



## The Influence of Electronic Word of Mouth (EWOM) in TikTok Social Media on Purchase Interest of Haircare Products

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### ABSTRACT

Online communication has a rapid growth rate through social media, websites, blogs and other media. The increasing popularity of electronic word-of-mouth communication is having a significant impact on consumer behavior. The presence of social media has also changed the way of marketing, from traditional marketing to digital marketing. This study aims to determine the Influence of Electronic Word of Mouth (EWOM) in TikTok Social media on Purchase Interest of Hair Care Products. The research uses a quantitative, causal descriptive approach. The samples used were purposive and accidental sampling with 101 respondents. The research analysis method uses the Partial Least Square (PLS) method based on the Structural Equation Model (SEM) technique. The research findings indicate that Information Adoption and Information Usefulness of eWOM on TikTok have a positive influence on the Purchase Intention of hair care products. Other factors such as Quality, Quantity, Credibility, Information task-fit, Need, and Attitude toward Information also influence the Usefulness of eWOM Information on the TikTok social media platform.

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## INTRODUCTION

The beauty care industry in Indonesia has experienced remarkable growth. According to BPS RI (Statistics Indonesia), the cosmetics sector witnessed a notable increase of 9.61% in 2021. Concurrently, data from the Indonesian Ministry of Industry reveals a 15.2% rise in exports, amounting to US\$317 million in the first half of 2020 compared to the previous year. Despite the challenges posed by the COVID-19 pandemic, the resilience of beauty product sales persists, buoyed by the growing presence of millennial and Generation Z consumers who favor online shopping. Consequently, there arises a crucial need for the industry to discern and respond to the evolving purchasing behaviors of these emerging demographics, particularly within the dynamic domain of hair care.

Based on Statista's insights for the year 2022, the Indonesian beauty care industry stands at an impressive value of 112 trillion rupiah, projecting a Compound Annual Growth Rate (CAGR) of 5.91% through 2026. Specifically, the market for body care, inclusive of hair care, is anticipated to exceed 12 trillion rupiah by 2022, with an estimated CAGR of 4.91% until 2027. Noteworthy is the escalating usage of products like shampoos, conditioners, and hair vitamins. However, despite this upward trend, the industry faces significant hurdles in effectively educating consumers about the discernment of quality products within this category.

Consumers increasingly rely on the internet as their primary source of information, which has become an integral part of daily activities (Hussain et al., 2018). Online communication, particularly through social media, websites, and blogs, has played a key role in disseminating electronic word-of-mouth information. This paradigm shift also affects marketing strategies, with a shift from traditional to digital marketing (Dwivedi et al., 2021). Social media, as demonstrated by numerous previous studies, has become the primary source of information for consumers before making purchases (Alalwan et al., 2017; Hanaysha, 2022). High trust, community engagement, brand awareness, and positive brand interactions have been proven to have a positive impact on consumer purchase intention (Hasan & Sohail, 2020).

In Indonesia, the TikTok social media platform has become one of the most popular, with a significant number of users, especially from Generation Z and millennials (Social, 2023).

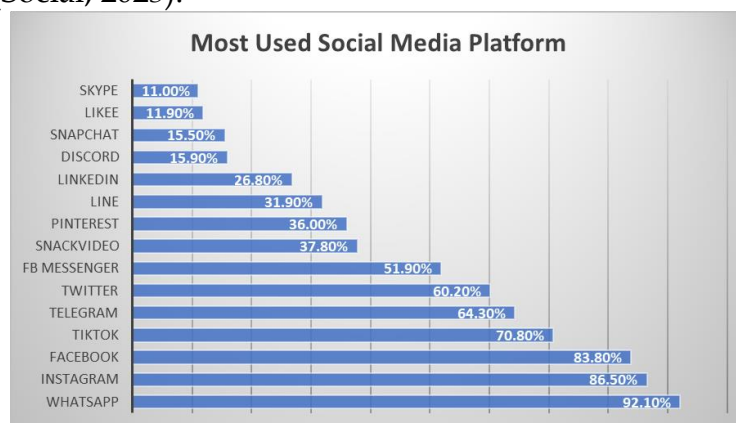


Figure 1. Most used social media platform (Social, 2023)

This phenomenon has had a significant impact on e-commerce businesses on TikTok Shop, with many active users selling and promoting their products directly through this platform. In addition to social media usage, TikTok has also become a popular venue for sharing the latest information and trends, especially in the context of hair care and beauty (Li, 2022)). During the pandemic, which limited activities outside the home, consumers tended to seek hair care solutions at home through social media platforms like TikTok. This indicates that social media has become an active communication channel in disseminating information about personal care products, including hair care products.

