ABSTRACT

The digital landscape in Indonesia has undergone significant changes in recent years, driven by the rapid growth of internet users and the popularity of social media platforms like TikTok. With around 185 million internet users in January 2024, social media has become an integral part of everyday life for Indonesians. In the beauty industry, particularly skincare, electronic Word of Mouth (eWOM) on TikTok has become a crucial factor influencing consumer purchase decisions. However, the uniformity of marketing communication strategies often blurs clear information, prompting consumers to seek reviews to obtain accurate and trustworthy information.

This study aims to explore the influence of eWOM on TikTok on consumers' purchase intentions for local skincare products in Indonesia. By examining the relationship between eWOM and purchase intention, this research seeks to enhance understanding of this dynamic and provide valuable insights for marketing practitioners. The research method used is a descriptive causal method with a quantitative approach through a survey questionnaire collected from 385 respondents using a Likert scale. Data analysis was conducted using partial least square (PLS) techniques with SmartPLS 4.1.0.3. software.

The results indicate that information quality, information quantity, information task-fit, needs for information, and attitude towards information have a positive and significant impact on information usefulness. Information usefulness also positively and significantly influences information adoption, which in turn affects consumers' purchase intentions. However, information credibility does not show a significant impact on information usefulness. Additionally, information usefulness mediates the effects of information quality, information quantity, needs for information, and attitude towards information on purchase intentions.

The contributions of this research include theoretical and practical aspects. Theoretically, this study strengthens the conceptual framework for understanding the relationship between eWOM and purchase intention and provides a foundation for future research. Practically, the findings offer guidance for marketers in improving the quality of information on TikTok, ensuring that the information is accurate, relevant, and clear to influence consumers' purchase decisions.

Theoretical suggestions for future research include exploring variables on other social media platforms such as Instagram and considering additional factors like the marketing mix and social media usage. Practical suggestions include focusing on enhancing information quality, presenting information in an engaging manner, and ensuring information relevance to build positive attitudes towards information and optimize communication strategies on TikTok.

Keywords: Consumer Purchase Intention, ectronic Word-of-Mouth (eWOM), Local Skincare Products, SEM-PLS, TikTok