

ABSTRACT

Social media has become a primary platform influencing consumer behavior in the digital era. The majority of people in Indonesia rely on social media as their main source of information before making purchasing decisions. TikTok, one of the most popular social media platforms, surpassed one billion global users in 2023. This popularity provides a significant opportunity for fashion brands like Uniqlo to leverage TikTok as a marketing channel. Clothing emerged as the most purchased category on social media in Indonesia in 2022. However, data shows that Uniqlo's brand index ranked the lowest in the personal apparel category in 2024. This indicates that Uniqlo's digital marketing strategy and eWOM efforts have yet to be fully optimized compared to its competitors. An eWOM-based marketing strategy, featuring high-quality, credible, and engaging content, could assist Uniqlo in overcoming these challenges.

This study aims to analyze the influence of eWOM on TikTok on consumer purchase intention for Uniqlo products in Indonesia. The research focuses on eWOM elements (Information Quality, Information Quantity, and Information Credibility) and their impacts on Information Usefulness and Information Adoption. Additionally, the study provides insights into TikTok's role in enhancing brand competitiveness through effective digital marketing strategies.

The research employed a causal quantitative approach using a survey involving 400 respondents. Respondents were selected through purposive sampling, targeting active TikTok users who had seen Uniqlo-related content on the platform. The collected data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, and Purchase Intention. Furthermore, the validity and reliability of the instruments were tested using Cronbach's alpha.

The findings reveal that eWOM elements (Information Quality, Information Quantity, and Information Credibility) significantly influence Information Usefulness. Information Usefulness, in turn, positively affects Information Adoption, which ultimately increases consumer purchase intention for Uniqlo

products. These findings highlight that an eWOM-based marketing strategy can effectively enhance consumer purchase intention and influence actual purchase behavior, thereby improving the overall effectiveness of digital marketing strategies on the TikTok platform.

The results of this study are expected to serve as an evaluation for Uniqlo in enhancing its marketing strategy on TikTok through creative, interactive, and credible content. Furthermore, the results are also expected to contribute academically to the digital marketing literature by enriching insights into the role of eWOM in building brand competitiveness. Future research is expected to explore other eWOM elements or social media platforms to broaden the understanding of digital marketing dynamics in the modern era.

Keywords: *electronic word of mouth, purchase intention, TikTok, and digital marketing*