In this context, Electronic Word of Mouth (eWOM) or online word-of-mouth communication has become an integral part of the purchasing decision-making process (Elseidi & El-Baz, 2016). This research aims to analyze consumer attitudes towards eWOM, which is considered important for understanding consumer intentions and behaviours (Gvili & Levy, 2016). Elements such as information quality, information quantity, source credibility, information relevance, information needs, and attitudes towards information have been proven to have a significant influence on consumer purchasing decisions (Ngarmwongnoi et al., 2020; Sussman & Siegal, 2003).

Related to a hair care product, this research also seeks to understand the relationship between information usefulness, eWOM characteristics, and consumer behaviour towards information. The theoretical model used is the Information Acceptance Model (IACM), which integrates elements from the Theory of Reasoned Action (TRA) and the Information Adoption Model (IAM) (Erkan & Evans, 2016). Through this research, it is hoped that a better understanding can be obtained of how eWOM information on social media, especially on TikTok, influences consumer purchase intentions towards a hair care product.

## **THEORETICAL REVIEW**

### ***Electronic Word of Mouth (eWOM)***

Electronic Word of Mouth (eWOM) has become an integral part of marketing and consumer communication strategies, enabling individuals to share information about products or services online through social media and other electronic platforms (Phung et al., 2020). The significant impact of eWOM is evident from its influence on consumer perceptions, brand reputation, and purchasing decisions (Yin & Zhang, 2020). Social media serves as the primary channel for consumers to seek information, and opinions and personal experiences shared by users are considered crucial sources of information for customers (Erkan & Evans, 2016; Phung et al., 2020)

The emergence of eWOM on social media platforms such as TikTok has strengthened consumers' role in influencing purchasing decisions. Through TikTok, users can easily communicate and express their opinions about products or services, thereby influencing consumer purchasing tendencies and brand perceptions (Cham et al., 2021). This research aims to understand how consumer information adoption occurs on social media platforms, particularly in the

context of hair care product purchase decision-making, by identifying various information utility variables that influence consumer responses to eWOM.

### ***The Influence of Information Adoption on Purchase Intention***

Study by Sussman and Siegal (2003) recommends the use of the Information Acceptance Model (IAM) theory, which integrates the Elaboration Likelihood Model (ELM) and the Technology Adoption Model (TAM) to explain how individuals utilize computer-mediated communication to acquire information and influence behavior. Information adoption, such as in eWOM on social media, is a crucial factor that can affect purchase intent (Erkan & Evans, 2016). Research by Indrawati et al. (2022) indicates that information quality, credibility, relevance, needs, attitudes, and utility are related to information adoption, which in turn affects purchase intent. Other studies by Torres et al. (2018) also support the positive relationship between eWOM information transmission and individual purchase intentions on social media.

H1: The information adoption on TikTok is positively and significantly associated with purchase intention.

### ***The Influence of Information Usefulness on Information Adoption***

Previous research has shown that information usefulness is a crucial factor in adoption and purchase intent (Davis, 1989; Erkan & Evans, 2018; Sussman & Siegal, 2003). The information adoption model used in Hajli's study (2018) emphasizes that users' decisions to accept information in online communities are determined by their perceptions of the usefulness of that information. Factors such as information quality, credibility, relevance, and attitudes toward information influence the variable of information usefulness, with customers tending to use information they perceive as beneficial (Hussain et al., 2020). The study by Tien et al. (2018) indicates that eWOM has a positive impact on information usefulness, and eWOM adoption specifically has a positive impact on information usefulness.

H2: The influence of eWOM information usefulness on TikTok is positively and significantly with information adoption.

### ***The Influence of Information Quality on Information Usefulness***

Previous research indicates that social media pays attention to credibility and information quality (Erkan & Evans, 2016; Ng & Goh, 2022). The quality of eWOM information, which includes aspects such as completeness, timeliness, and relevance, greatly influences consumers' opinions about the usefulness of information in decision-making (Ng & Goh, 2022). According to Novi and Ellyawati (2022), consumers tend to perceive information as useful if its quality meets their needs. Consistent with previous findings showing a positive correlation between information quality, information usefulness, and purchase intent (Ng & Goh, 2022).

H3: The influence of eWOM information quality on TikTok is positively and significantly with information usefulness.

### ***The Influence of Information Quantity on Information Usefulness***

The quantity of eWOM information on TikTok is related to how often or frequently customers are exposed to information or reviews. This is crucial in evaluating the quality of a brand or product (Ngarmwongnoi et al., 2020). Other research indicates that a large amount of information helps reduce perceived risks associated with purchases (Ismagilova et al., 2017). Additionally, a large amount of information also reflects high consumer interest and support for a product, which potentially reduces consumer doubts in their purchases (Ho et al., 2021). Similarly, the results of research conducted by Utami and Rahyuda (2019) show a positive correlation between the quantity of information and information usefulness.

