

E-WOM VIA THE TIKTOK APPLICATION AND IT'S INFLUENCE ON THE PURCHASE INTENTION OF SKINTIFIC PRODUCTS

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth yang meliputi kualitas informasi, kuantitas informasi, kegunaan informasi, kredibilitas informasi, dan adopsi informasi terhadap niat beli konsumen. Skintific adalah salah satu merek yang sedang tren di Industri Kecantikan. Populasi penelitian ini adalah konsumen yang belum pernah membeli Skintific. Metode penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui survei online dengan cara purposive sampling. Analisis data pada penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3.0. Melalui analisis literatur dan bukti empiris yang komprehensif, penelitian ini mengungkapkan bahwa kredibilitas informasi muncul sebagai faktor paling berpengaruh yang memengaruhi niat beli dalam ranah E-WOM. Penelitian ini menemukan bahwa adopsi informasi berpengaruh positif dan signifikan terhadap niat beli pada Produk Skintific. Temuan ini menegaskan pentingnya membentuk informasi online yang dapat dipercaya untuk meningkatkan kepercayaan konsumen dan pada akhirnya mendorong niat beli.

Kata Kunci: E-Wom, Kualitas Informasi, Kuantitas Informasi, Kredibilitas Informasi, Kegunaan Informasi, Adopsi Informasi, Dan Niat Membeli.

Abstract

This research aims to analyze the impact of electronic word of mouth that including information quality, information quantity, information usefulness, information credibility, and information adoption on consumer purchase intention. Skintific is one of the brands that is being trending in Beauty Brand Industry. The population of the research consist of consumer who had not previously purchased Skintific. The method of this study use quantitative approach. Data were collected through online survey by purposive sampling. Data analysis in this study was carried out using a structural equation model of Partial Least Square (PLS) 3.0. Through a comprehensive analysis of existing literature and empirical evidence, this study reveals that information credibility emerges as the most influential factor affecting purchase intention within the realm of E-WOM. This study found that information adoption positively and significantly influences purchase intention on Skintific Product. The findings underscore the importance of cultivating reliable and trustworthy online information to enhance consumer trust and ultimately drive purchase intentions.

Keywords: E-Wom, Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, And Purchase Intention.

1. INTRODUCTION

In recent years, the skincare industry in Indonesia has witnessed a remarkable evolution, reflecting a

dynamic shift in consumer preferences and a growing awareness of the importance of skincare in daily life. This transformation is driven by various factors, including increased access to information, changing beauty standards, and a heightened consciousness about health and self-care. The rise of social media platforms, particularly Instagram and TikTok, has played a pivotal role in shaping beauty standards and influencing skincare routines. Beauty influencers and skincare enthusiasts contribute to the discourse by sharing tips, product recommendations, and personal journeys, fostering a community that celebrates individually and self-expression.

Initially, e-WOM or Electronic Word of Mouth was face to face are discussed and shared among known friends and relative. But in this era, e-WOM is shared among known friends, relative, and interested communities in social media sites such as Facebook, Twitter, Instagram, and more sites. Its discussions remain in Internet for longer period. Because by the e-WOM reviews and recommendations, online user can read and view at any time globally. (Hennig-Thurau et al (2004), e-WOM communication as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet”. Consumers are adopting a new trend of relying on e-WOM for product information. According to a survey by ACNielsen (2007), a significant number of consumers consider online opinions to be just as reliable and trustworthy as information found on a brand’s official website. Rowley (2001) further emphasizes the importance for businesses to actively manage these online communities instead of solely relying on internet advertisements. These observations highlight the substantial impact of e-WOM can have on the consumer’s decision-making process when it comes to purchasing products. The social media platforms with beauty content that has become one of the trending is TikTok.

