

The influence of Tiktok eWOM on consumer purchase intentions for local skincare products

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ARTICLE INFO

Article history :

Received August 25th 2024

Revised September, 15th 2024

Accepted October, 25th 2024

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ABSTRACT

This study investigates how TikTok electronic Word-of-Mouth (eWOM) impacts consumer purchase intentions in Indonesia, focusing specifically on key information characteristics within the local skincare product market. It examines factors such as information quality, information credibility, information task-fit, needs of information, attitude towards information, information usefulness, and information adoption towards purchase intention. Data were gathered from 385 participants via a questionnaire and analyzed using structural equation modeling (SEM) with the partial least squares (PLS) method. The results reveal that information quality, information task-fit, needs of information, attitude towards information, information usefulness, and information adoption significantly influence consumer purchase intentions. These findings underscore the influential role of TikTok in enhancing consumer engagement and shaping purchasing behaviors, particularly in the context of skincare products. For marketers in the skincare industry, these insights are crucial as they highlight the effectiveness of leveraging TikTok and similar platforms for marketing strategies. By understanding these dynamics, marketers can effectively harness social media to engage with consumers, build brand loyalty, and drive purchase decisions in a competitive market landscape.

Keywords : TikTok; electronic Word-of-Mouth (eWOM); Purchase Intention; SEM-PLS.

1. INTRODUCTION

The rapid advancement of technology and the widespread adoption of the internet have revolutionized the way people interact, communicate, and conduct business globally. In the Indonesian context, this digital transformation has been particularly pronounced, with a significant increase in internet users over the past decade. According to a report by databoks, as of January 2024, approximately 185 million individuals in Indonesia were actively using the internet, representing around 66.5% of the total national population of 278.7 million (Annur, 2024). This surge in internet usage reflects a remarkable growth trajectory, underscoring the increasing digital connectivity and accessibility across various segments of Indonesian society. The advancement and evolution of the internet will ultimately open new pathways and lead to various innovations in the business world (Sutoyo & Ariyanti, 2017).

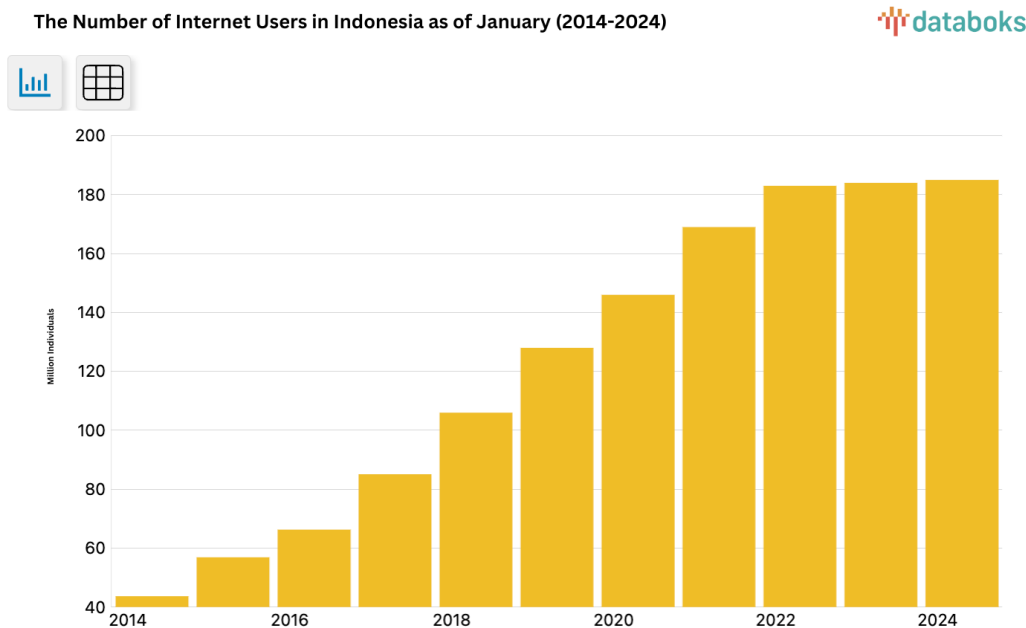


Figure 1. Internet User in Indonesia (2014-2024)

