

ABSTRACT

The rapid development of the internet in Indonesia with the number of users reaching 213 million people in January 2023 has encouraged the emergence of various social media platforms, including TikTok which is in fourth place as the most widely used social media in Indonesia. Generation Z consumers who were born between 1995-2010 and are familiar with technology are an important target for Skintific, one of the brands in the skincare industry that uses TikTok as a means of promotion. The spread of Electronic Word of Mouth (eWOM) about Skintific products through video reviews and comments on TikTok occurs on a large scale, helping people get to know the products and making it easier for potential consumers to find information.

This study aims to test the effect of eWOM information on TikTok social media on purchase intention for Skintific products among Generation Z using the Information Adoption Model (IAM). This model combines the variables Argument Quality, Source Credibility, Information Quantity, Emotive Word Comprehension as eWOM sub-variables; Information Usefulness and Information Adoption as intervening variables; and Online Purchase Intention as the dependent variable.

This quantitative research with descriptive analysis uses a purposive sampling technique to take a sample of at least 385 TikTok user respondents aged 14-29 years who have an interest in buying Skintific products. Data were collected through questionnaires and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the SmartPLS application version 4.0.

The results of the study show that argument quality, source credibility, information quantity, emotive word comprehension have a positive effect on information usefulness. Then information usefulness has a positive effect on information adoption, which will later be able to predict consumer purchase intention among generation Z.

The results of this research are expected to provide insights for Skintific to optimize marketing communication strategies for Generation Z consumers. Several recommendations include improving the quality and completeness of information on TikTok, collaborating with credible influencers, launching a "Real Results Challenge" campaign, enhancing customer service through a "Customer Care Spotlight" program, and implementing an "Action-Driven Reviews" strategy to drive purchase intent. For future research, it is suggested to explore other social media platforms such as Instagram and Twitter, develop research models by adding relevant variables, and refine the research with more comprehensive theories and data for both academic and practical purposes.

Keywords: *eWOM, Information Adoption Model, Generation Z, purchase intention, TikTok*