The e-WOM in TikTok is very influential on the intention to Skintific products because of there are so many influencers or beauty blogger review the Skintific product via TikTok. EWOM encompasses several variables such as Information adoption, information quality, information credibility, information quantity, and information usefulness. According to Cheung et al. (2009), customers’ information-seeking behaviours is influenced by the quality of information, which, in turn, impact their acceptance of electronic word-of-mouth communication channels. Filieri (2015) stated that the credibility of information or its accuracy affects the capability of convincing customers on which information can be trusted. According to Ngarmwongnoi et al (2020), information quantity is useful for reducing the perceived risk. It can help with the consistency of the reviews. . Information usefulness is described as offering useful, informative, valuable, and helpful indicators as stated in Hussain, Song, and Niu (2020). According to Shen, Zheng,

and Zhao (2014), information adoption as a receiver's process of internalizing information and accepting the information from external sources, including how the information helps them gaining their knowledge and improving their decision-making process. Those variables influence the customers to purchase intention. According to Kotler (2000), purchase intention is a strong internal drive or stimulus that motivates action, influenced by stimuli and positive feelings towards the product. It serves as a precursor to actual purchasing behavior and provides valuable insights into the decision-making process of consumers.

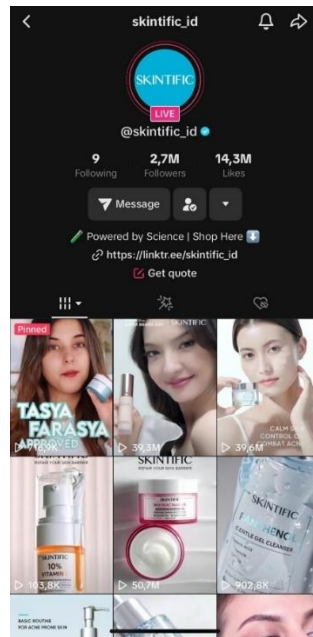


Figure 1. Skintific social media accounts

Currently, there are many beauty products that are trending in the market, but the most popular product is Skintific. There is a lot of demand for Skintific's products in several marketplaces, such as Shopee, Tokopedia, and so on. Because there are so many competitors in the skincare industry, Skintific must be able to compete and be the preeminent in creating skincare products with certain specifications of excellence, ranging from price, product design, quality, and other advantages. Skintific is a skincare industry company founded by Kristen Tveit and Ann-Kristin Stokke in Oslo, Norway in 1957. In accordance with its vision, which is "to be able to create smart products that are accessible to everyone who wants to improve their skin care routine by pure active ingredients, smart formulations, and of course with more advanced technology", Skintific is able to produce good quality skincare that can provide fast and effective results. What's more, Skintific uses a formula based on TTE technology (Trilogy Triangle Effect) which allegedly can provide good and precise results, as well as being safe and gentle for sensitive

skin. Skintific is the only skincare product that uses this technology.

TikTok, the newest breakthrough in social media, has gained immense popularity by combining elements of creativity, self-expression, and digital marketing. This platform allows users to upload and edit their videos using a wide range of themes, while also offering the opportunity to collaborate with other users. The application developed by ByteDance, a Chinese company in 2016, has now become a globally popular app (Kata.data.co.id, 2020). According to Sensor Tower, a research firm specializing in app data, TikTok has emerged as the most downloaded non-game application worldwide. This data indicates a significant shift within the technology industry. ByteDance's app has experienced remarkable growth, with TikTok being downloaded over 2 billion times in the past three years. Furthermore, Sensor Tower reports that Indonesia stands out as the country with the highest number of TikTok downloads, accounting for 11% of the total global downloads (Sensortower.com, 2020).

TikTok provides a distinctive space for individuals to express their creativity, promote themselves, and exchange information. Content about beauty is equally popular in the TikTok (Ramadhanny, 2019). Skincare enthusiast, beauty influencers, and consumers have gravitated towards TikTok to disseminate their personal encounters, valuable insights, and recommendations regarding skincare. The genuine and captivating content shared by users, encompassing skincare routines, product evaluations, and challenges, has fostered a sense of community and reliability among viewers. As a result, skincare brands can capitalize on e-WOM to extend their reach to a wide audience, enhance brand exposure, and cultivate customer loyalty. In the present landscape, consumers increasingly depend on e-WOM circulated on TikTok as a significant information source when making informed purchasing choices.

