

ABSTRACT

The Indonesian coffee industry is undergoing rapid expansion, accompanied by increasingly intense competition. In this dynamic landscape, effective digital marketing strategies are essential for brand differentiation and consumer engagement. Kopi Janji Jiwa, a prominent local coffee brand, leverages social media platforms, particularly TikTok to connect with younger audiences. As a form of electronic word-of-mouth (e-WOM), user-generated content on TikTok has the potential to significantly shape consumer perceptions and influence purchasing decisions. This study investigates the impact of TikTok-based e-WOM on consumer purchase intention for Kopi Janji Jiwa, employing the Information Adoption Model (IAM) as the analytical framework.

The research specifically examines how the dimensions of e-WOM namely, information quality, information quantity, and information credibility, affect perceived information usefulness. It further explores how this perceived usefulness influences information adoption and, subsequently, how information adoption affects consumers' intention to purchase Kopi Janji Jiwa products.

A quantitative approach was adopted using a survey method. Data were collected through an online questionnaire targeting TikTok users who had viewed content related to Kopi Janji Jiwa. A total of 385 respondents were selected through purposive sampling. The data were analyzed using path analysis to evaluate the hypothesized relationships within the Information Adoption Model.

The findings indicate that information quality, quantity, and credibility exert a positive and significant influence on information usefulness in the context of TikTok content related to Kopi Janji Jiwa. Higher information usefulness is associated with greater information adoption, and greater information adoption is associated with higher consumer purchase intention. The results provide empirical support for all proposed hypotheses, and the evidence suggests that the information adoption model represents the positive and significant relationships observed among the variables in this study.

Theoretically, this study contributes to the growing body of knowledge on e-WOM and digital consumer behavior by contextualizing the Information Adoption Model within the fast-evolving TikTok platform. Practically, the findings offer actionable insights for Kopi Janji Jiwa and similar brands aiming to optimize their social media strategies. By enhancing the quality, volume, and credibility of e-WOM content, brands can more effectively foster consumer trust and drive purchase decisions in the digital age.

Keywords: *Electronic Word-of-Mouth (e-WOM), TikTok, Information Adoption Model, Purchase Intention, Kopi Janji Jiwa.*