Source: Databoks, 2024

The digital landscape in Indonesia is characterized by a vibrant social media ecosystem, with platforms such as Facebook, Instagram, TikTok, and Twitter commanding a substantial user base in the country. These social media platforms have become integral parts of daily life for millions of Indonesians, serving as avenues for communication, information sharing, entertainment, and networking (Nasrullah, 2015). The pervasive influence of social media in shaping consumer behavior, influencing trends, and facilitating online interactions underscores its significance as a powerful tool for businesses and individuals alike (Isnanda, Susanto, Mubarak, & M APU, 2018).

TikTok has also become a relevant platform for marketing and product sales, as online purchases can encourage consumers to compare options that meet their desires (Fitri & Millanyani, 2023). Within this dynamic digital environment, the beauty industry, encompassing skincare and body care products, has emerged as a prominent sector leveraging digital platforms for marketing and promotion. Local beauty brands in Indonesia have increasingly turned to social media channels like TikTok to engage with consumers, showcase their products, and drive brand awareness (Salsabila & Fitria, 2023). However, despite the active promotion of local skincare products on TikTok, consumers often face challenges in discerning the unique selling propositions and competitive advantages of these products due to uniform marketing communication strategies. This lack of differentiation and clarity in messaging can lead to consumer confusion and hinder informed purchase decisions.

Moreover, consumer decision-making processes in the beauty industry are often influenced by word-of-mouth recommendations and reviews from peers, family, and online communities (Sari, 2022). Therefore, eWOM can be a highly effective way to influence customers (Iskamto & Rahmalia, 2023). Prasetio, Hurriyati, Sari, & Sary (2017), in their research, stated that eWOM can be one of the factors that can drive purchase intention. The rise of Electronic Word of Mouth (eWOM) on social media platforms like TikTok has further amplified the impact of user-generated content on consumer perceptions and purchase intentions. The phenomenon of #reviewjujur (honest reviews) on TikTok exemplifies the blurred lines between authentic user experiences and sponsored promotional content, creating challenges for consumers in evaluating product information and forming trust in online recommendations.

In light of these complexities and challenges within the digital marketing landscape, there is a growing need to understand the role of eWOM on TikTok in shaping consumer attitudes and purchase intentions towards local skincare products in Indonesia. By delving into the nuances of electronic word-of-mouth dynamics and its implications for consumer behavior, this research aims to provide valuable insights for both academia and industry practitioners in navigating the evolving digital marketing landscape.

This study seeks to investigate the impact of eWOM on TikTok on consumer purchase intentions for local skincare products in Indonesia, with a focus on understanding how user-generated content and online recommendations influence consumer perceptions and decision-making processes. By exploring the interplay between eWOM, consumer behavior, and digital marketing strategies, this research aims to contribute to a deeper understanding of the evolving dynamics of consumer-brand interactions in the digital age.

2. METHOD

In this study, the research employs a descriptive causal methodology with a quantitative approach. The chosen research strategy involves conducting a survey using questionnaires to collect quantitative data from 385 respondents. The Likert scale is utilized for measurement, ranging from 1 (strongly disagree) to 5 (strongly agree). The sampling technique applied is non-probability purposive sampling, where respondents are selected based on specific criteria to ensure they represent relevant information for the research. Criteria for participant selection include being active TikTok users in Indonesia aged between 17 and 43 years, possessing knowledge about local skincare products, and showing interest in seeking references about these products on TikTok. The research framework used in this study adopts the framework proposed by (Leong, Loi, & Woon, 2022).

