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# Information Credibility To Online Purchase Intention: The Electronic Word Of Mouth Information Acceptance Process Of Generation Z Luxcrime Consumers

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**Abstract**

*This role of electronic word of mouth (eWOM) information credibility, usefulness, attitude toward information, and information adoption in shaping online purchase intention. This research examines these relationships in the context of Generation Z consumers of Luxcrime cosmetics in Purwokerto who actively use Social Networking Sites. A quantitative cross-sectional survey was conducted involving 181 respondents, and the data were analyzed using PLS-SEM. The findings show that all hypothesized relationships are positive and significant. The strongest coefficient is found in the effect of information usefulness on attitude toward information (β = 0.649), followed by information credibility on information usefulness (β = 0.532). Online purchase intention is directly influenced by information adoption (β = 0.276), attitude toward information (β = 0.222), information credibility (β = 0.217), and information usefulness (β = 0.182). The $R^2$ values indicate that the model explains 56.2% of online purchase intention, 49.4% on information adoption, 42.1% of attitude toward information, and 28.3% of information usefulness. These findings imply that credible, useful, and easily adopted electronic word of mouth is essential for strengthening online purchase intention. However, the findings are limited to Generation Z consumers, Luxcrime cosmetics, SNS, and the Purwokerto context.*



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**Keywords: Electronic Word of Mouth, Generation Z, Information Adoption Credibility, Online Purchase Intention.**

## INTRODUCTION

Beauty product purchases among Generation Z currently show a shift in conventional information seeking and advertising behavior toward reviews, testimonials, recommendations, and product demonstrations distributed through Social Networking Sites (SNS). In the context of social commerce, electronic word of mouth not only serves as additional information but also becomes an important reference in assessing the credibility, benefits, and suitability of a product before purchasing. This is in line with Haryanto & Haryanto (2026) who stated that Generation Z is more responsive to adaptive, authentic, and participatory digital communication. The study of Luxcrime cosmetics is important because consumers' online purchasing intentions are not only shaped by brand promotions but also by reviews, testimonials, recommendations from beauty content creators, and the experiences of other users. In the context of beauty products, consumers tend to require visual, experience-based, and credible information before making an online purchase. This is in line with Indrawati al. (2023) who showed that electronic word of mouth influences purchase intentions for beauty products, Erkan & Evans (2016) who explained that this influence occurs through the information- receiving process, such as credibility, usefulness, and information adoption.

Previous research indicates the influence of information credibility on online purchase intentions is still mixed. (Azhari et al., 2025; Harahap et al., 2023) found that information credibility positively influences information usefulness, information adoption, and online purchase intentions. However, (Berlianto, 2026; Indriani Martawilaga & Sufiati Purwanegara, 2016) showed that credibility does not directly influence online purchase intention. These differences in findings indicate that information credibility does not necessarily directly drive purchase intentions, but may work through other information-receiving processes.

(Harahap et al., 2023; Indrawati et al., 2023; Subekti & Nugroho, 2023) found that information usefulness influences information adoption and online purchase intention. However, Ngo et al. (2024) showed that information adoption does not directly influence online purchase intention, while Azhari et al. (2025) found that information usefulness does not significantly influence attitude toward information or information adoption. Thus, information usefulness does not necessarily directly drive purchase intention, but may work through other information reception processes.



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The influence of attitude toward information on information adoption and online purchase intentions still showed mixed results. (Erkan & Evans, 2016; Subekti & Nugroho, 2023) showed that attitude toward information plays a role in shaping information adoption and purchase intentions. However, Ngo et al. (2024) found that positive attitude toward information does not always have a significant effect on information adoption or purchase intentions, thus, attitude toward information does not necessarily directly drive purchase intentions without the use and adoption of information as a basis for decision-making.

Previous findings generally indicate that information adoption influences online purchase intention. (Erkan & Evans, 2016; Harahap et al., 2023; Indrawati et al., 2023) explain that information received and used by consumers can drive purchase intention. However, (Harsono, 2024; Sinambela et al., 2025) show that this influence is not always significant. This difference indicates that the role of information adoption can depend on the product context, platform, and consumer characteristics.

