# ABSTRACT

The rapid growth rate of internet users has strengthened the role of social media as a strategic tool for business interaction, brand building, and increasing commercial results. With the shift from traditional to electronic word-of-mouth (eWOM), TikTok emerged as the dominant social media platform, with 106.52 million users in Indonesia. This research explores how Saff & Co can leverage eWOM on TikTok to strengthen its marketing strategy.

This research examines the influence of eWOM and brand image through TikTok social media on consumer purchase intentions in the Saff & Co perfume brand. The eWOM variables studied include Information Quality, Information Quantity, Information Credibility, Information Usefulness, and Information Adoption. This research aims to better understand the influence of eWOM based on TikTok purchase intention Saff & Co.

To understand the influence of eWOM, this study applies an information adoption model (IAM), which has been widely used in previous eWOM studies. This research uses a quantitative approach with a sample of 400 respondents based on the criteria of TikTok Indonesia users who intend to buy Saff & Co products. Data collection in this study using the questionnaire method and processed using Structural Equation Modeling (SEM) analysis with SmartPLS 3.2.9 application.

The results showed that respondents' assessment of the eWOM variable about Saff & Co on TikTok was in a suitable category. It was found that information quality, quantity, information credibility, information adoption, and brand image positively and significantly affect purchase intention. A specific indirect effect on purchase intention is also found in structural models.

As a recommendation, this study reminds us that Saff & Co needs to improve the quality of information submitted, maintain the quantity of information, and maintain the credibility of the information by listing reference sources. In addition, building a positive brand image and responding to negative reviews is also essential in preserving consumer purchase intentions.

**Keywords:** eWOM, TikTok, Brand Image, Information Adoption Model, and Purchase Intention