H4: The influence of eWOM information quantity on TikTok is positively and significantly with information usefulness.

### ***The Influence of Information Credibility on Information Usefulness***

The persuasive process begins with information credibility, indicating a trustworthy source (Erkan & Evans, 2016). Information originating from credible sources is valued and facilitates knowledge transfer (Filiari, 2015). Credibility, encompassing trustworthiness, persuasiveness, and reliability, is a crucial factor in consumer decision-making (Phung et al., 2020). Other research also indicates a strong correlation between information credibility and customer purchase intent (Torres et al., 2018).

H5: The influence of eWOM information credibility on TikTok is positively and significantly with information usefulness

### ***The Influence of Information Task-fit on Information Usefulness***

Marketing information that aligns with consumer needs can positively influence the consumer experience (Tarkang et al., 2022). Information relevance, which is a crucial factor in consumers' evaluation of product information, has a favorable correlation with the impact of eWOM on purchase intention (Dedeke, 2016; Tarkang et al., 2022). Information on social media is deemed relevant when it meets users' needs and can be easily implemented, thus being valuable to them (Tarkang et al., 2022).

H6: The influence of eWOM information task-fit on TikTok is positively and significantly with information usefulness

### ***The Influence of Need of information on Information Usefulness***

The information acquired will be processed to guide consumer behaviour systematically, in line with the Theory of Reasoned Action (TRA) developed by Fishbein and Ajzen (1975). Research by Gokerik et al. (2018) indicates that purchase intention is influenced by the value of information, which positively correlates with the desire to know more about eWOM. Consumers tend to adopt information found on social media if deemed beneficial.

H7: The influence Need of information on TikTok is positively and significantly with information usefulness.

### ***The Influence of Attitude towards information on Information Usefulness***

One crucial aspect in consumer research is consumer sentiment, which is reflected in the Theory of Reasoned Action (Fishbein & Ajzen, 1975), depicting the relationship between attitudes and intended behavior. This theory was later incorporated into the Theory of Planned Behaviour (TPB) by Ajzen (1991). Attitudes toward information reflect one's evaluation of belief or feelings, whether positive or negative, about the action to be taken. Research by Erkan and Evans (2016) emphasizes the importance of customer behaviour in the context of eWOM influence, while Torres et al. (2018) found that social media users' attitudes toward eWOM information can influence information usefulness and consumer purchase intention.

H8: The influence of attitude towards information on TikTok is positively and significantly with information usefulness.

### ***The Influence of Information Usefulness on Purchase Intention***

The quality of information, including timeliness, completeness, and reliability, all positively influences information usefulness. Additionally, purchase intent is positively and significantly influenced by perceived beliefs, risks, and benefits. According to Dachyar and Banjarnahor (2017), the TAM model asserts that user attitudes toward information technology in the context of e-commerce determine perceived benefits. Research by Tien et al. (2018) indicates that eWOM adoption plays a strong mediating role in the relationship between trust, eWOM usefulness, and consumer purchase intention for products recommended in e-commerce.

H9: The usefulness of eWOM information on TikTok correlates positively and significantly with product purchase intention.

### ***The Influence of Information Adoption Mediation on Information Usefulness on Purchase Intention***

According to Hajli (2018), users' decisions to accept information in online communities are influenced by their perception of its usefulness. Information adoption acts as a mediator between information usefulness and purchase intention, wherein users adopt and perceive information as useful, leading to an intention to purchase XYZ products.

H10: Information Adoption mediates the effect of information usefulness on the purchase intention of haircare products.

