

ABSTRACT

The development of social media has changed modern marketing strategies, one of which is through electronic word of mouth (e-WOM) that is prevalent on TikTok. Facetology, as one of Indonesia's local skincare brands, utilizes TikTok to reach consumers who are looking for product information through social media.

This study aims to analyze the influence of e-WOM through TikTok on purchase intention for Facetology products. Using the Information Adoption Model (IAM) approach, which includes information quality, information quantity, and information credibility, this study examines how these factors influence the perception of information usefulness and how such usefulness plays a role in driving information adoption, ultimately shaping consumer purchase intentions.

The study employs a quantitative approach using a survey method targeting TikTok users who have encountered Facetology content in Bandung City. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to test the relationships among variables within the Information Adoption Model (IAM) framework.

The results indicate that all hypotheses were accepted. The variables Information Quality, Information Quantity, and Information Credibility have a positive and significant effect on Information Usefulness. Furthermore, Information Usefulness has a positive and significant effect on Information Adoption, which ultimately significantly influences Purchase Intention. Among the variables tested, Information Adoption has the greatest influence on Purchase Intention. This finding reinforces the relevance of e-WOM strategies through TikTok as an effective medium for building consumer purchase intent.

This study provides insights into e-WOM and digital marketing on short-form video-based social media. Facetology is recommended to enhance the quality, quantity, credibility, and usefulness of information on TikTok by presenting clear, relevant, and trustworthy educational content, increasing the variety of beneficial content, collaborating with credible influencers, and adding promotions and testimonials to encourage information adoption and consumer purchase intention.

Keywords: *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase intention.*