ABSTRACT

The development of TikTok social media in Indonesia can be used by consumers to exchange or obtain information before buying a product. Therefore, TikTok social media is also widely used as a marketing strategy by various industries, one of which is the cosmetic industry. Azarine Cosmetic as one of the cosmetic brands in Indonesia utilizes TikTok social media in conveying information to increase sales. The purpose of this study is to determine the factors of information adoption model to purchase intention (Study on TikTok Azarine Cosmetic social media).

This research uses quantitative methods with descriptive-causality research. Sampling was carried out using a non-probability sampling method, purposive sampling type, with a total of 410 respondents. The data analysis technique uses Structural Equation Modeling (SEM) Partial Least Square (PLS) with SmartPLS 4 software.

Based on the results of this research, the variables information quality, information quantity, and information credibility have a positive and significant effect on the information usefulness variable. Furthermore, the information usefulness variable has a positive and significant effect on the information adoption variable. Then, the information adoption variable has a positive and significant effect on the purchase intention variable.

The conclusion of this research is that Azarine Cosmetic should pay attention to the use of the information adoption model provided through content on TikTok social media. This is because the adoption model information variable can increase purchase intention of Azarine Cosmetic.

Keywords: *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase Intention.*