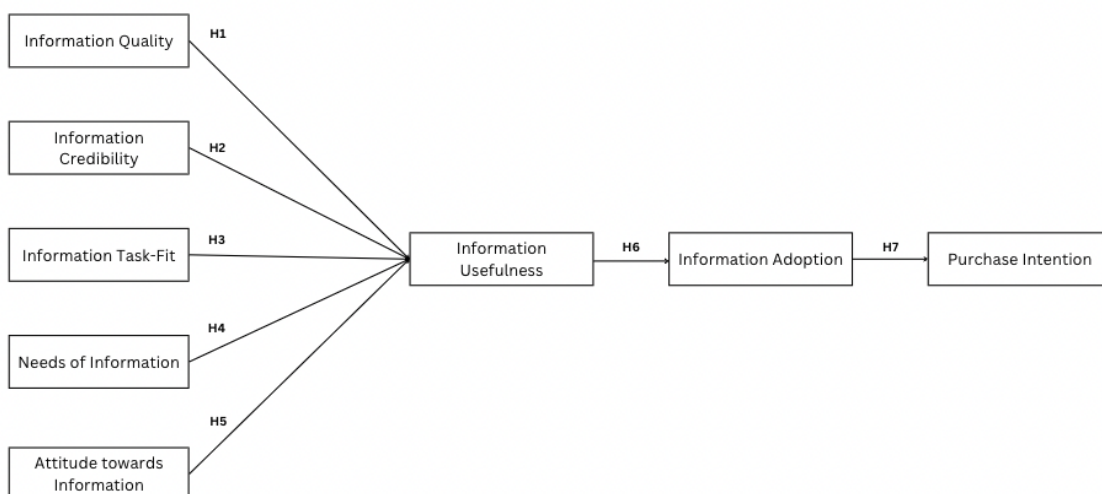


Figure 2. Research Framework

This research employs partial least squares (PLS), a variance-based structural modeling technique known as VB-SEM. SmartPLS 4.0 software is used to process and analyze the collected data gathered through questionnaires.

2.1 Hypothesis Development

2.1.1 Electronic Word-of-Mouth (eWOM)

Ismagilova, as cited in Wardhana et al. (2022), defines eWOM as any information, whether positive or negative, shared by individuals connected to a product or service through the internet. Meanwhile, according to Huete, also cited in Wardhana et al. (2022), eWOM refers to digital word-of-mouth communication, representing the evolution of the traditional concept of Word of Mouth (WOM).

2.1.2 Information Quality (IQ)

According to Leong et al. (2022), information quality refers to a message's ability to influence consumers' purchase intentions. They found that information quality positively correlates with information usefulness, which in turn affects purchase intentions. This finding aligns with (Xue, Lee, & Mu, 2018) research, which also indicates a positive and significant relationship between information quality and information usefulness. Thus, the hypothesis can be defined as follows:

H1: Information Quality has a positive and significant effect on Information Usefulness.

2.1.3 Information Credibility (IC)

Information credibility, according to Erkan & Evans (2016), refers to information provided by highly trusted sources that are considered valuable and stimulate knowledge transfer. It is also a key factor in initiating the process of individual persuasion. In their research, it is also mentioned that information credibility has a positive and significant impact on information usefulness. This finding aligns with Rawat & Kumar (2023) research, which also indicates a positive and significant relationship between information credibility and information usefulness. Thus, the hypothesis can be defined as follows:

H2: Information Credibility has a positive and significant effect on Information Usefulness.

2.1.4 Information Task-Fit (ITF)

Tarkang, Alola, Nange, & Ozturen (2020) emphasize that to positively influence consumer experiences, information provided must align with their needs. They found that information task-fit has a positive and significant effect on information usefulness, a result consistent with Leong et al. (2022) findings showing a positive and significant relationship between information task-fit and information usefulness. Thus, the hypothesis can be defined as follows:

H3: Information Task-Fit has a positive and significant effect on Information Usefulness.

2.1.5 Needs of Information (NI)

Needs of information arise when there is a gap between available information and what is necessary to solve a problem. Ngo et al. (2024) found that needs of information are positively and significantly related to information usefulness, in line with Erkan & Evans (2016) research showing that needs of information positively and significantly influence information usefulness. Thus, the hypothesis can be defined as follows:

H4: Needs of Information have a positive and significant effect on Information Usefulness.