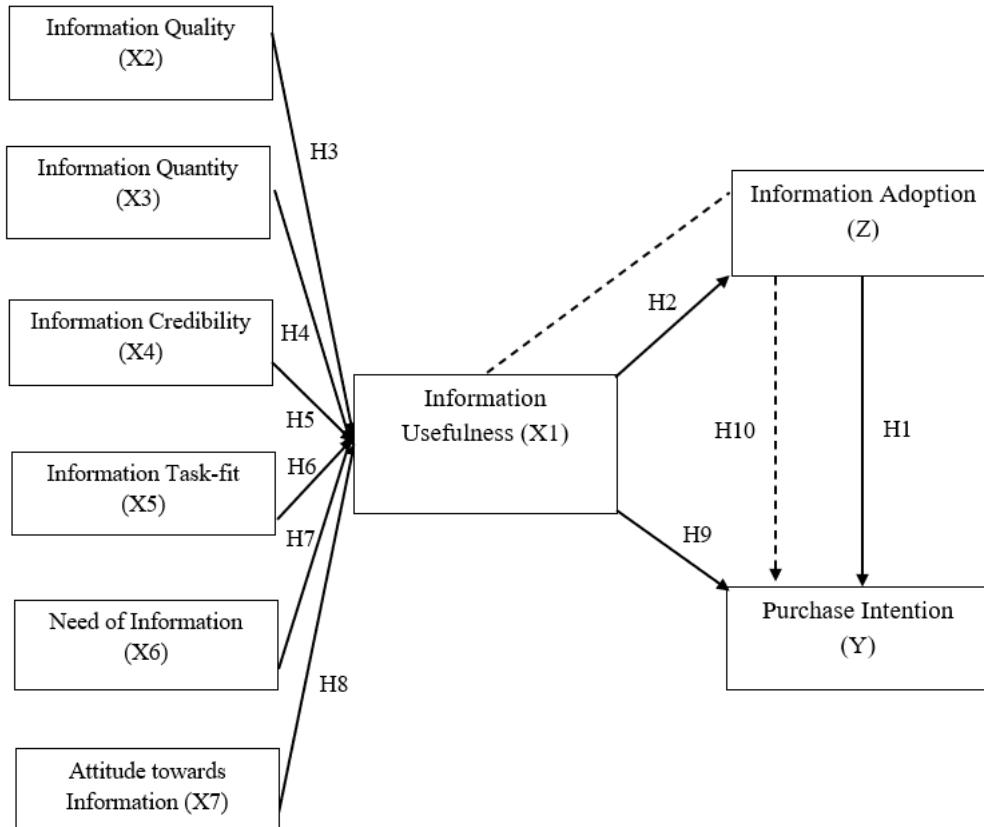


Figure 2. Conceptual Framework

## METHODOLOGY

This research employs a descriptive causal, quantitative, and qualitative approach with a survey to gather information from respondents. The survey method involves questionnaires using Google Forms, with a Likert scale of 1 to 5. Quantitative research involves data collection and analysis measured using software Smart-PLS 3. Analysis includes regression analysis, t-tests, chi-square tests, or variance analysis. Two non-random sampling techniques applied are purposive and accidental sampling. Sample size calculation in this study is based on Statistical Estimation theory, using interval estimation with a 95 percent confidence interval and a 10 percent error rate.

Based on calculations, a minimum of 97 samples is required in this study, and valid data of 101 samples are obtained from the questionnaire. Criteria for respondents are selected based on their ability to provide relevant information, including TikTok app users, hair care product users, knowledge of creambath products on TikTok, and respondent demographics tailored to the research objectives. In this study, there are nine variables tested: purchase intention, information usefulness, information adoption, information quality, information quantity, information credibility, information task-fit, information needs, and information attitudes. Data analyzed are obtained from primary sources using the primary data collection method. Data processing is conducted through Variance-based Structural Equation Modeling (SEM) analysis, using Smart-PLS software to simultaneously test and measure structural models among variables.

## RESULTS

Based on Table 1, total of 80 respondents, or 79.20 percent, are hair care product users residing in the Jabodetabek area, which includes Jakarta, Bogor, Depok, Tangerang, and Bekasi. Meanwhile, 21 respondents, or 20.80 percent, live outside the Jabodetabek area. From the analysis results, it can be concluded that the majority of respondents are female, with 84 individuals or 83.2 percent, while males contribute 17 individuals or 16.8 percent. According to the product's target market, the distribution of respondents' ages shows that the age group of 25 to 35 years has the highest participation, with 42 respondents or 41.60 percent. Meanwhile, the age group of 18 to 25 years contributes 33 respondents or 32.70 percent, making it the second-largest age group in this study. From the income distribution analysis, it can be concluded that 46 respondents or 45.50 percent have monthly incomes ranging from Rp 2,500,001 to Rp 5,000,000. The group of respondents with incomes from Rp 5,000,001 to Rp 8,000,000 is comprised of 28 individuals or 27.70 percent. The analysis results show that 54 respondents or 53.50 percent have monthly expenditures for haircare ranging from Rp 100,000 to Rp 250,000. Meanwhile, 27 respondents or 26.70 percent have expenditures ranging from Rp 250,001 to Rp 500,000 per month.

Table 1. Demographic of the Respondent

Demographic variables	Category	Frequency (n)	Percentage (%)
Gender	Male	17	16.8
	Female	84	83.2
Age	Below 18 years old	6	5.90
	18 - 25 years old	33	32.70
	26 - 35 years old	42	41.60
	36 - 45 years old	17	16.80
	45 and above	3	3.00
Education	Junior High	7	6.90
	Senior High	21	20.80
	Bachelor Degree	53	52.50
	Master Degree	20	19.80
Place	Jabodetabek	80	79.20
	Other	21	20.80
Income	Below IDR 1,000,000	7	6.90
	IDR 1.000.001 - IDR 2,500,000	20	19.80
	IDR 2,500,001 - IDR 5,000,000	46	45.50
	IDR 5,000,001 - IDR 8,000,000	28	27.70
Monthly expenses for Haircare	Below IDR 100,000	17	16.80
	IDR 100,000 - IDR 250,000	54	53.50
	IDR 250,001 - IDR 500,000	27	26.70
	IDR 500,001 - IDR 800,000	3	3.00