This study is a contextual replication of Ngo et al. (2024) by applying the inter-variable relationship model to the context of Generation Z cosmetics consumers of Luxcrime products. The novelty of this study lies in the emphasis that the credibility of electronic word of mouth not only influences online purchase intention directly, but also through the information reception process that includes information usefulness, attitude toward information, and information adoption. Different from studies (Harahap et al., 2023; Indrawati et al., 2023; Veronita et al., 2025), this study uses a broader SNS context to explain the process of Generation Z in assessing and adopting electronic word of mouth information before forming online purchase intentions.

Thus, the purpose of this study is to re-examine the relationship between information credibility, information usefulness, attitude toward information, information adoption, and online purchase intention among Generation Z cosmetics consumers of Luxcrime products. The novelty of this study lies in the explanation that electronic word of mouth credibility not only has a direct effect on online purchase intention, but is processed through information usefulness, attitude toward information, and information adoption before forming online purchase intention.

## LITERATURE REVIEW

The Information Adoption Model (IAM) developed by Sussman and Siegal (2003) explains how individuals receive and use information in the decision-making process. In the context of online shopping through social media, this model is relevant because consumers are exposed to various electronic word-of-mouth information, such as reviews, recommendations, and


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testimonials from other users. The IAM emphasizes that information adoption is influenced by cognitive assessments of the information's credibility and usefulness. Electronic word-of-mouth information that is deemed credible tends to be more trusted, further processed, and used as a basis for purchasing decisions. Rahaman et al. (2022) showed that the credibility of the source, message, and media play a significant role in shaping consumer trust in online information. Furthermore, Bueno & Gallego (2021) found that argument quality and source credibility are important factors in consumer-to-consumer interaction on digital platforms.

The Information Acceptance Model (IACM) is used to explain how consumers receive, evaluate, and use electronic word of mouth information before forming purchase intentions. In the context of Social Networking Sites (SNS), this model is relevant because consumers not only passively receive information but also evaluate the credibility, usefulness, and attitude toward the information before making it the basis for decisions. Erkan & Evans (2016) explain that electronic word of mouth can influence purchase intentions through the information reception process, such as information credibility, usefulness, attitude toward the information, and information adoption. In line with this, Park (2020) shows that credibility, quality, usefulness, and attitude toward information play a role in explaining consumer responses to electronic word of mouth. Tjongirin et al. (2020) also emphasize that information usefulness is an important factor in forming purchase intentions on social media.

Based on these arguments, this study integrates IAM and IACM to explain the acceptance of electronic word of mouth information about Luxcrime cosmetic products among Generation Z consumers. IAM provides a basis for understanding cognitive evaluation and information adoption, while IACM expands the explanation by including attitudes toward information and online purchase intentions.

**Online Purchase Intention**

Online purchase intention is a consumer's tendency or readiness to make a purchase through a digital platform after obtaining, evaluating, and considering available information. In the context of electronic word of mouth, online purchase intention is formed when consumers assess information from social media, such as reviews, comments, testimonials, or recommendations from other users, as relevant, credible, and helpful in the product evaluation process. Online purchase intention is considered an outcome variable, influenced by information credibility, information usefulness, attitude toward information, and information adoption. (Erkan & Evans, 2016; Mariam et al., 2025) which revealed that electronic word of mouth on social media


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platforms can impact online purchase intention through the information reception process, especially when the information is deemed credible, useful, and adopted by consumers.

**Information Credibility and Information Usefulness**

Sussman and Siegal (2003) explain that information will be more easily adopted if it is first deemed useful by the recipient. In the context of electronic word of mouth, information that is credible, honest, accurate, and trustworthy tend to be perceived as more useful in helping consumers reduce purchasing uncertainty. (Erkan & Evans, 2016; Verma et al., 2023) show that information credibility plays a role in shaping information usefulness. Similar findings were also demonstrated by Mariam et al. (2025) on Wardah cosmetic products on TikTok. Therefore, information credibility is suspected to have a positive effect on information usefulness.

H1. Information Credibility has a positive effect on Information Usefulness.

**Information Credibility and Online Purchase Intention**

The influence of information credibility on online purchase intention can be explained through a dual process. Sussman & Siegal (2003) emphasized that in computer-based communication situations, individuals often use credibility to quickly evaluate messages. In the context of electronic word of mouth, when information is perceived as credible, risk perception decreases and confidence in the purchase decision increases. Similarly, Erkan & Evans (2016) found that information credibility is a key factor influencing purchase intentions in the IACM model. In the context of Generation Z, Azhari et al. (2025) also showed that information credibility has a positive effect on online purchase intentions.

