

## ABSTRACT

*In recent years, social media has become one of the most dominant digital marketing tools in the world. TikTok, as one of the fastest growing platforms, and many brands have started using this platform as a means to market their products. One of the growing strategies on TikTok is the use of Electronic Word of Mouth (eWOM), which allows consumers to share reviews and experiences directly with each other. However, not all information circulating is of sufficient quality, quantity, or credibility. This eWOM phenomenon is of particular concern to Skintific. Despite its high level of popularity, Skintific still faces challenges in conveying information that potential customers would actually find useful.*

*This study aims to examine how eWOM elements, namely information quality, information quantity, and information credibility, influence the perception of information usefulness which then plays a role in the information adoption process and ultimately forms purchase intention. This study adapts the Information Adoption Model by adjusting the context to the TikTok platform and Skintific products as the main objects.*

*The method used in this research is a quantitative approach with causal research objectives. Data collection was carried out through distributing online questionnaires to TikTok users in Indonesia who knew or had seen content about Skintific. The number of respondents was 385 people, with a non-probability sampling technique using purposive sampling. The data analysis technique uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with SmartPLS 4 software.*

*The results of the analysis show that the three elements of eWOM have a positive and significant influence on information usefulness. Furthermore, information usefulness is also proven to have a significant effect on information adoption, and ultimately affects purchase intention. This finding reinforces that consumer perceptions of information usefulness are an important factor in the purchase decision-making process on digital platforms. The results show that the delivery of information that is credible, relevant, and in accordance with the needs*

*of the audience plays a role in shaping purchase intention through eWOM on TikTok.*

*This research provides a practical contribution for companies in designing effective digital communication strategies based on eWOM, as well as enriching academic studies on consumer behavior in the digital era. It is recommended for Skintific to further emphasize the delivery of educational and easy-to-understand information, especially through TikTok content targeting the younger generation. Further research can explore the effect of eWOM on brand loyalty and repeat purchase decisions, as well as compare the effectiveness of eWOM on various other digital platforms.*

**Keywords:** *Electronic Word of Mouth, Information Adoption Model, Purchase Intention, Skintific, TikTok*