

ABSTRACT

In this modern century, the development of science and technology is increasingly advanced. This contributes to the rapid development of the business world and increasing competition in the market, which requires a better marketing system for every company engaged in the goods and services sector. TikTok has become one of the trending social media platforms with beauty content in the app. Scarlett Whitening is one of the most viewed brands on this app. This study also raises issues based on data from local skincare brands that are most widely used in 2022, Scarlett Whitening ranks below compared to its competitors, this shows that there has been a decline in sales at Scarlett Whitening.

This study aims to determine whether there is an influence of Electronic Word Of Mouth on social media TikTok on Consumer Purchase Interest in Scarlett Whitening products. This study uses the Information Adoption Model using the independent variable, namely Electronic Word Of Mouth, which includes information quality, information quantity, information credibility, intervening variables, namely, the use of information, and information adoption, as well as the selected dependent variable, namely Purchase Intention.

This study uses a quantitative method with the aim of causal research, the researcher distributes questionnaires via Google form with a total of 385 respondents with the respondent criteria, namely TikTok Social Media Users who use TikTok daily, Like to look for references to local skincare products on TikTok social media, Know skincare brands locally, namely Scarlett Whitening, followers of the TikTok Scarlett Whitening social media account. The sampling technique used is non-probability sampling with purposive sampling type. Data analysis technique used Partial Least Square (PLS) Structural Equation Modeling (SEM) with SmartPLS software (v3.2.9).

The results of this study are that the Information Quality Variable has a positive and significant effect on Information Usefulness, the Information Quantity Variable has a positive and significant effect on Information Usefulness, the Information Credibility Variable has a positive and significant effect on Information Usefulness, Information Usefulness Variable has a positive and significant effect on Information Adoption, and Information Adoption Variables have a positive and significant effect on Purchase Intention.

This study obtains suggestions for companies, namely that Scarlett Whitening is expected to pay attention to information quality, information quantity, information credibility, information usefulness, and information adoption which are important elements in the purchase intention of consumers of Scarlett Whitening products on social media on TikTok, therefore Scarlett Whitening needs to improve information quality, information quantity, information credibility, information usefulness, information adoption which aims to increase consumer buying interest for social media users on TikTok.

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