The test results are measured based on the magnitude of the factor loading values (outer loading) of the construct indicators and the Average Variance Extracted (AVE) values. Convergent validity will be met if the Factor Loading values of each indicator > 0.7 and the AVE values of each > 0.5. Based on the table 2 below, it is known that all indicators have factor loading values > 0.7 and AVE values for each construct variable > 0.5 (Ghozali & Latan, 2015). This indicates that all indicators in this study meet convergent validity.

Tabel 2. Convergent validity and reliability



Variables	Items	Loadings	Composite Reliability	AVE
Information Quality	IQ1	0.823	0.905	0.706
	IQ2	0.879		
	IQ3	0.854		
	IQ4	0.802		
Information Quantity	IQN1	0.919	0.885	0.794
	IQN2	0.862		
Information Credibility	IC1	0.802	0.870	0.691
	IC2	0.847		
	IC3	0.844		
Information Task-fit	ITF1	0.916	0.921	0.854
	ITF2	0.933		
Need of Information	NI1	0.925	0.908	0.831
	NI2	0.898		
Attitude toward Information	ATI1	0.897	0.918	0.848
	ATI2	0.944		
Information Usefulness	IU1	0.886	0.917	0.787
	IU2	0.920		
	IU3	0.854		
Information Adoption	IA1	0.800	0.888	0.725
	IA2	0.902		
	IA3	0.850		
Purchase Intention	PI1	0.907	0.927	0.810
	PI2	0.888		
	PI3	0.904		

In this study, a discriminant validity test was also conducted using the Fornell-Larcker Criterion. From the table 3 below, it can be concluded that all constructs are different from each other. The diagonal indicates the square root of the AVE values for each construct, and the correlation values between constructs are higher than the correlations with other constructs. This indicates no issues with discriminant validity. Testing the validity of the Heterotrait-Monotrait Ratio (HTMT) parameter should yield values lower than 1. Based on the table 4 below it shows that the HTMT values obtained for all constructs are smaller than 1. Therefore, all construct data are considered valid in this research model (Hair et al., 2019).

Table 3. Discriminant Validity based on Fornell Lacker Criterion

	<b>IQ</b>	<b>IQN</b>	<b>IC</b>	<b>ITF</b>	<b>NI</b>	<b>ATI</b>	<b>IU</b>	<b>IA</b>	<b>PI</b>
<b>IQ</b>	<b>0.840</b>								
<b>IQN</b>	0.350	<b>0.891</b>							
<b>IC</b>	0.316	0.431	<b>0.831</b>						
<b>ITF</b>	0.331	0.534	0.637	<b>0.924</b>					
<b>NI</b>	0.158	0.351	0.496	0.426	<b>0.911</b>				
<b>ATI</b>	0.402	0.410	0.576	0.649	0.495	<b>0.921</b>			
<b>IU</b>	0.452	0.568	0.688	0.707	0.639	0.676	<b>0.887</b>		
<b>IA</b>	0.526	0.362	0.431	0.340	0.414	0.407	0.565	<b>0.852</b>	
<b>PI</b>	0.554	0.334	0.271	0.287	0.266	0.435	0.587	0.511	<b>0.900</b>

Table 4. HTMT Correlations

	ATI	IA	IC	IQ	IQN	ITF	IU	NI	PI
ATI									
IA	0.503								
IC	0.724	0.545							
IQ	0.467	0.624	0.386						
IQN	0.517	0.469	0.567	0.423					
ITF	0.776	0.415	0.787	0.378	0.675				
IU	0.785	0.676	0.838	0.512	0.699	0.832			
NI	0.604	0.521	0.628	0.186	0.461	0.523	0.766		
PI	0.499	0.598	0.322	0.631	0.403	0.332	0.669	0.315	

The Inner Model is a test on the structural model conducted to examine the relationships between latent constructs. In this study, the inner model test is conducted by showing several indicators, namely R-Square ( $R^2$ ) values, predictive relevance ( $Q^2$ ), and f-square ( $f^2$ ). The R-Square value indicates the quality of the predictive model proposed in the research.

Based on the table 5 below, the R-Square value for the Information Usefulness variable is 0.739, indicating that Information Quality, Information Quantity, Information Credibility, Information Task-Fit, Need of Information, and Attitude Towards Information collectively have a strong influence, accounting for 73.9 percent of Information Usefulness. The R-Square value for the Information Adoption variable is 0.319, indicating that Information Usefulness accounts for 31.9 percent. Additionally, there is an R-Square value for the Purchase Intention variable of 0.392, meaning that Information Adoption and Information Usefulness collectively account for 39.2% of Purchase Intention.