2.1.6 Attitude towards Information (ATT)

Erkan & Evans (2016) highlight the importance of consumers' attitudes towards information in

the context of purchase decisions and electronic word-of-mouth (eWOM). A positive attitude towards eWOM information is believed to enhance its usefulness in consumer purchase decision-making, consistent with Leong et al. (2022) and Rawat & Kumar (2023) findings of a positive and significant relationship between attitude towards information and information usefulness. Thus, the hypothesis can be defined as follows:

H5: Attitude towards Information has a positive and significant effect on Information Usefulness.

2.1.7 Information Usefulness (IU)

Indrawati, Putri Yones, & Muthaiyah (2023) describe information usefulness as reflecting consumers' responses to the value of information in aiding decision-making. This finding aligns with Tien, Rivas, & Liao (2019) and Erkan & Evans (2016) studies showing a positive and significant relationship between information usefulness and information adoption. Thus, the hypothesis can be defined as follows:

H6: Information Usefulness has a positive and significant effect on Information Adoption.

2.1.8 Information Adoption (IA)

Information adoption, according to Wang (2016), refers to deliberate information usage behavior that ultimately influences purchase decisions. Khwaja, Mahmood, & Zaman (2020) and Rawat & Kumar (2023) found a positive and significant relationship between information adoption and purchase intention. Thus, the hypothesis can be defined as follows:

H7: Information Adoption has a positive and significant effect on Purchase Intention.

3. RESULTS AND DISCUSSION

3.1 RESULT

Table 1 indicates that respondents aged 17-33 years comprise the highest percentage at 88.8%. Meanwhile, those aged 34-43 years account for only 11.2%. Most respondents are female, representing 63.4%, while males make up 36.6%. In terms of education, a significant majority are university graduates, comprising 75.8%. Regarding occupation, the majority are employees, accounting for 57.9%. The dominant region of residence among respondents is Java, with 52.7%. In terms of TikTok usage duration, 74.5% of respondents have been using TikTok for 1-4 years, and they use TikTok 2-5 times as a source of information on local skincare products (45.2%).

Table 1. Respondents' Characteristics

Respondents' Characteristics	Category	Frequency	Percentage
Age	17-33 years old	342	88,8%
	34-43 years old	43	11,2%
Gender	Male	141	36,6%
	Female	244	63,4%
Education	Senior High School	45	11,7%
	Associate's/Bachelor's Degree	292	75,8%
	Master's Degree	46	11,9%
	Doctoral Degree	2	0,5%
Occupation	Student	127	33%
	Employee	223	57,9%
	Entrepreneur	32	8,3%
	Other	3	0,8%
Domicile	Sumatra	108	28,1%
	Java	203	52,7%
	Kalimantan	51	13,2%
	Sulawesi	15	3,9%
	Papua	5	1,3%
	Other	3	0,8%

Respondents' Characteristics	Category	Frequency	Percentage
TikTok Usage Period (year)	<1	55	14,3%
	1-4	287	74,5%
	5-8	43	11,2%
Frequency of Using TikTok to Search for Local Skincare Products Information	Once	64	16,6%
	2-5 times	174	45,2%
	>5 times	147	38,2%

Table 2 presents the results of the convergent validity test using loading factor parameters. The results show that all indicators of the latent variables have values > 0.5, indicating a strong relationship between the measurement variables and their respective factors, thus validating the test (Abdillah & Hartono, 2015).

Table 2. Loading Factor

	IQ	IC	ITF	NI	ATT	IU	IA	PI
IQ1	0,635							
IQ2	0,608							
IQ3	0,638							
IQ4	0,643							
IC1		0,660						
IC2		0,661						
IC3		0,660						
IC4		0,651						
ITF1			0,675					
ITF2			0,674					
NI1				0,656				
NI2				0,626				
NI3				0,655				
NI4				0,651				
ATT1					0,651			
ATT2					0,655			
ATT3					0,641			
IU1						0,676		
IU2						0,667		
IU3						0,665		
IA1							0,676	
IA2							0,674	
PI1								0,653
PI2								0,650
PI3								0,629
PI4								0,653

Table 3 shows the evaluation of convergent validity using the average variance extracted (AVE) parameter. The results indicate that all latent variables in this study have values greater than 0.5, demonstrating that all indicators within each construct consistently and accurately measure their respective constructs (Abdillah & Hartono, 2015).

