ABSTRACT

In the current digital era, there is a phenomenon of the development of social media that can be used by users to obtain information or exchange information, one of which is the TikTok application. Indonesia ranks first with the number of TikTok users of 157.6 million user accounts. The TikTok application is also widely used as a marketing strategy by various industries, one of which is the skincare industry. The Avoskin Beauty brand is one of the brands in the skincare industry that uses the TikTok application as a means to convey information to consumers. The study aims to determine how much influence eWOM via the TikTok application has on purchase intention for Avoskin Beauty products.

The study was conducted using a quantitative method with a causality research type. Sampling was carried out using the non-probability sampling method with a purposive sampling technique, with 250 research respondents. Data collection used a questionnaire distributed via Google Form. The data analysis technique used SEM PLS with the help of Smart-PLS 4 software version 4.1.0.9.

Based on the results of the study, the variables information quality, information quantity, and information credibility have a positive and significant effect on the variable information usefulness. Then the information usefulness variable has a positive and significant effect on the information adoption variable. Furthermore, the information adoption variable has a positive and significant effect on the purchase intention variable.

Conclusion, Avoskin Beauty should pay attention to the information adoption provided through content on the TikTok application. This is because the information adoption model can increase purchase intention.

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