

ABSTRACT

This study examines the influence of electronic word of mouth (e-WOM) through the TikTok social media platform on consumer Purchase Intention towards the beauty brand Scarlett Whitening. The investigated e-WOM variables encompass Information Quality, Information Quantity, Information Credibility, Information Usefulness, and Review Valence. The purpose of this research is to identify the impact of e-WOM variables on consumer Purchase Intention.

The research employs a quantitative approach with a sample of 400 respondents who are followers of Scarlett Whitening's official TikTok account. A non-probability sampling method was chosen to elucidate the relationships between variables in the research model without focusing on population generalization.

The research findings indicate that respondents' assessments of the e-WOM variables related to Scarlett on TikTok reflect favourable quality. The influence of Information Adoption on consumer Purchase Intention for Scarlett products is 7.6%, while the influence of Review Valence on Purchase Intention is 5.2%. The collective impact of the e-WOM variables (Information Quality, Information Quantity, Information Credibility, Information Usefulness, and Review Valence) on Purchase Intention is 18.2% through the mediation of information usefulness and information adoption.

These results affirm the significant influence of information adoption and review valence on the purchase intention of Scarlett products on TikTok. Beneficial information is found to possess good quality, sufficient quantity, high credibility, and positive review valence. The highest scores are attained by the variables studied, including Information Quality, Information Usefulness, Purchase Intention, Information Adoption, Review Valence, Information Quantity, and Information Credibility. As recommendations, this research underscores the need for Scarlet to enhance the quality of conveyed information, maintain an appropriate quantity of information to prevent spam perceptions, and uphold information credibility by citing references. Furthermore, sustaining positive review valence and addressing negative feedback are also crucial for maintaining consumer Purchase Intention

Keywords: *TikTok, Review Valence, Purchase Intention, eWom*