

ABSTRAK

Pertumbuhan pesat media sosial, khususnya Tiktok, telah mengubah cara konsumen mencari informasi dan mengambil keputusan pembelian produk skincare. *Electronic Word-of-Mouth* (eWOM) menjadi sumber informasi yang berpengaruh karena memungkinkan pengguna berbagi ulasan dan pengalaman secara luas. Namun, masih terbatas kajian empiris yang mengkaji bagaimana kualitas, kredibilitas, dan kuantitas informasi eWOM memengaruhi niat pembelian konsumen melalui proses kegunaan dan adopsi informasi. Penelitian ini bertujuan untuk menganalisis pengaruh eWOM di Tiktok terhadap niat pembelian produk skincare Skintific dengan menggunakan kerangka *Information Adoption Model* (IAM) yang didukung oleh *Social Cognitive Theory*. Penelitian ini menggunakan pendekatan kuantitatif melalui survei terhadap 270 pengguna Tiktok di Indonesia yang pernah terpapar konten eWOM Skintific, dengan analisis data menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa kualitas, kredibilitas, dan kuantitas informasi eWOM berpengaruh positif dan signifikan terhadap kegunaan informasi. Kegunaan informasi juga terbukti berpengaruh signifikan terhadap adopsi informasi, yang selanjutnya meningkatkan niat pembelian produk Skintific. Di antara variabel eWOM, kuantitas informasi memiliki pengaruh paling dominan terhadap kegunaan informasi. Temuan ini menegaskan bahwa eWOM di Tiktok berperan penting dalam membentuk niat beli konsumen, sehingga pengelolaan eWOM yang kredibel, informatif, dan transparan menjadi semakin krusial bagi merek skincare di era digital.

Kata kunci: *Electronic Word-of-Mouth* (eWOM), Tiktok, Skintific, *Information Adoption Model*, kualitas informasi, kuantitas informasi, kredibilitas informasi, kegunaan informasi, adopsi informasi, niat pembelian.

ABSTRACT

The rapid growth of social media, particularly Tiktok, has changed the way consumers search for information and make purchasing decisions regarding skincare products. Electronic Word-of-Mouth (eWOM) has become an influential source of information because it allows users to share reviews and experiences widely. However, there are still limited empirical studies examining how the quality, credibility, and quantity of eWOM information influence consumers' purchase intentions through the processes of usefulness and information adoption. This study aims to analyse the influence of eWOM on Tiktok on the purchase intention of Skintific skincare products using the Information Adoption Model (IAM) framework supported by Social Cognitive Theory. This study uses a quantitative approach through a survey of 270 Tiktok users in Indonesia who have been exposed to Skintific eWOM content, with data analysis using the Partial Least Square–Structural Equation Modelling (PLS-SEM) method. The results of the study indicate that the quality, credibility, and quantity of eWOM information have a positive and significant effect on the usefulness of information. The usefulness of information has also been proven to have a significant effect on the adoption of information, which in turn increases the intention to purchase Skintific products. Among the eWOM variables, the quantity of information has the most dominant influence on the usefulness of information. These findings confirm that eWOM on Tiktok plays an important role in shaping consumer purchase intentions, making credible, informative, and transparent eWOM management increasingly crucial for skincare brands in the digital age.

Keywords: *Electronic Word-of-Mouth (eWOM), Tiktok, Skintific, Information Adoption Model, information quality, information quantity, information credibility, information usefulness, information adoption, purchase intention.*