H2. Information Credibility has a positive effect on Online Purchase Intention.

**Information Credibility and Information Adoption**

According to Sussman & Siegal, (2003) information adoption is not only influenced by the message content, but also by the recipient's assessment of the information's suitability to be used as a basis for decisions, untrusted electronic word of mouth tends not to be integrated into the purchase evaluation process, even though it may seem complete. Empirically, Azhari et al., (2025) found that information credibility has a positive effect on information adoption in Generation Z consumers, so that information that is considered trustworthy is more likely to be used as a basis for purchasing considerations.

H3. Information Credibility has a positive effect on Information Adoption.


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**Information Usefulness and Attitudes Towards Information**

Before forming an attitude toward information, consumers tend to first assess whatever it helps their decisions, and then form a positive or negative attitude toward it. The usefulness of information serves as a rational basis for forming an attitude toward it. Similarly, Erkan & Evans (2016) place attitude toward information a crucial part of the electronic word of mouth acceptance process, as consumers tend to form positive evaluations of information they perceive as helpful in purchasing decisions.

H4. Information Usefulness has positive effect on Attitudes Towards Information

**Information Usefulness and Online Purchase Intention**

Useful information helps consumers gain a clearer picture of product benefits, compare available alternatives, and reduce doubts before forming purchase intentions. Erkan & Evans (2016) identified information usefulness as an important precursor to purchase intention using the IACM framework. In the cosmetics context, Mariam et al. (2025) found that information usefulness influenced purchase intention among TikTok users who purchased Wardah products. However, Ngo et al. (2024) showed that this relationship can be indirect in certain contexts, as usefulness is first translated through other mechanisms such as adoption.

H5. Information Usefulness has a positive effect on Online Purchase Intention.

**Information Usefulness and Information Adoption**

This relationship is at the heart of the information adoption model. Sussman & Siegal (2003) asserted that information usefulness mediates the process of information influence on information adoption. Consumers are more likely to adopt information if they perceive it as helpful and relevant to their decisions. In the context of digital cosmetics, Mariam et al. (2025) demonstrated that information usefulness drives information adoption, and similar results were also seen in a study by Indrawati et al. (2023) who found that information adoption a crucial factor in forming purchase intentions for Somethinc products via TikTok.

H6. Information Usefulness has a positive effect on Information Adoption.

**Attitude Toward Information and Online Purchase Intentions**

Ajzen (2020) explains that intention is a predictor of actual behavior, while attitude is one of the main determinants of intention formation. In the context of electronic word of mouth, this principle remains relevant, but the object of attitude being assessed is not the brand, but rather


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the information received by consumers. Erkan & Evans (2016) place attitude toward information as a factor forming purchase intention in IACM.

H7. Attitude Towards Information has a positive effect on Online Purchase Intention.

**Attitude Toward Information and Information Adoption**

Information adoption requires not only the assessment that the information is useful, but also an evaluative openness to receive it. Consumers who have a positive attitude toward electronic word of mouth are more likely to use that information as a basis for decisions. In the IACM model, Erkan & Evans (2016) emphasize the importance of consumer behavior towards information in explaining the influence of electronic word of mouth. An empirical study, Azhari et al., (2025) found that attitudes toward information have a positive effect on information adoption, so that consumer's positive evaluations of information can increase the likelihood of that information being used in the decision-making process.

H8. Attitude Toward Information has a positive effect on Information Adoption.

**Information Adoption and Online Purchase Intention**

According to Sussman & Siegal (2003), information adoption occurs when individuals not only understand the message but also accept it as the basis for decisions. In the context of electronic word of mouth, this situation is very close to the formation of purchase intentions, because consumers have used reviews as a justification for decisions. Erkan & Evans (2016) emphasized that information adoption is one of the important determinants of purchase intentions in IACM. Empirical findings by Indrawati et al. (2023) on the Somethinc products show that information adoption has a positive and significant effect on purchase intentions, so that electronic word of mouth information that has been received by consumers can be the basis for the formation of purchase intentions.