2. METHOD

The method used in this research is quantitative method. This method is very appropriate for this research because it examines certain samples and populations. Data collection using questionnaire distribution with online Google form using a calculation scale of 1-5. The sampling method use is non- probability sampling with purposive sampling. In this research, researches have determined the respondent criteria. Primary data is a source of research data obtained directly from original sources, namely consumers who use Skintific products and customer who will buy Skintific products. While secondary data is data obtained from a second source or secondary source of the required data. Namely from literature, books, research journals.. The researchers established criteria for the respondents, targeting female and male aged 17 to

over 30 years who had not previously purchased Skintific. The age range 17 to over 30 years was chosen as it aligns with the target demographic for skincare market. The intention behind selecting respondents who have not purchased or used Skintific before was to gauge their interest in purchasing the product. The study aimed to include a total of 270 respondents as the sample size. For better research and significant result, the researcher decided to use a sample of 270 respondents. The data statistical analysis method used by author is Partial Least Square or PLS using the Smart PLS 3.0 application.

3. RESULT AND DISCUSSION

3.1. Respondent Profile

Tabel 1. Characteristics of Respondents

Characteristics	Frequently	
	n	%
Gender		
Male	76	27%
Female	199	73%
Age		
17-21	78	28,4%
22-26	135	49,1%
27-30	30	11,25%
>30	30	11,25%
Education		
Senior High School	110	40%
Diploma	78	26,9%
Bachelor	68	24,7%
Other	23	8,3%
Status		
Student	80	29,1%
Private employee	104	37,8%
Entrepreneur	53	19,3%
PNS/TNI/POLRI	38	13,8%
Total	130	100%

Table shows that there are more female respondents than male respondents. Female respondents total 199 people or in percentages of 73%, while male respondents total 76 or 27% if using percentages. that respondents with an age range of 22-26 years have dominant number, namely 135 people or around 49.1%, then followed by an age range of 17-21 years, namely 78 people or around 28.4%. Next, the majority of people who had not previously purchased Skintific who have private sector employee, namely 37.8% or around 104 people. But it turns out that it is not only people who have private sector employee who target market of Skintific, but also students. This is evidenced by existence of respondent data as students

totalling 29.1% or around 80 people. that respondents with the last level of education of senior high school have dominant number, namely 110 people or around 40%, then followed by the last level of education of Diploma, namely 74 people or around 26,9%. Then the last is respondents with the level of education of Junior High School totalling 3 people or around 1,1%.

3.2. Questionnaire and Measurement

3.2.1. Outer Model

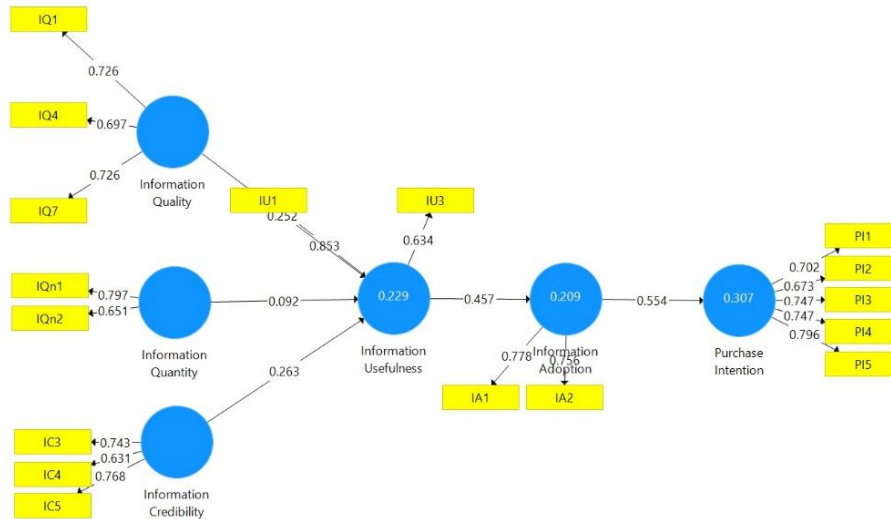


Figure 2. Outer Model

Table 2. Outer Loading

Indicator	Information Quality (IQ)	Description
IQ1	0.726	Valid
IQ4	0.697	Valid
IQ7	0.726	Valid
IQn1	0.797	Valid
IQn2	0.651	Valid
Indicator	Information Credibility (IC)	Description
IC3	0.743	Valid
IC4	0,631	Valid
IC5	0,768	Valid
Indicator	Information Usefulness (IU)	Description
IU1	0,853	Valid
IU3	0,634	Valid
Indicator	Information Adoption (IA)	Description

