

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (eWOM) on consumer purchase intentions at Richeese Factory in Bandung City through the TikTok social media platform. The eWOM phenomenon is increasingly relevant in the world of digital marketing, especially TikTok, to find information before making a purchase.

This study uses a quantitative method with a causal approach, and data was collected through a Google Form questionnaire to active TikTok users who know the Richeese Factory account. The sample was selected using a purposive sampling technique, and the data was analyzed using SEM-PLS with the help of SmartPLS 4.0 software. The variables analyzed include information quality, information credibility, information usefulness, information needs, attitudes towards information, and information adoption, which are then measured for their influence on purchase intention.

The results of the analysis show that all eWOM variables have a positive and significant influence on consumer purchase intentions. This means that the higher the quality and credibility of the information received by consumers through TikTok, the more likely consumers are interested in buying Richeese Factory products.

This study provides a theoretical contribution to the development of an information acceptance model (IACM) by emphasizing the integration between information characteristics and consumer behavioral attitudes. Practically, the results of this study are useful for marketing managers to develop more effective digital communication strategies, with a focus on improving content quality, using influencers, and utilizing TikTok's interactive features such as FYP, hashtag challenges, and short videos that invite user participation.

Keywords: Electronic Word of Mouth, Purchase Intention, Richeese Factory, TikTok