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H9. Information Adoption has a positive effect on Online Purchase Intention.

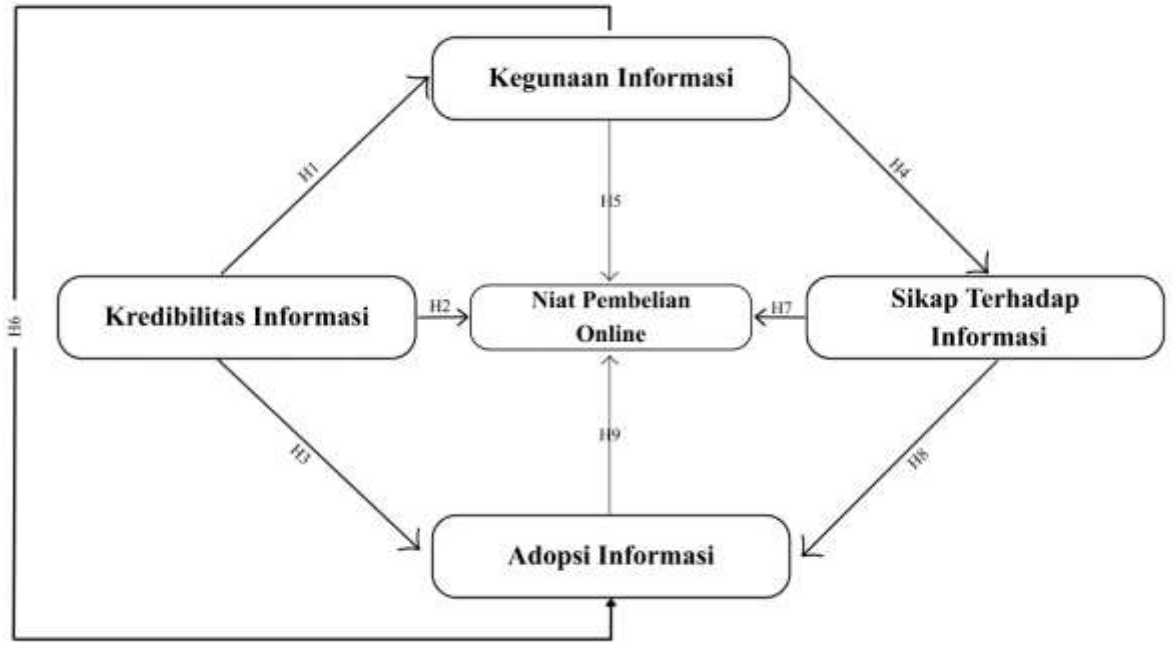



**Figure 1. Research Model**

## RESEARCH METHOD

This study used a cross-sectional quantitative survey to examine the relationships between constructs within the information adoption model framework. Because the data were collected at a single point in time without experimental manipulation, the results are interpreted structural relationships and not evidence of causality (Sugiyono, 2018).

This study used the Structural Equation Model (SEM) analysis tool and Partial Least Squares (PLS) analysis software version 4.0. A minimum sample size of 5 to 10 times the number of indicators used in the empirical model was required (Hair & Alamer, 2022). Seventeen indicators were used in this study, resulting in a sample size of 170 (17 x 10).

Respondents were required to reside in Purwokerto, be aged 18 to 28, actively use social media (SNS), and have seen electronic word of mouth information about Luxcrime in the past three months. The purchase experience criterion was only retained if the dependent variable was defined as repurchase intention. Therefore, the data obtained are expected to be relevant to


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explaining the process of receiving and adopting electronic word of mouth information in shaping online purchase intentions.

**Table 1. Operational Definition**

| No | Operational Definition | Indicator |
|---|---|---|
| 1. | Information credibility is the consumer's perception of the extent to which electronic word of mouth information on social media is considered convincing, trustworthy, reasonable, and has credibility as a basis for purchasing considerations (Verma & Dewani, 2023). | 1. In my opinion, electronic word of mouth information on social networking sites is convincing.<br>2. In my opinion, electronic word of mouth information on social networking sites is credible.<br>3. In my opinion, electronic word of mouth information on social networking sites is trustworthy.<br>4. In my opinion, electronic word of mouth information on social networking sites is reliable. |
| 2. | Information usefulness is the consumer's perception of the extent to which electronic word of mouth information on social media is considered useful, helpful, and informative in evaluating a product before making a purchase (Meng et al., 2022). | 1. Electronic word of mouth information on social networking sites is generally useful for me to evaluate products.<br>2. Electronic word of mouth information on social networking sites generally helps me in evaluating products.<br>3. Electronic word of mouth information on social networking sites is generally informative for me to evaluate products. |