IA1	0,778	Valid
IA2	0,756	Valid
Indicator	Information Adoption (IA)	Description
PI1	0,702	Valid
PI2	0,673	Valid
PI3	0,747	Valid
PI4	0,747	Valid
PI5	0,796	Valid

From the table above, it can be concluded that the outer loading value of each indicator >0.50 , which means that these results are ideal and valid in assessing the latent construct.

Table 3. AVE

Variable	AVE
Information Adoption	0.589
Information Credibility	0.513
Information Quality	0.513
Information Quantity	0.530
Information Usefulness	0.565
Purchase Intention	0.539

Based on the table above, it can be seen that the Average Variance Extracted (AVE) value in Information Adoption indicator >0.5 or amounting to 0.589. AVE value on Information Credibility indicator >0.5 or equal to 0.513. AVE value on Information Quality indicator >0.5 or amounting to 0.513. Meanwhile, AVE value on Information Quantity indicator >0.5 or equal to 0.530. AVE value in Information Usefulness indicator >0.5 or amounting to 0.565. Last AVE value on Purchase Intention indicator >0.5 or equal to 0.539.

Table 4. Composite Reliability

Variable	Composite Reliability
Information Adoption	0.741
Information Credibility	0.758
Information Quality	0.760
Information Quantity	0.690
Information Usefulness	0.717
Purchase Intention	0.853

Based on the table, it can be seen that Information Adoption 0.741, Information Credibility 0.758, Information Quality 0.760, Information Quantity 0.690, Information Usefulness 0.717, and Purchase Intention 0.853. the data shows that the Composite Reliability value of each variable is >0.6, so it can be concluded that the above variables are Reliable.

Table 5. Multicollinierity

	VIF
IA1	1.032
IA2	1.032
IC3	1.123
IC4	1.119
IC5	1.167
IQ1	1.149
IQ4	1.104
IQ7	1.147
IQn1	1.004
IQn2	1.004
IU1	1.019
IU3	1.019
PI1	1.379
PI2	1.373
PI3	1.556
PI4	1.607
PI5	1.689

Based on the data above, the multicollinearity test result show that, the inner result of Information Adoption, Information Credibility, Information Quality, Information Quantity, Information Usefulness, and Purchase Intention are above 0.10. So, the data does not violate the multicollinearity test.

3.2.2. Inner Model

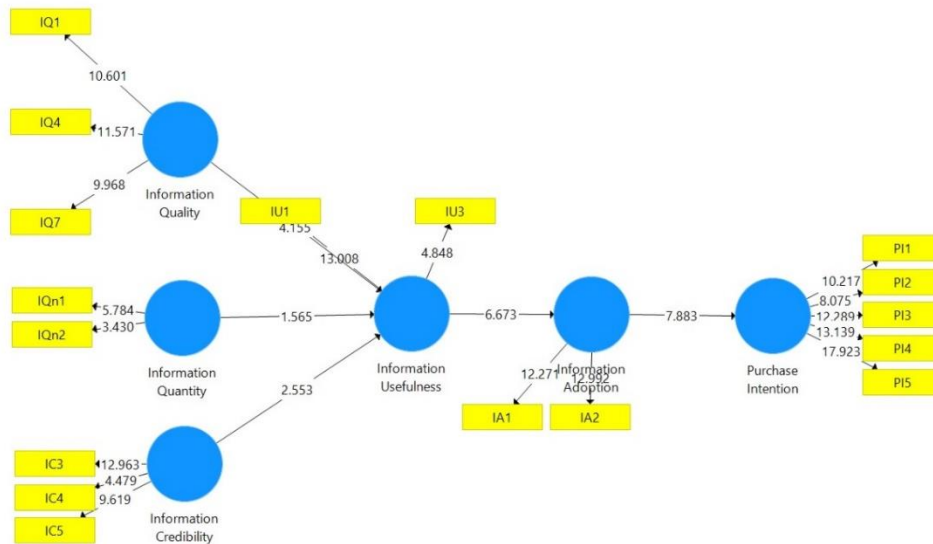


Figure 3. Inner Model

Table 6. R Square

	R Square	R Square Adjusted
Information Adoption	0.209	0.206
Information Usefulness	0.229	0.220
Purchase Intention	0.307	0.304

