

ABSTRACT

The cosmetics industry has demonstrated significant growth, even amid global pandemic challenges. This growth is driven by increasing public awareness of self-care and the massive use of social media as promotional platforms, including TikTok. Kahf, as a skincare brand, leverages the TikTok platform to strengthen its presence through the Electronic Word of Mouth (eWOM) phenomenon. This research aims to examine the influence of Electronic Word of Mouth (eWOM) implemented by Kahf through TikTok on purchase intention. Additionally, this study seeks to understand the relationships and impacts of various factors such as information quality, information quantity, information credibility, information usefulness, information adoption, and purchase intention.

This research employs a quantitative approach with data collection through online questionnaires distributed to 400 TikTok users in Indonesia who follow Kahf's official TikTok account and have viewed Kahf content on the TikTok social media platform. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS software.

The research findings reveal that information quality and information quantity have positive and significant effects on information usefulness and information adoption. Information credibility only influences information usefulness but does not significantly affect information adoption. Furthermore, information usefulness proves to influence information adoption, which subsequently has a positive impact on purchase intention. This research contributes to the development of Electronic Word of Mouth (eWOM) strategies in digital marketing and serves as practical guidance for the local brand Kahf in maximizing TikTok social media to enhance consumer candidate purchase intention.

Keywords: *Electronic Word of Mouth (eWOM), TikTok. Purchase Intention, Kahf.*