

Abstract

Advances in technology are getting faster and faster now triggering the dissemination of information more quickly and easily through various media. Based on APJII data, internet penetration in Indonesia has reached 77.02% and as much as 89.15% of the internet is used to access social media. Social media has introduced a new phenomenon, namely electronic word of mouth (eWOM). One of the trending social media platforms with beauty content is TikTok.

Skintific is a skincare brand that went viral on Tiktok in early 2022 and is one of the most frequently seen brands on Tiktok. This study aims to better understand the effect of eWOM through the TikTok application on purchase intention of Skintific products. In understanding the influence of eWOM, this study applies an information adoption model (information quality, information credibility, information quantity, information usefulness and information adoption) because this model has been widely used in previous eWOM studies.

The population studied is skincare users who see or like to look for references to skincare Skintific products on TikTok. The sample in this study was 385 respondents using a purposive sampling technique which was collected through a questionnaire. The tests carried out in this study were validity and reliability tests using SPSS 25 software and verification tests using SEM analysis using SmartPLS. The result show that information quality, information quantity and information credibility have a positive effect on the information usefulness. the information usefulness has a positive influence on information adaption and information adaption has positif influence on purchase intention Skintific products.

Keywords: *Electronic Word of Mouth, Social Media TikTok, Information Adoption Model, Purchase intention.*