

Impact Of Electronic Word Of Mouth On Purchase Intention Of Skintific Products Via Tiktok

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Abstract

This study aims to examine the influence of electronic word of mouth (eWOM) on purchase intention toward Skintific products on the TikTok platform. The primary objective is to analyze how consumer perceptions of information quality, information quantity, and information adoption derived from TikTok content can shape their intention to purchase skincare products. This research employs a quantitative method with a survey-based approach, using a structured questionnaire as the instrument for data collection. The questionnaire was distributed to TikTok users who had viewed or been exposed to Skintific-related content. The data were analyzed using multiple linear regression.

The findings reveal that information adoption has a significant positive effect on purchase intention, whereas information quantity does not significantly influence perceived information usefulness. These results suggest that the relevance, usefulness, and credibility of information are more critical than its sheer volume in influencing consumer decision-making. Moreover, the process by which users adopt information from TikTok plays a central role in shaping favorable perceptions that ultimately lead to purchase intention.

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



INTRODUCTION

Electronic word of mouth (E-WOM) is an efficient marketing communication tool because it is inexpensive, has a wide reach, and disseminates information quickly. TikTok is one social media platform that supports E-WOM. According to Sensor Tower (2020), it is the fastest-growing application, reaching more than 300 million users in early 2020. TikTok also supports micro, small, and medium-sized enterprises (MSMEs) through the advertising platform "TikTok for Self-Service Business." In Indonesia, generations Z and Y dominate TikTok users (Donny Eryasta, TikTok Indonesia's Director of Public Policy).

One brand heavily influenced by electronic word-of-mouth (eWOM) on TikTok is Skintific, a skincare brand that is currently booming and popular with many people in Indonesia. As the internet has developed rapidly, word-of-mouth has become an electronic medium known as electronic word-of-mouth (eWOM). eWOM encompasses various platforms, such as social media sites, weblogs, community discussion forums, review sites, newsgroups, and e-commerce (Cheung & Lee, 2012). EWOM is considered more influential because it is independent of the company. Consumer reviews represent personal experiences. EWOM is strongly linked to consumer purchasing decisions and reduces purchase risk (Miremadi & Haghayegh, 2022).

Skintific is a brand in the skincare industry with a strong social media presence. Although it is a relatively new brand, Skintific has built a strong reputation and fan base through digital campaigns, particularly on TikTok. This study aims to broaden the literature on the effectiveness of electronic word-of-mouth (eWOM) in the local Indonesian skincare industry by examining Skintific and providing comparative insights across brands with different digital marketing approaches.

Objectives

This study aims to understand how electronic word-of-mouth (EWOM) formed through the quality, quantity, and credibility of information on the social media platform TikTok can benefit consumers. The study also aims to examine the extent to which these benefits encourage consumers to adopt information obtained through the platform. Additionally, this study will explore how adopting EWOM information on TikTok influences consumer purchase intentions for Skintific products. Thus, this study is expected to provide a comprehensive understanding of the role of the quality, quantity, and credibility of information in building EWOM benefits and demonstrate how these benefits extend to the adoption of information and ultimately influence consumer purchase intentions.



LITERATURE REVIEW

The Theory of Reasoned Action emphasizes that a person's actions are not spontaneous or unconsidered, but rather the result of a rationalization process based on information, beliefs, and social influences surrounding them (Setiawan et al., 2021). Information packaged in an attractive yet informative manner can encourage consumers to be more open to receiving and adopting the message, as Harahap et al. (2023) asserted that well-understood information can influence purchasing decisions. This study provides important insights for Skintific management in developing an electronic word-of-mouth (eWOM)-based marketing strategy on the TikTok platform. These findings indicate the need to maintain the intensity and consistency of product information dissemination on TikTok. The Theory of Reasoned Action emphasizes that subjective norms (individual perceptions) predictors, namely social expectations or the influence of significant others (e.g., family, friends, social circles, and influencers), will motivate consumers to comply with these expectations (Panjaitan & Cahya, 2025).

According to Behavior Theory, individual behavior is influenced by the intention to conduct research and external factors that affect purchasing decisions, such as product names and advertisements (Sunyoto & Admojo, 2014). Therefore, management must ensure that all content, whether distributed by influencers or general users, is authentic and in-depth to create the perception of benefits. Ismagilova et al. (2017) defined electronic word-of-mouth (eWOM) as a dynamic and continuous process of information exchange about a brand, product, company, or service. This exchange is conducted by existing, current, and potential consumers and is shared online. It is accessible to anyone. Due to its independence from the company, eWOM is considered more influential. Consumer reviews represent personal experiences, and eWOM is strongly linked to consumer purchasing decisions, reducing purchase risk (Miremadi & Haghayegh, 2022).