Based on the data above, it can be seen that the value of R^2 on Information Adoption is 0.209 or 20.9%. The R^2 on Information Usefulness is 0.229 or 22.9%. Meanwhile, the R^2 on Purchase Intention is 0.307 or 30.7%.

Table 7. Q Square

	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
Information Adoption	550.000	488.087	0.113
Information Credibility	825.000	825.000	0.000
Information Quality	825.000	825.000	0.000
Information Quantity	550.000	550.000	0.000
Information Usefulness	550.000	491.872	0.106

From the data above, it can be seen that the Q value² for Information Usefulness, Information Adoption, and Purchase Intention is 0.106, 0.113, and 0.153, which means that this model has predictive relevance because the Q² value > 0, then the Q value² for Information Credibility, Information Quality, and Information Quantity is 0.000, which means that this model also indicates it has predictive relevance.

Table 8. FIT

	Saturated Model	Estimated Model
SRMR	0.100	0.149
NFI	0.371	0.298
Chi Square	715.132	798.665

Based on the data table above, it can be concluded that the SRMR value is 0.149.

3.2.3. Hypothesis Test

Table 9. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
IA > PI	0,554	0,555	0,070	7,861	0,000
IC > IU	0,263	0,262	0,098	2,676	0,008
IQ > IU	0,252	0,256	0,063	3,990	0,000
IQ _n > IU	0,092	0,100	0,059	1,561	0,119
IU > IA	0,457	0,458	0,063	7,244	0,000

3.2.3.1. The Information Quality and The Information Usefulness

The research results show that the T-statistic and p-value between the Information Quality and Information Usefulness variables are 3.926 and 0.000 respectively. The T-statistic value is $3.926 \geq 1.96$ and the p-value is $0.000 \leq 0.05$. Both meet the requirements so that hypothesis 1 is accepted. If you look at the original sample value (O), it is 0.252, which shows a positive value. Therefore, it can be concluded that H1 is accepted. This means that the quality of scientific information on TikTok has a positive and significant effect on the usefulness of information. Previous research has delineated several attributes defining the quality of electronic Word-of-Mouth (e-WOM) information. These include attributes like comprehensiveness, timeliness, relevance (Cheung, Lee, & Rabjohn, 2008), specificity, factual accuracy (Fillieri, 2015), lucidity, objectivity, comprehensibility, and superior quality (Park, Lee, & Han, 2007). Previous studies have investigated the correlation between information quality and its usefulness. Information quality emerges as a key determinant affecting consumers' perceived usefulness of the

information, directly impacting their decision-making process. Enhanced information quality significantly aids consumers in accessing the quality and performance. Fillieri (2015) highlighted that information quality stands as the important factor in information diagnostic or usefulness. Prior studies also found that information quality has a positive and significant influence on information usefulness. However, Zhu et al. (2015) argue that argument quality, which represents information about products, influences product usefulness evaluation..

3.2.3.2. The Impact of Information Credibility and The Information Usefulness

The research results show that the T-statistic and p-value between the Information Credibility and Information Usefulness variables are 2.606 and 0.009 respectively. The T-statistic value is $2.606 \geq 1.96$ and the p-value is $0.009 \leq 0.05$. Both meet the requirements so that hypothesis 2 is accepted. If you look at the original sample value (O), it is 0.263, which shows a positive value. Therefore, it can be concluded that H2 is accepted. This means that the credibility of scientific information on TikTok has a positive and significant effect on the usefulness of the information. Based on the original sample value (O) above, it's means that the information credibility is the biggest influence between three dimensions of E-WOM, which are information quantity and information quality. EWOM deemed credible by consumers stands a higher chance of being embraced and aiding them in assimilating information (Fillieri, 2015). Credibility of information is augmented when it's perceived as accurate, dependable, authentic, and persuasive (Ho, Phan, & Le-Hoang, 2021). Sussman and Siegal's (2003) research suggests that informational influence can operate through a peripheral route, namely source credibility. Source credibility serves as a straightforward assessment to influence decisions that determine the utility of a message, information credibility is identified as the preliminary factor in the persuasion process and is found to exert a positive influence on information usefulness.