Table 3. Average Variance Extracted

	<i>Average Variance Extracted (AVE)</i>
IQ	0,574
IC	0,624
ITF	0,656
NI	0,603
ATT	0,606

	<i>Average Variance Extracted (AVE)</i>
IU	0,645
IA	0,655
PI	0,602

Table 4 presents the results of the Heterotrait-Monotrait (HTMT) Ratio of Correlations. The HTMT ratio of related variables must be less than 0.85 to detect differences between the two variables (Kline, 2023). The results show that all values are below 0.85. Therefore, discriminant validity is achieved.

Table 4. Heterotrait-monotrait ratio (HTMT)

	ATT	IA	IC	IQ	ITF	IU	NI	PI
ATT								
IA	0,478							
IC	0,492	0,516						
IQ	0,493	0,503	0,499					
ITF	0,519	0,476	0,448	0,510				
IU	0,571	0,551	0,502	0,568	0,557			
NI	0,496	0,472	0,456	0,504	0,509	0,557		
PI	0,545	0,531	0,574	0,526	0,510	0,560	0,513	

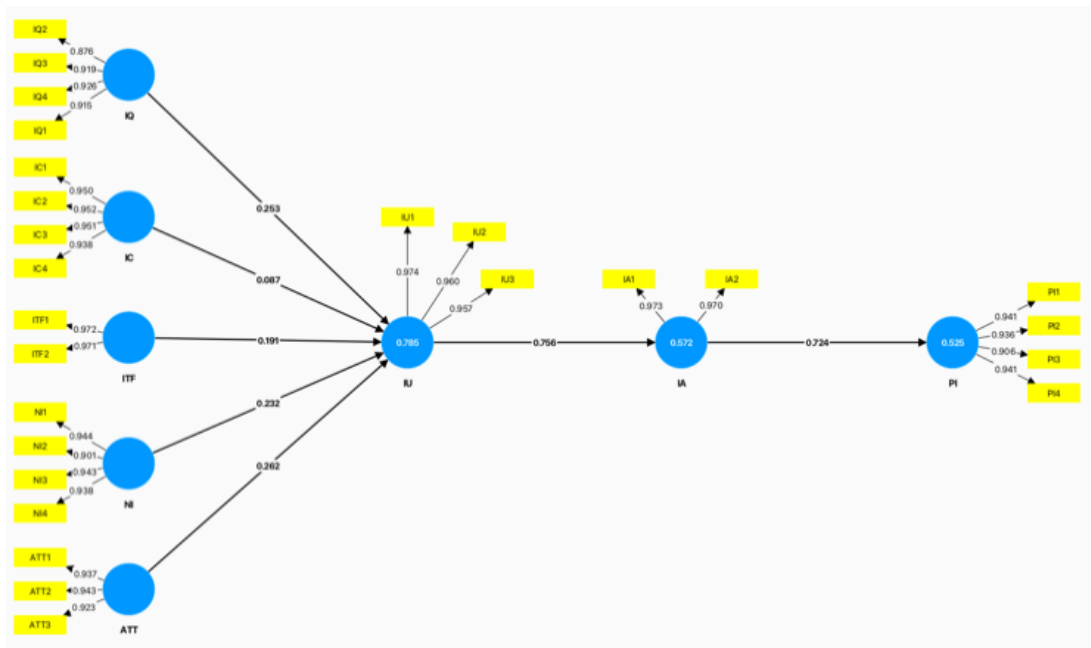


Figure 3. Full Model

Table 5 shows the results of reliability tests using Cronbach's Alpha and composite reliability parameters. The results indicate that all parameter values are above 0.60, demonstrating that the measurement instrument used in this study is reliable (Ghozali, 2021).