By the table 5, it can be seen that the variables Attitude Towards Information, Information Credibility, Information Quality, Information Quantity, and Information Task-Fit on Information Usefulness have values  $< 0.15$ , indicating a small effect of the exogenous variables on the endogenous variable. The variable Need of Information on Information Usefulness has a value  $> 0.15$ , indicating a moderate effect of the exogenous variable on the endogenous variable. There is also a small effect ( $< 0.15$ ) of the Information Adoption variable on Purchase Intention, while there is a moderate effect ( $> 0.15$ ) of the Information Usefulness variable on Purchase Intention.

Table 5. Summary of effect size ( $f^2$ ), coefficient determinant ( $R^2$ ), and predictive relevance ( $Q^2$ )

Assesment	IU	IA	PI
Effect Size (f2)			
ATI	0.036		
IA			0.078
IC	0.077		
IQ	0.075		
IQN	0.049		
ITF	0.091		
IU			0.215
NI	0.225		
Coefficient of Determination (R2)	0.739	0.319	0.392
Predictive Relevance (Q2)	0.56	0.227	0.307

The analysis results in the table above indicate that the Q<sup>2</sup> values for the endogenous variables Information Adoption and Purchase Intention are 0.227 and 0.307, respectively (<0.35). This suggests that this study has moderate predictive relevance. For the variable Information Usefulness, the Q<sup>2</sup> value is 0.560 (>0.35), indicating that this model has strong predictive relevance.

The evaluation of the structural model encompasses the examination of path coefficients has shown in Table 6. Information adoption exhibits a positive and statistically significant relationship with purchase intention ( $\beta = 0.264$ ,  $p < 0.05$ ), while information usefulness demonstrates a significant positive association with information adoption ( $\beta = 0.565$ ,  $p < 0.05$ ), thereby supporting hypotheses H1 and H2. Information quality ( $\beta = 0.158$ ,  $p < 0.05$ ) and information quantity ( $\beta = 0.138$ ,  $p < 0.05$ ) are positively correlated with information usefulness, providing support for hypotheses H3 and H4. Additionally, information credibility ( $\beta = 0.200$ ,  $p < 0.05$ ) and information task-fit ( $\beta = 0.235$ ,  $p < 0.05$ ) are positively correlated with information usefulness, providing support for hypotheses H5 and H6. Moreover, need of information ( $\beta = 0.296$ ,  $p < 0.05$ ) and attitude towards information ( $\beta = 0.141$ ,  $p < 0.05$ ) also have positive and significant relationship with information usefulness that also providing support for hypotheses H7 and H8. Finally, information usefulness indicates a positive and significant relationship with purchase intention ( $\beta = 0.438$ ,  $p < 0.05$ ), thereby supporting hypothesis H9.

Table 6. Path coefficient and hypothesis testing

Hypothesis	Relation	Coefficient	t-value	p-value	Remark	Supported
H1	Information Adoption → Purchase Intention	0.264	2.190	0.029	Positive and significant	Yes
H2	Information Usefulness → Information Adoption	0.565	6.846	0.000	Positive and significant	Yes
H3	Information Quality → Information Usefulness	0.158	3.548	0.000	Positive and significant	Yes
H4	Information Quantity → Information Usefulness	0.138	2.388	0.017	Positive and significant	Yes
H5	Information Credibility → Information Usefulness	0.200	2.136	0.033	Positive and significant	Yes
H6	Information Task-Fit → Information Usefulness	0.235	2.470	0.014	Positive and significant	Yes
H7	Need of Information → Information Usefulness	0.296	2.731	0.007	Positive and significant	Yes
H8	Attitude Towards Information → Information Usefulness	0.141	2.132	0.033	Positive and significant	Yes
H9	Information Usefulness → Purchase Intention	0.438	3.815	0.000	Positive and significant	Yes
H10	Information Usefulness → Information Adoption → Purchase Intention	0.149	2.086	0.037	Positive and significant	Yes

## DISCUSSION

### *The Influence of Information Adoption on Purchase Intention*

Based on the IACM theory by Erkan and Evans (2016), which suggests that the adoption of information technology such as eWOM can influence consumer behaviour, this study aligns with the utilized theory. In the analysis of this research, it was found that the adoption of eWOM information on TikTok has a significant positive impact on the purchase intention of consumers for hair care products, indicating that social media platforms like TikTok play a crucial role in influencing consumer behaviour. This demonstrates that eWOM information shared by TikTok users significantly shapes consumer purchase intentions for hair care products. This underscores the importance for marketers to leverage eWOM adoption on TikTok to influence consumer purchases effectively. Understanding this influence enables companies to develop more impactful marketing strategies, aligning with previous research emphasizing the significance of social media presence in shaping consumer behaviour (Indrawati et al., 2023).