3.2.3.3. The Impact of Information Quantity and The Information Usefulness

The research results show that the T-statistic and p-value between the Information Quantity and Information Usefulness variables are 1.466 and 0.143 respectively. The T-statistic value is $1.466 \leq 1.96$ and the p-value is $0.143 \geq 0.05$. Both of them do not meet the requirements so hypothesis 3 is rejected. If you look at the original sample value (O), it is 0.092, which shows a positive value. Therefore, it can be concluded that H3 is rejected. This means that the quantity of scientific information on TikTok does not have a significant effect on the usefulness of the information. Information quantity also indicates the

number of individuals offering product reviews, indicating strong sales and a good reputation, thereby reducing uncertainty during the product purchasing process (Ho et al., 2021). Lopez and Sicillia (2013) and Ngarmwongnoi et al. (2020) describe the quantity of information through factors such as popularity, reliability, and product performance. The results of this research are in contrast to research that examines the impact of e-WOM, including those conducted by Ngarmwongnoi et al. (2020), Hong and Kim (2016), and Yan et al. (2016), the quantity of information consistently shows support and influence on the usefulness of information.

3.2.3.4. The impact of Information Usefulness and The Information Adoption

The research results show that the T-statistic and p-value between the Information Usefulness and Information Adoption variables are 6.398 and 0.000 respectively. The T-statistic value is $6.398 \geq 1.96$ and the p-value is $0.000 \leq 0.05$. Both variables meet the requirements so that hypothesis 4 is accepted. If you look at the original sample value (O), it is 0.457, which shows a positive value. Therefore, it can be concluded that H4 is accepted. This means that the use of creative information on TikTok has a positive and significant effect on information adoption. The likelihood of a consumer embracing information increases when the information is perceived as valuable, as consumers are more inclined to engage with information aligned with their specific needs and goals (Sardar, Manzoor, Shaikh, & Ali, 2021). Filieri (2015) further asserts that the pivotal determinant in adoption behaviour is the perceived usefulness of information, manifested as information diagnostics. Subsequent research has validated a positive and substantial correlation between information usefulness and information adoption. In a study Tien et al. (2018), the impact of e-WOM usefulness on e-WOM adoption was also explored.

3.2.3.5. The Information Adoption and Purchase Intention

The research results show that the T-statistic and p-value between the Information Adoption and Purchase Intention variables are 7.621 and 0.000 respectively. The T-statistic value is $7.621 \geq 1.96$ and the p-value is $0.000 \leq 0.05$. Both variables meet the requirements so that hypothesis 5 is accepted. If you look at the original sample value (O), it is 0.554, which shows a positive value. Therefore, it can be concluded that H5 is accepted. This means that Skintific Adoption Information on TikTok has a positive and significant effect on Purchase Intention. Kemp (2020) outlined that the intention to purchase emerges during the period between the evaluation stage and the decision to purchase when consumers establish brand rankings and preferences. A progression is established as consumers incorporate information into their decision-

making process, influencing their considerations and ultimately shaping their purchase intention. Erkan and Evans (2016) formulated a hypothesis suggesting that consumers who embrace e-WOM information are more inclined to develop purchase intentions.

3.2.3.6. The impact of Post Sales service on Trust

The results shows that the P values is 0.015 which is < 0.05, the data shows that Post Sales Service has a positive and significant effect on Trust. It was in line with the previous studies, customers' trust in influencers affects their purchasing intentions. If consumers perceive the post-sales services of live streaming e-commerce as better and more credible, they are relatively more willing to buy.