Table 5. Reliability Test

	Cronbach's Alpha	Composite Reliability
IQ	0,646	0,649
IC	0,668	0,669
ITF	0,653	0,653
NI	0,659	0,663

	Cronbach's Alpha	Composite Reliability
ATT	0,644	0,645
IU	0,668	0,668
IA	0,653	0,654
PI	0,659	0,662

Table 6 presents the results of the inner model test using the R-Square parameter, showing three adjusted R-Square values in this study: information usefulness (0.543), information adoption (0.396), and purchase intention (0.363). Based on these results, it can be concluded that the structural model in this study falls into the moderate category. An R-Square value is considered moderate if it is greater than 0.33 and significant if it is greater than 0.67 (Hair et al., 2019).

Table 6. R-Square

	R-Square	R-Square Adjusted
IU	0,545	0,543
IA	0,397	0,396
PI	0,365	0,363

Table 7 shows the results of the model test using the SRMR parameter. The results indicate that the SRMR parameter value in the estimated model (0.095) is below 0.10, meaning this research model is reliable (Ghozali & Latan, 2015).

Table 7. Estimated Model

	Saturated Model	Estimated Model
SRMR	0,037	0,095
d_UIS	0,339	6,634
d_G	0,424	0,587
Chi-Square	1592,155	1892,443
NFI	0,612	0,596

Table 8 illustrates that all hypotheses proposed in this study were accepted. This is because their significance values were less than 0.05, indicating significant effects among the variables examined, as stated by Sahir (2021).

Table 8. Hypothesis Test

Hypothesis	Relationship	β Value	T-Statistics	P-Values	Supported
H1	IQ→IU	0,176	4,672	0.000	Yes
H2	IC→IU	0,087	2,180	0.029	Yes
H3	ITF→IU	0,133	4,010	0.000	Yes
H4	NI→IU	0,161	4,699	0.000	Yes
H5	ATT→IU	0,182	4,882	0.000	Yes
H6	IU→IA	0,525	19,776	0.000	Yes
H7	IA→PI	0,503	18,472	0.000	Yes

The findings indicate a significant and positive relationship between information quality and information usefulness ($\beta = 0.176$, $P < 0.05$), as well as between information credibility and information usefulness ($\beta = 0.087$, $P < 0.05$). These results support H1 and H2 and align with the study by Indrawati et al. (2023), which emphasizes the importance of information quality in enhancing information usefulness. This suggests that consumers value well-constructed and reliable information, which helps them make better decisions.

Furthermore, information task-fit ($\beta = 0.133$, $P < 0.05$), needs of information ($\beta = 0.161$, $P < 0.05$),

and attitude towards information ($\beta = 0.182, P < 0.05$) also show positive and significant relationships with information usefulness, thus supporting H3, H4, and H5. This is consistent with the findings of Leong et al. (2022), indicating that when information is well-suited to a task, meets the consumers' needs, and is perceived positively, it is deemed more useful. This reinforces the notion that the context and the relevance of information play critical roles in its perceived usefulness.

Moreover, the positive relationship between information usefulness and information adoption ($\beta = 0.525, P < 0.05$), and between information adoption and purchase intention ($\beta = 0.503, P < 0.05$), supports H6 and H7. These findings are in line with the study by Erkan & Evans (2016), which highlights the crucial role of information usefulness in facilitating information adoption and subsequently influencing purchase intentions. This underscores the pathway through which consumers process and act upon information, moving from evaluating its usefulness to adopting it and eventually making purchase decisions.