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| No | Operational Definition | Indicator |
|---|---|---|
| 3. | Attitude towards information is a consumer's evaluative tendency towards electronic word of mouth information on social media, which is reflected in the habit of reviewing information, the assessment that information helps decision-making, and feelings of greater confidence after reading the information (Savitri et al., 2022). | 1. I always review electronic word of mouth information on social networking sites when I want to buy a product."<br>2. I feel that electronic word of mouth information on social networking sites helps me in making decisions when purchasing a product.<br>3. I feel that electronic word of mouth information on social networking sites makes me more confident in purchasing products. |
| 4. | Information adoption is the level of consumer acceptance of electronic word of mouth on social media so that the information is used as input in understanding the brand and supporting purchasing decisions (Rahaman et al., 2022). | 1. I learn new things about brands through electronic word of mouth information on social networking sites.<br>2. I received electronic word of mouth information about the brand on social networking sites.<br>3. I received electronic word of mouth recommendations about brands on social networking sites. |
| 5. | Online purchase intention is the tendency or subjective possibility of consumers to buy, try, and recommend products after obtaining electronic word of mouth information on social media (Nurharyanti, 2012). | 1. I will most likely purchase the product.<br>2. I will buy the product when I need it later.<br>3. I will definitely try the product.<br>4. I will recommend the product to my friends. |


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**RESULTS**

During data collection, this study recruited 181 respondents. These criteria included being members of Generation Z, residing in Purwokerto, actively using social networking sites, and having experience purchasing Luxcrime cosmetics products online in the past three months. Thus, 181 respondents met the criteria and were used in the data analysis.

The majority of respondents in this study were female, aged 18-22, students, and had an income or pocket money between Rp 1.000.000 and Rp 3.000.000. More detailed percentages of respondent characteristics are presented in Table 2.

**Table 2. Characteristics of Respondents**

| Characteristics | Category | Amount | Total |
|---|---|---|---|
| Gender | Man<br>Woman | 18<br>163 | 181 |
| Age | 13 – 17 years<br>18 – 22 years old<br>23 – 28 years old | 13<br>132<br>36 | 181 |
| Domicile | West Purwokerto<br>East Purwokerto<br>North Purwokerto<br>South Purwokerto | 46<br>56<br>49<br>30 | 181 |
| Occupation | Students<br>Student<br>Employee<br>Businessman<br>The Others | 15<br>134<br>23<br>8<br>1 | 181 |
| Income/Pocket Money | < Rp 1.000.000<br>Rp 1.000.000 – Rp 3.000.000<br>> Rp 3.000.000 | 43<br>91<br>47 | 181 |
| SNS users | Facebook<br>Instagram<br>YouTube<br>TikTok | 16<br>61<br>23<br>71 | 181 |



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| | | | |
|---|---|---|---|
| | The Others | 10 | |

The research uses a research model that examines the relationship between information credibility and online purchasing intentions with information usefulness, attitudes toward information and information adoption as mediating variables, as shown in Figure 2.