Table 10. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values
IC => IU => IA	0.12	0.119	0.05	2.398	0.017
IQ=>IU=> IA	0.115	0.114	0.037	3.107	0.002
IQn=>IU=>IA	0.042	0.045	0.031	1.368	0.172
IC=>IU=>IA=>PI	0.067	0.067	0.033	2.017	0.044
IQ=>IU=>IA=>PI	0.064	0.063	0.023	2.748	0.006
IU=>IA=>PI	0.253	0.251	0.062	4.068	0.000
IQn=>IU=>IA=>PI	0.023	0.025	0.018	1.299	0.194

From the table above we can conclude that Information Credibility => Information Usefulness => Information Adoption, Information Quality=>Information Usefulness=> Information Adoption, Information Credibility=>Information Usefulness=>Information Adoption=>Purchase Intention, Information Quality=>Information Usefulness=>Information Adoption=>Purchase Intention, and Information Usefulness=>Information Adoption=>Purchase Intention have the positive and significant indirect effects because the original sample is positive and P values <0.05. Meanwhile for the Information Quantity=>Information Usefulness=>Information Adoption and Information Quantity=>Information Usefulness=>Information Adoption=>Purchase Intention are not significant indirect effect because the P values >0.05.

4. CONCLUSION

4.1. Conclusion

This current research demonstrated the impact of Electronic Word of Mouth (E-WOM) to purchase

intention. The results show that purchase intention means the success of the upcoming or new entry business. Therefore, a business should focus on strategies to improve the purchase intention of the brand. This result shows that social media like TikTok can be a way to influence the purchase intention of the product. Due to this, a start up or new entry business should make informative and interesting TikTok content to market their product. As users engage with and share content related to a brand, the electronic word of mouth becomes a powerful mechanism for shaping perceptions and preferences among the audience. TikTok's dynamic and visually appealing nature creates an environment where e-WOM can spread rapidly, affecting the decision-making process of potential customers. The authentic and user generated content on TikTok fosters a sense of trust and relatability, enhancing the impact of e-WOM on consumers' attitudes towards a brand.

4.2. Managerial Implication

To improve the purchase intention of the product, the company should make the content on TikTok more interesting and eye catching with offering product reviews that indicating strong sales and good reputation. Thereby reducing uncertainty during the product purchasing process. Because the quantity of information consistently shows support and influence on the usefulness of information. Through this research, it's suggested that the company needs to prioritize information quantity so that customers can better assess the quality based on the number of product reviews on the company's social media platform, such as TikTok. The quantity of online product reviews reflects the product's popularity. In other words, the more reviews posted about a product, the more popular it is. The study indicates that most product reviews can increase product sales by enhancing the product's popularity in the eyes of consumers.

Companies should be more creative in increasing their sales through product reviews by offering giveaways or free shipping coupons for subsequent purchases after a customer who has purchased their product provides a review on the company's social media platform. In this context, the company needs to pay attention to and manage the E-WOM (Electronic Word-of-Mouth) communication channel processes that occur to build a positive image and increase visitors' desire to view informative and educational content about skincare and purchase the products. There are several strategies that the company can adopt, such as providing more detailed information in an engaging manner to capture the attention of potential buyers. For example, creating quizzes and giveaways with attractive prizes like newly launched products to assess the quality of the offered products. Given the growing influence of E-WOM on purchase intention, company should prioritize the management and monitoring of online reviews, comments, and discussions about their products or services. Creating a robust online presence and actively engaging with customers

on social media platforms, review sites, and other online forums is crucial. Company should invest in strategies to encourage positive E-WOM, such as providing exceptional customer service, incentivizing satisfied customers to leave reviews, and promptly addressing any negative feedback.

Additionally, it's essential for company to leverage data analytics tools to gain insights into customer sentiments expressed through E-WOM. By understanding the key themes and sentiments in online discussions, companies can identify areas for improvement, address customer concerns, and refine their marketing strategies. For future research, it is recommended to add other variables that can predict purchase intention and expand the geographical scope of data collection while increasing the sample size to obtain more optimal results. Additionally, future research is advised to investigate different sectors and the use of different E-commerce platforms.

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