

ABSTRACT

Advances in technology introduce various media that that can be interpreted as a communication platform, one of which is the social media thereby empowered online consumers to generate electronic word of mouth across various platforms. There are problems related to Dear Me Beauty customer reviews on TikTok social media, namely there are several complaints related to information contained on Dear Me Beauty TikTok Social Media, this will affect the purchase intention of Dear Me Beauty customers. This study also raises issues based on data on local cosmetic brands that are most widely used in 2022, Dear Me Beauty is in the lower order compared to its competitors, this shows that there has been a decline in sales at Dear Me Beauty.

This study aims to further the purchase intention via ewom Dear Me Beauty on TikTok. To understand the effect of e-WOM, this study uses an information adoption model using independent variables, namely electronic word of mouth, which includes information quality, information quantity, information credibility, intervening variables is information use and information adoption, as well as the selected dependent variable is Purchase Intention.

This research uses quantitative methods with the aim of causal research. The researcher distributed questionnaires through the Google form with a total of 401 respondents with the respondent criteria is TikTok Social Media Users who use TikTok everyday, Like to look for references to local cosmetic products on TikTok social media, Know local cosmetic brands, namely Dear Me Beauty, followers of social media accounts TikTok Dear Me Beauty. 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 research obtains suggestions for Dear Me Beauty to disseminate information using language that is easily understood by all ages, especially by young people. Suggestions for further research are that researchers can explore other variables not listed in this study such as the Brand Image variable.

Keywords: *Electronic Word-Of-Mouth, Information Adoption Model, Purchase Intention, TikTok*