

ABSTRACT

This study aims to evaluate the influence of Electronic Word of Mouth (eWOM) communication conducted through the TikTok application on consumers' purchase intentions for Fore Coffee products in Bandung City. Fore Coffee, as one of the local players, faces challenges in increasing its market share. TikTok has become one of the most influential social media platforms in shaping consumer opinions about a product, including within the local coffee industry. User-generated content such as reviews, comments, and recommendations on TikTok can influence consumer perceptions and purchasing decisions. However, the effectiveness of information disseminated through eWOM still requires systematic examination.

This study aims to evaluate the extent of the influence of information disseminated in electronic word of mouth (eWOM) in terms of information quality, information quantity, and information credibility in shaping consumer perceptions of information usefulness and information adoption. Using this approach, this study maps the direct relationship between eWOM dimensions, perceptions of information, and purchase intention toward Fore Coffee products, particularly among TikTok users in Bandung City.

The methodology used in this study is a quantitative approach with data collection through an online survey of 390 respondents. The criteria for respondents are individuals who actively use TikTok and have seen content related to Fore Coffee on TikTok. All data were analyzed using SEM-PLS techniques to identify direct and indirect relationships between variables formulated in the conceptual model.

The results of the analysis show that all dimensions of eWOM have a positive and significant influence on the perception of information usefulness. This information usefulness has been proven to contribute to the process of information adoption by consumers, and ultimately influences their intention to purchase. These findings underscore the importance of conveying accurate, interesting, and trustworthy information in the context of social media-based marketing.

Theoretically, the results of this study reinforce the information adoption model in the context of visual and fast-paced digital interactions such as TikTok. Practically, this study offers insights for businesses, particularly Fore Coffee, to develop more targeted communication strategies. Strategies focused on authenticity and user engagement have been proven to increase interest in products and drive stronger purchasing decisions.

Keywords: eWOM, social media, purchase intention, Fore Coffee, TikTok