4. DISCUSSION

The results of this study align with the expectations and existing literature, indicating that various factors significantly contribute to information usefulness, which in turn influences information adoption and purchase intention. The significant relationships between information quality and information usefulness, as well as information credibility and information usefulness, are consistent with the findings of Indrawati et al. (2023). This highlights the importance of well-constructed and reliable information in helping consumers make better decisions. Consumers value information that is accurate, reliable, and high in quality, which enhances its perceived usefulness. The positive and significant relationships found between these factors and information usefulness are consistent with the findings of Leong et al. (2022). When information is well-suited to a specific task, meets the consumers' needs, and is perceived positively, it is deemed more useful. This reinforces the notion that the context and relevance of information play critical roles in its perceived usefulness. The significant relationships between information usefulness and information adoption, as well as between information adoption and purchase intention, support the findings of Erkan & Evans (2016). This underscores the pathway through which consumers process and act upon information, moving from evaluating its usefulness to adopting it and eventually making purchase decisions.

While Indrawati et al. (2023). focused more on the direct impact of information quality and information credibility on information usefulness, this study extends the understanding by incorporating information task-fit, needs of information, and attitude towards information as significant factors. Additionally, the study by Leong et al. (2022) did not extensively cover the needs of information, which this study finds to be equally important. These differences can be attributed to varying contexts, locations, and times. For instance, Indrawati et al. (2023). focused on a specific type of skincare product, while this study focuses on the local skincare industry in general.

The findings of this study have several implications for marketers and businesses in the skincare industry. Understanding the importance of various factors that influence information usefulness can help businesses tailor their information strategies to better meet consumer needs. By focusing on providing high-quality, credible information that is well-suited to specific tasks and meets consumer needs, businesses can enhance the perceived usefulness of their information, leading to higher rates of information adoption and ultimately influencing purchase intentions.

This study has several limitations. First, the focus on the local skincare industry may limit the generalizability of the findings to other industries or geographical locations. Second, the study relies on self-reported data, which may be subject to bias. Third, the cross-sectional design of the study limits the ability to draw causal inferences from the findings.

Future research could address these limitations by examining the relationships between these factors and information usefulness in different industries and geographical locations. Longitudinal studies could provide a better understanding of the causal relationships between these variables. Additionally, future research could explore other factors that may influence information usefulness,

such as the role of social media influencers and user-generated content in shaping consumer perceptions of information usefulness.

5. CONCLUSION

This study provides valuable insights into the dynamics of consumer behavior in the local skincare industry, emphasizing the crucial role of information characteristics in shaping purchase intentions. The research demonstrates that factors such as information quality, information credibility, information task-fit, needs for information, attitude towards information, information usefulness, and information adoption all positively and significantly influence consumers' purchase intentions. High-quality and credible information enhances consumers' perception of usefulness, as they are more likely to trust and rely on accurate, reliable, and well-constructed information. This trust, in turn, translates into a greater likelihood of adopting the information and making purchase decisions based on it. When information is well-suited to the specific tasks or needs of the consumer, it becomes more relevant and useful, facilitating better decision-making processes and ultimately leading to higher purchase intentions. Understanding and addressing the specific needs of consumers is crucial; information that directly meets these needs is perceived as more useful, leading to higher levels of information adoption. This finding suggests that marketers should focus on creating content tailored to the specific requirements and preferences of their target audience. A positive attitude towards the information presented significantly enhances its perceived usefulness. Consumers with a favorable view of the information are more likely to adopt it and use it in their decision-making processes, thereby increasing the likelihood of making a purchase. The study underscores the importance of information usefulness in influencing information adoption. When consumers find the information useful, they are more likely to adopt it, which in turn significantly impacts their purchase intentions. This highlights the pathway through which consumers process information, moving from evaluation to adoption and eventually making a purchase decision.

For practitioners in the highly competitive skincare market, these findings emphasize the need to focus on the quality, credibility, and relevance of the information provided. By ensuring that the information meets the specific needs and preferences of consumers and by fostering a positive attitude towards this information, businesses can enhance its usefulness and adoption, thereby driving higher purchase intentions. In conclusion, this study reveals that understanding and leveraging these information characteristics are critical for success in an industry that increasingly relies on electronic Word of Mouth (eWOM). By focusing on these factors, marketers can better influence consumer behavior and drive purchase intentions in competitive markets.

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