The quality of electronic word-of-mouth (eWOM) information can be identified by certain characteristics, such as completeness, timeliness, and relevance (Cheung, Lee, & Rabjohn, 2008); detail and factuality (Filiari, 2015); clarity and objectivity (Park, Lee, & Han, 2007); and understanding and high quality (Park et al., 2007). Information quality is a major factor in how consumers perceive the usefulness of information in their decision-making processes. Higher-quality information helps consumers evaluate the quality and performance of brands/products more effectively.

The quantity of information describes the number of people who have reviewed a product. This indicates that the product has good sales and a good reputation, reducing hesitation when purchasing the product (Ho et al., 2021) and information must be credible.

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The first step in the persuasion process is perceiving information as credible. The perception of persuasiveness depends on the reliability of the information (Erkan & Evans, 2018). According to Filieri (2015), information credibility and accuracy influence customers' ability to distinguish trustworthy information. The usefulness of information depends on its quality (completeness, clarity, relevance, comprehensibility, and detail) and quantity (truthfulness) as well as its credibility (trustworthiness). Thus, we can conclude that the usefulness of information is highly dependent on one or more of these variables. According to Erkan and Evans (2018), the usefulness of information refers to consumers' responses that the information obtained is useful and helpful in the decision-making process, which is the first step in adopting information.

Shen, Zheng, and Zhao (2014) describe information adoption as the process by which consumers internalize and receive information from external sources. According to Ismagilova et al. (2017), information adoption occurs after consumers receive and use information in the purchasing decision-making process. According to Kotler et al. (2022), purchase intention is defined as a consumer behavior that arises in response to a specific object and reflects an actual desire to purchase it. Harahap et al. (2023) expressed that supporting product information with an understanding of the message conveyed contributes significantly to the emergence of purchase intention. This study's conceptual model integrates the ways in which consumers perceive the quality, quantity, and credibility of information to determine its benefits. These benefits lead to consumer adoption and, consequently, purchase intentions.

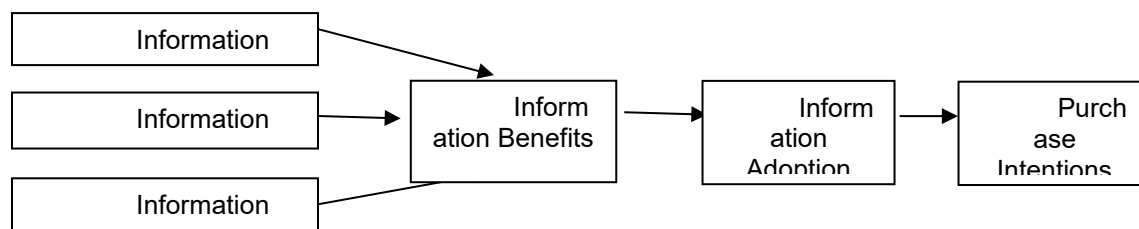


Figure 1. Conceptual Framework of the Study (adapted from Indrawati P.C Putri Yones and S. Muthaiyah, 2023)

RESEARCH METHODOLOGY

This study used quantitative research with a survey approach. This approach was chosen because it can explain relationships between variables using numerical measurements and statistical hypothesis testing. This study's population was Indonesian

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TikTok users who had made transactions through the platform. Data were collected by distributing Google Forms, which allowed for wider and more efficient respondent reach.

The sampling technique used was purposive sampling, a non-probability method that allows researchers to select potential respondents based on specific criteria in accordance with the research objectives. In this study, respondents were selected based on two criteria: (1) having used the TikTok application and (2) having made transactions on TikTok within the past month. According to Hair et al. (2014), the minimum sample size should be 5–10 times larger than the number of research indicators, so the sample size was determined based on this recommendation. Based on the 27 indicators used, the required sample size is 270 respondents. This number is considered large enough for analysis using multivariate statistical methods.

