

ABSTRACT

Purchase Intention is defined as the intention of potential consumers to buy a brand or product, the intention of potential buyers can be caused by many factors. This study aims to investigate whether E-WOM Factors (Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adaption) affect consumer Purchase Intention.

This study uses the method of distributing questionnaires online using Google Form to 400 respondents who have used the TikTok application and have ever looked for references to Scarlett Whitening Skincare products through TikTok. Testing the research model using Structural Equation Modeling (SEM), using SmartPLS4 software.

The results of this study show that the influence of E-WOM elements (Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adaption) has a significant and positive effect on Purchase Intention.

This research is expected to provide benefits and insights to companies and other researchers regarding E-WOM (Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adaption) on Purchase Intention of Scarlett Whitening products. The author suggests that Scarlett Whitening should improve the quality of their content on their TikTok social media account so that it presents more informative information and is also understandable to customers. content with simpler and simpler language usage will be able to help customers better recognize and understand the information that the company wants to convey to customers.

Keywords: e-WOM (Electronic Word of Mouth), Purchasing Intention, TikTok, Scarlett Whitening, social media