

ABSTRACT

As a democratic country, the presidential election is an eagerly awaited event for the Indonesian people, especially first-time voters who will cast their votes for the first time in 2024. The phenomenon of many Gen Z voters spending most of their time surfing cyberspace and social media introduces a new style to the 2024 Presidential Election campaign. The large number of votes needed to increase the electability of candidates in the contest highlights the importance of this trend. According to surveys, TikTok is the favorite platform for finding references and expressing political choices during an election year. From a business perspective, amidst a surge in the number of first-time voters and the increasing use of social media platforms in Indonesia, TikTok is faced with the challenge of navigating the interconnected realms of politics and consumer behavior.

This study aims to determine whether eWOM (electronic word of mouth) on TikTok affects the voting decisions of first-time voters through the dimensions of Information Quality, Information Quantity, Information Credibility, Information Task-Fit, Needs of Information, and Attitude towards Information on Information Usefulness, which is mediated by Information Adoption.

A quantitative method with associative objectives was used in this study, with a purposive sampling method yielding 480 respondents who were novice voters seeking information about the 2024 presidential election on TikTok. This study utilized Partial Least Square Structural Equation Modeling to analyze the data.

The results of this study found that Information Quality, Information Quantity, Information Credibility, Needs of Information, and Attitude towards Information significantly influence Information Usefulness. Beginner voters adopt useful information to consider when making decisions at the election voting booth. This research can be useful for evaluation by TikTok as an information provider platform for future General Election contests.

Keywords: eWOM, presidential election, election, novice voters, electronic word of mouth