The collected data will then be processed using inferential statistical analysis techniques and the structural equation modeling-partial least squares (SEM-PLS) approach. SEM-PLS was chosen because it can analyze complex models with a large number of latent variables and indicators and handle non-normally distributed data. We conducted the analysis using the SmartPLS application, which allows for comprehensive testing of instrument validity and reliability, measurement model analysis, and structural model testing. Thus, the research results are expected to accurately depict the relationships between the variables in the proposed model.

RESULTS

The model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. All indicators had outer loading values above 0.7, indicating indicator validity. Average Variance Extracted (AVE) values exceeded 0.5, and Cronbach's Alpha and Composite Reliability scores were above the 0.7 threshold, confirming internal reliability.

Table 1. Construct Validity and Reliability Results

Variable	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Quality	0.932	0.948	0.786
Quantity	0.954	0.962	0.758
Credibility	0.900	0.952	0.909
Benefit	0.915	0.940	0.797



Variable	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Adoption	0.915	0.946	0.854
Purchase Intention	0.933	0.949	0.790

Source: Primary data, processed in June 2025

Structural model analysis shows that information Benefit is significantly influenced by information quality (H1), information quantity (H2), and information credibility (H3). Furthermore, information usefulness is proven to have a significant effect on information adoption (H4), while information adoption also has a significant effect on consumer purchase intention (H5).

Table 2. Hypothesis Testing Results – Direct Effects

	Original Sample (O)	Sample Mean (M)	P Values
Information Quality -> Information Benefit	0.338	0.342	0.007
Information Quantity -> Information Benefit	0.134	0.136	0.011
Information Credibility -> Information Benefit	0.487	0.481	0.000
Information Benefit -> Information Adoption	0.896	0.896	0.000
Information Adoption -> Purchase Intention	0.864	0.864	0.000

Source: Primary data, processed in June 2025

The final model is depicted in a path diagram, which shows the direction and strength of the relationships between latent variables.

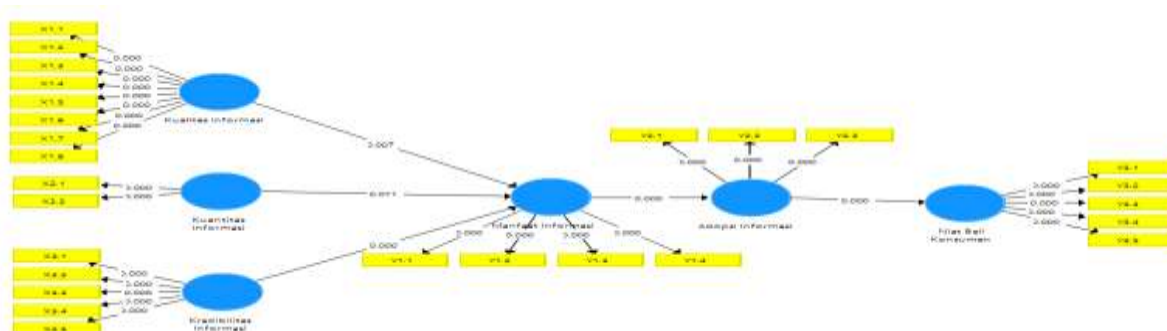


Figure 2. Bootstrapping Model or Path Diagram from SmartPLS

DISCUSSION

The results of the hypothesis testing demonstrate that the Information Quality variable exerts a positive effect on Information Benefit, as indicated by a path coefficient of 0.338 and a p-value of 0.007 (<0.05). This suggests that the perceived value of information regarding Skintific products on TikTok is directly proportional to the quality of the information itself. Consequently, the hypothesis that information quality influences information benefit is accepted. Filieri (2015) underscored that the quality of information is paramount in determining its diagnostic value or usefulness. The provision of factual, relevant, detailed, and easily comprehensible information is instrumental in empowering consumers to evaluate the quality and performance of a brand or product.

The quantity of information exerts a positive effect on the benefits derived from that information, with a path coefficient value of 0.134, although the effect is relatively low. The results of the study demonstrated a positive correlation between the increase in information received by consumers regarding Skintific products and the perceived benefits of that information. The p-value of 0.011 (<0.05) indicates that this effect is statistically significant. Therefore, the hypothesis that the quantity of information has an effect on the benefits of information is accepted. The abundance of information has been shown to mitigate consumers' perceived risk, enabling them to corroborate the experiences of other users and thereby reduce uncertainty and enhance confidence in decision-making (Ngarmwongnoi et al., 2020).