### *The Influence of Information Usefulness on Information Adoption*

The study also aligned with the theory proposed by Hussain et al. (2020), stating that perceived usefulness of information influences consumer decisions in adopting information. They also resonate with previous research by Sardar et al. (2021), which found that the usefulness of eWOM information positively impacts consumer decisions to adopt eWOM information. As suggested by Gokerik et al. (2018), the results of this study can serve as a foundation for effective digital marketing strategies, particularly in leveraging the power of eWOM to influence consumer decisions. Consequently, companies can enhance consumer trust in

disseminated eWOM information, thereby increasing the adoption of eWOM information and ultimately positively impacting their marketing performance.

#### ***The Influence of Information Quality on Information Usefulness***

According to Novi and Ellyawati (2022), the quality of eWOM information can influence consumers' perceptions of its usefulness. Moreover, the Technology Acceptance Model (TAM) proposed by Davis (1989) also states that information quality influences its usefulness in technology usage contexts. The testing results indicate a significant positive relationship between the quality of eWOM information and its usefulness, aligning with previous research findings. The implication of these findings is that companies and researchers can understand the importance of eWOM information quality in influencing its usefulness. This also suggests that companies need to consider how to manage and leverage high-quality eWOM information to enhance consumer trust and purchase decisions.

#### ***The Influence of Information Quantity on Information Usefulness***

This study supports the theory stating that the quantity of information received can influence its usefulness. According to Utami and Rahyuda (2019), the amount of information obtained through eWOM also affects their perception of information. The quantity of information can enhance consumers' thinking process and evaluation of eWOM information. In this case analysis, the statistical testing results showing a significant positive influence between the quantity of eWOM information and its usefulness indicate the importance of the quantity of information received by consumers in influencing their perceptions and attitudes towards products or services discussed in eWOM.

#### ***The Influence of Information Credibility on Information Usefulness***

According to the journal written by Phung et al., (2020), the credibility of eWOM information is crucial in consumer decision-making because it can influence consumers' perceptions and trust in a product or service. In the case analysis, it can be concluded that the credibility of eWOM information plays a significant role in shaping the usefulness of eWOM information. With a significant positive influence between these variables, companies or businesses can focus more on enhancing the credibility of information disseminated through eWOM platforms. Research conducted by Filieri (2015) also indicates that consumers tend to trust information received through eWOM more if the information source has high credibility. The SEM-PLS test results in this study show that information credibility has a positive and significant influence on information usefulness. This is consistent with the findings of research conducted by Erkan and Evans (2018), which state that the credibility of eWOM information is key in influencing consumer behavior in purchase decision-making.

#### ***The Influence of Information Task-Fit on Information Usefulness***

The research findings indicate that information task-fit of eWOM has a positive and significant influence on the usefulness of eWOM information. The theory supporting these results can be found in journals related to eWOM and

behavioural intention. According to Dedeker (2016), information task-fit on eWOM will enhance consumer trust and the likelihood of purchase decision-making. Information that aligns with consumers' needs and preferences will be more beneficial and likely to be used for decision-making. This is consistent with findings from previous research indicating that the quality of eWOM information, including of information task-fit is positively influences consumer purchase intentions (Tarkang et al., 2022).

#### ***The Influence Need of Information on Information Usefulness***

In communication theory, postmodernism emphasizes individuals' need for information in navigating complex information environments (Zha et al., 2018). The analysis shows a significant relationship between the need of eWOM information and its usefulness. It underscores that consumers tend to seek information from electronic sources before making purchasing decisions (Dachyar & Banjarnahor, 2017). These findings also align with theories stating that information needs can influence information usefulness (Erkan and Evans, 2016). This also emphasizes the importance of effectively managing eWOM and consumer information in marketing and promotional strategies (Wu et al., 2017). Consequently, consumers will be more satisfied with the information they receive and can make higher-quality purchasing decisions.

#### ***The Influence of Attitude Towards Information on Information Usefulness***

In the study by Torres et al. (2018), it is stated that exposure to reviews can influence consumers' attitudes, particularly regarding their involvement with the media. Reviews can impact product information reception and decision-making processes. The theoretical framework used in this study is the Information Acceptance Model (IACM), which asserts that individuals' attitudes toward information in social media eWOM significantly affect purchase intentions. This theory supports the finding that attitudes toward eWOM information positively influence its usefulness. The analysis concludes that attitudes toward eWOM play a crucial role in determining the extent to which consumers utilize such information.