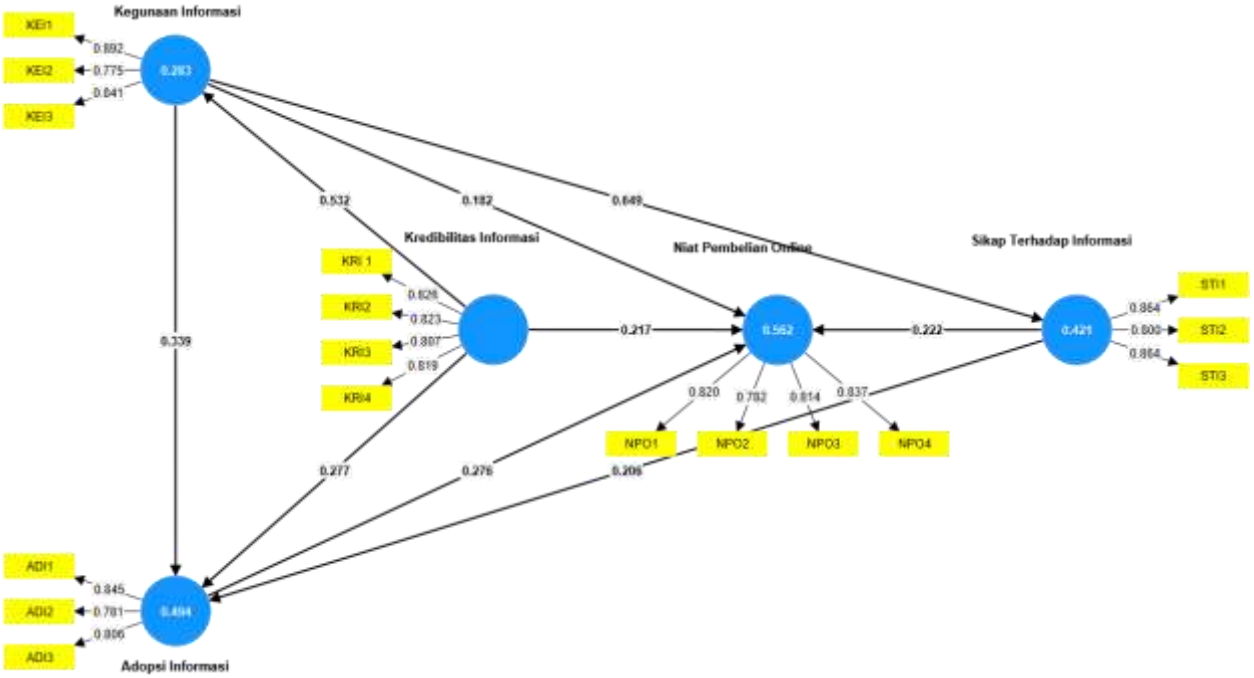



**Figure 2. Structural Equation Modelling**

**Convergent Validity**

Convergent validity helps ensure that an indicator accurately reflects the variable it intends to measure. This test is conducted by examining the outer loading values of each indicator within each variable. According to Hair & Almer (2022), an outer loading value greater than 0.7 indicates that an indicator meets convergent validity criteria.

**Table 3. Outer Loadings**

| Variable | Indicator | Loading Factor 1 |
|---|---|---|
| Information Adoption | ADI1 | 0.845 |
| | ADI2 | 0.781 |
| | ADI3 | 0.806 |
| Information | KEI1 | 0.892 |



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| | | |
|---|---|---|
| Usefulness | KEI2 | 0.775 |
| | KEI3 | 0.841 |
| Information Credibility | KRI1 | 0.826 |
| | KRI2 | 0.823 |
| | KRI3 | 0.807 |
| | KRI4 | 0.819 |
| Online Purchase Intention | NPO1 | 0.820 |
| | NPO2 | 0.782 |
| | NPO3 | 0.814 |
| | NPO4 | 0.837 |
| Attitudes Towards Information | STI1 | 0.864 |
| | STI2 | 0.800 |
| | STI3 | 0.864 |

The results of the construct reliability and validity test for each research variable are shown in Table 4, including the Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values.

**Table 4. Construct Reliability and Validity**

| Variable | Composite Reliability | Average Variance Extracted (AVE) | Cronbach's Alpha |
|---|---|---|---|
| Information Adoption | 0.852 | 0.658 | 0.740 |
| Information Usefulness | 0.875 | 0.701 | 0.785 |
| Information Credibility | 0.891 | 0.670 | 0.836 |
| Online Purchase Intention | 0.887 | 0.662 | 0.829 |
| Attitudes Towards Information | 0.881 | 0.711 | 0.796 |

Based on Table 4, all constructs have Cronbach's Alpha and Composite Reliability values above 0.70, and Average Variance Extracted (AVE) values above 0.50. These results indicate that all constructs have met the criteria for internal reliability and convergent validity. Therefore, the indicators used in this study are considered consistent in measuring their respective construct and are able to adequately explain construct variance according to the criteria suggested in PLS-SEM testing (Fornell, C., 1981; Hair & Alamer, 2022).



