as part of marketing strategies is important to analyze further in future studies.

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