#### ***The Influence of Information Usefulness on Purchase Intention***

In the study, the usefulness of eWOM information has a significant positive influence on consumer purchase intention. Information received through eWOM can influence consumer perceptions of a product or service, subsequently affecting their purchase intent. According to research by Tien et al. (2020), the usefulness of information influenced by persuasiveness, informativeness, and source expertise as forms of eWOM adoption ultimately affects consumer purchase intent in e-commerce. Therefore, companies need to pay attention to and leverage the influence of eWOM in their marketing strategies. Conversely, companies also need to manage negative reviews effectively to avoid negative impacts on consumer purchase intent.

*The Influence of Information Adoption as Mediation between the Usefulness of eWOM Information on TikTok and Consumer Purchase Interest in hair care Products*

Based on research data, there appears to be a relationship between information usefulness and purchase intention mediated by information adoption. The adoption of eWOM information is crucial in determining consumer purchase intentions. This aligns with research by Erkan and Evans (2016), where eWOM information adoption benefits sellers by turning recommendations on SNS into purchases. Additionally, the usefulness of eWOM allows consumers to learn and modify their attitudes and purchase decisions, serving as a significant factor influencing their purchase intentions (Jiang et al., 2021; Sardar et al., 2021; Tien et al., 2020).

## CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings, several conclusions can be drawn.

1. The adoption of eWOM information on TikTok has a significant positive influence on the purchase intention of hair care products, as indicated by the positive and significant results of the analysis. This implies that companies should leverage social media platforms like TikTok to influence consumer purchasing behavior and boost sales of hair care products, aligning with prior research emphasizing the importance of companies' social media presence in influencing consumer behavior (Indrawati et al., 2023).
2. The usefulness of eWOM information on TikTok significantly affects the adoption of eWOM information, consistent with previous studies by Hussain et al. (2020) and Sardar et al. (2021), highlighting the importance of perceived usefulness in consumers' decisions to adopt information.
3. The quality of eWOM information on TikTok has a positive and significant impact on the usefulness of eWOM information, aligning with Novi and Ellyawati's (2022) findings that the quality of eWOM information can influence consumer perceptions of its usefulness.
4. The quantity of eWOM information on TikTok significantly affects the usefulness of eWOM information, as indicated by the SEM-PLS analysis, consistent with previous research such as that conducted by Utami and Rahyuda (2019), showing that the quantity of information in eWOM also influences consumer perceptions of the information.
5. The credibility of eWOM information on TikTok significantly influences the usefulness of eWOM information, supported by the SEM-PLS analysis and consistent with Phung et al., (2020) research, which confirms that the credibility of eWOM information affects consumer perceptions and trust in products or services.
6. The suitability of eWOM information on TikTok significantly affects the usefulness of eWOM information, supporting the sixth hypothesis of the study and aligning with previous research by Tarkang et al. (2020), affirming that information suitability contributes positively to consumer purchase intent.

7. The need for eWOM information on TikTok has a positive and significant impact on the usefulness of eWOM information, supporting the seventh hypothesis and in line with the theory that information needs can influence its usefulness, as suggested by Erkan and Evans (2016).
8. Attitudes toward eWOM information on TikTok have a positive and significant influence on the usefulness of eWOM information, consistent with the eighth hypothesis and previous research by Torres et al. (2018), which demonstrates that exposure to reviews can influence consumer attitudes and decision-making processes.
9. The usefulness of eWOM information on TikTok significantly influences the purchase intention of hair care product consumers, supported by the SEM-PLS testing's significance, confirming the ninth hypothesis. This finding is consistent with previous research, such as that conducted by Tien et al. (2020), demonstrating that the usefulness of eWOM information can influence consumer purchase intention.
10. There is a relationship between the usefulness of information and purchase interest mediated by information adoption. The direct influence of information usefulness on purchase interest is significant, suggesting that information adoption may play a partial mediation role. The tenth hypothesis in this study is accepted, consistent with Erkan and Evans' (2016) research showing the benefits of eWOM information adoption for sellers.

Strategically, companies can enhance information adoption on TikTok through targeted marketing strategies that support the dissemination of positive reviews. Companies need to ensure the quality, quantity, and credibility of eWOM information by collaborating with users considered credible. Tailoring eWOM information to consumer needs and preferences is also important, as well as positively engaging consumers in eWOM information through clear guidelines (Erkan & Evans, 2016). Story-based marketing strategies and educational content on TikTok are seen as strategic steps to boost consumer purchase interest that companies should develop.

#### **FURTHER STUDY**

The researcher recognises that this study has certain limitations. This study focuses on consumer perceptions regarding the factors influencing the usefulness of eWOM information on purchase intention. Research using different analytical methods and cross-country analysis can be conducted to compare consumer perceptions regarding eWOM information among different countries. This approach can provide valuable insights into cultural differences or global trends shaping consumer views in the context of eWOM. Furthermore, further research can be conducted with other product categories and relevant social media platform.



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