

ABSTRACT

Internet usage in Indonesia has experienced a significant increase every year, which is utilized to access social media, one of which is TikTok. Currently, TikTok is being utilized for business activities by various industries. SAFF & Co. is one of Indonesia's local perfumes that also utilizes TikTok to promote its products in order to reach a wider range with electronic word of mouth. One of the main effects of e-WOM is to increase purchase intention. This study aims to determine the influence of information quality, information quantity, and information credibility on TikTok towards purchase intention of SAFF & Co. in Jakarta.

This research uses a quantitative method with a descriptive approach. Sampling was conducted using a probability sampling method with a simple random sampling type. With a total of 385 respondents. The data analysis techniques used are validity test, reliability test, descriptive analysis, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, hypothesis testing both simultaneously and partially, and coefficient of determination.

The results of the descriptive analysis show that information quality, information quantity, and information credibility are in the good category. The results of the hypothesis test show that information quality, information quantity, and information credibility have a simultaneous effect on the purchase intention of SAFF & Co., then information quality, information quantity, and information credibility have a partial effect on purchase intention. Based on the coefficient of determination, the influence of information quality, information quantity, and information credibility on purchase intention is 22.2%, and the remaining 77.8% is influenced by other variables that are not examined in this study.

Keywords: *information quality, information quantity, information credibility, purchase intention*