Hypothesis testing of the effect of Information Credibility on Information Benefit yielded a path coefficient of 0.487, indicating a positive effect with a fairly strong strength. This means that the higher the credibility of information about Skintific products obtained through TikTok, the greater the perceived benefit of the information by consumers. A p-value of 0.000 (<0.05) indicates that the effect is statistically significant. Thus, the hypothesis that Information Credibility influences Information Benefit is accepted. In the persuasion process, credibility constitutes an initial factor. This is due to the fact that consumers will assess the appropriateness and reliability of information before considering it useful (Erkan & Evans, 2018).

Hussain et al. (2018) underscored the pivotal role of informational benefits in eWOM adoption, asserting that consumers perceive such information as instrumental in mitigating uncertainty and risk in the context of online shopping. Information benefits have a very strong influence on Information Adoption, with a path coefficient value of 0.896. This suggests that the greater the perceived benefits of information about Skintific products on TikTok, the higher the level of information adoption, such as receiving, remembering, and



using the information in decision-making. p-value of 0.000 (<0.05) indicates statistical significance, confirming the influence's statistical relevance. Therefore, the hypothesis that information benefits influence information adoption is accepted.

The results of the hypothesis testing demonstrated that Information Adoption exerts a positive and significant influence on Consumer Purchase Intention, with a path coefficient value of 0.864. This finding suggests a positive correlation between consumers' level of information adoption regarding Skintific products obtained through TikTok and their intention to purchase the product. A p-value of 0.000 (<0.05) indicates that this effect is statistically significant. Therefore, the hypothesis that information adoption influences consumer purchase intention is accepted. As demonstrated in the research by Harahap et al. (2023), the provision of information that is both comprehensive and easily comprehensible has been shown to result in more robust purchasing decisions.

The findings of the study demonstrated that all of the variables that were examined, including information quality, quantity, and credibility, exerted a significant influence on the perceived usefulness of the information. In addition, the degree to which information is useful has been demonstrated to exert a significant influence on the adoption of that information. Concurrently, the adoption of information has been shown to exert a significant influence on consumer purchase intention.

CONCLUSION

The findings of the research indicate that the provision of relevant, clear, credible, and pertinent information tailored to consumers' needs can enhance the perceived usefulness of the information, thereby fostering consumer adoption. The presence of Skintific content on TikTok has been shown to have a positive effect, as the availability of adequate information facilitates consumer understanding of product performance. However, while the quantity of content is important, these findings confirm that the quality of the information plays a more dominant role in influencing the usefulness of information than simply the amount of content available.

Consumer adoption of information has been demonstrated to be associated with heightened purchase intentions, primarily due to the perceived authenticity and persuasiveness of recommendations from influencers and other users. The highest purchase intention indicator suggests that consumers are highly likely to purchase Skintific products, despite the fact that not all content provides new information. Additionally, the credibility of the information disseminated on TikTok is regarded as satisfactory, with



perceptions of Skintific content being characterized as trustworthy, honest, and realistic. However, it is acknowledged that the reliability aspect could be enhanced.

This research demonstrates that consumers do not exclusively prioritize the quantity of content; rather, they seek information that is characterized by authenticity, thoroughness, and responsiveness to their needs. TikTok, a platform characterized by brief video content, has demonstrated efficacy in disseminating eWOM, which exerts influence on information adoption and purchase intentions. This medium functions not only as a form of entertainment but also as a source of information that exerts a significant influence on consumer purchasing decisions, particularly among younger demographics.

The findings of this study substantiate the notion that the implementation of information has a pivotal role in fostering consumer purchase intention. Consequently, Skintific must prioritize the dissemination of high-quality, credible, and easily comprehensible eWOM content on TikTok. Authentic content, such as user reviews, influencer reviews, and clear explanations of product benefits, will be more readily accepted by consumers as a basis for purchasing decisions. The implementation of consistent, relevant, and transparent communication is instrumental in fostering trust, strengthening the brand, and cultivating long-term loyalty.

The present study is subject to certain limitations, including the restriction of the variables examined to a single mediating variable and the exclusive focus on Scientific consumers on TikTok. Consequently, the external validity of the results may be questionable in other contexts. Additionally, the online questionnaire method, which employed purposive sampling, has the capacity to introduce respondent bias. Future research is recommended to add additional variables, incorporate additional mediators or moderators, and expand the research object for more comprehensive results.

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