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After the construct reliability and validity tests have been fulfilled, the next stage is to assess discriminant validity, the results of which are presented in Table 5.

**Table 5. Discriminant Validity-Fornell Larcker**

| Variable | Information Adoption | Information Usefulness | Information Credibility | Online Purchase Intention | Attitudes Towards Information |
|---|---|---|---|---|---|
| Information Adoption | **0.811** | | | | |
| Information Usefulness | 0.620 | **0.838** | | | |
| Information Credibility | 0.582 | 0.532 | **0.819** | | |
| Online Purchase Intention | 0.646 | 0.612 | 0.609 | **0.813** | |
| Attitudes Towards Information | 0.594 | 0.649 | 0.608 | 0.635 | **0.843** |

**Table 6. R Square Test Results**

| Variable | R Square | R Square Adjusted |
|---|---|---|
| Online Purchase Intention | 0.562 | 0.553 |

The data in Table 6 show that the adjusted R-square value for the online purchase intention variable is 0.553 or 55.3%. This means that 55.2% of the variation in online purchase intention can be explained by the variables influencing it in the model, namely information credibility, information usefulness, attitude toward information, and information adoption. Based on the criteria established by Hair et al. (2022), this value falls into the moderate category, indicating that the model is sufficiently capable of explaining the formation of online purchase intention.

After all tests for validity and reliability were deemed satisfactory, Table 7 presents the results of the path coefficient test which aims to determine the extent to which the variables in the model have a direct or indirect relationship through the mediating variable.


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**Table 7. Path Coefficients Test**

| Hypothesis | Variable | Original Sample (O) | T Statistics | P Values | Conclusion |
|---|---|---|---|---|---|
| H1 | Information Credibility → Information Usefulness | 0.532 | 6,280 | <0.001 | Accepted |
| H2 | Information Credibility → Online Purchase Intention | 0.217 | 3,600 | <0.001 | Accepted |
| H3 | Information Credibility → Information Adoption | 0.277 | 4,381 | <0.001 | Accepted |
| H4 | Information Usefulness → Attitudes Towards Information | 0.649 | 10,555 | <0.001 | Accepted |
| H5 | Information Usefulness → Online Purchase Intention | 0.182 | 2,919 | 0.002 | Accepted |
| H6 | Information Usefulness → Information Adoption | 0.339 | 4,621 | <0.001 | Accepted |
| H7 | Attitudes Towards Information → Online Purchase Intention | 0.222 | 3,569 | <0.001 | Accepted |
| H8 | Attitudes Towards Information→ Information Adoption | 0.206 | 3,241 | <0.001 | Accepted |
| H9 | Information Adoption → Online Purchase Intention | 0.276 | 4,221 | <0.001 | Accepted |

Based on the results of the path coefficient test, all relationships between variables have a t-statistic value above 1.96 and p-value below 0.05. Thus, all hypotheses in this study are declared accepted. Furthermore, the original sample values on all paths show a positive direction, so it can be concluded that each influencing variable has a positive and significant influence on the affected variable. These results indicate that the process of forming online purchasing intentions through electronic word of mouth on SNS occurs through the evaluation of information



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credibility, information usefulness, attitude toward information, and information adoption.

## DISCUSSION

### The Influence of Information Credibility on Information Usefulness

These results indicate that the higher the credibility of electronic word of mouth information received by consumers, the higher their perception that the information is useful in evaluating Luxcrime products. Information that is perceived as convincing, trustworthy and reliable tends to be more easily understood as information that aids the purchasing decision process.

Theoretically, these findings support the Information Adoption Model (IAM), which explains that information is more easily processed when consumers perceive it to be credible and useful. In the context of SNS, consumers not only passively receive information but also assess its relevance before purchasing. This aligns with the explanation in the referenced article that information credibility plays a crucial role in shaping the perceived usefulness of information in electronic word of mouth on SNS.

For Generation Z, this relationship is relevant because they are accustomed to evaluating beauty products through reviews, testimonials, recommendations from beauty content creators, and the experiences of other users. When electronic word of mouth information is perceived as authentic and not exaggerated, Generation Z is more likely to consider it useful in assessing product quality, benefits, and suitability. This finding aligns with (Erkan & Evans, 2016; Mariam et al., 2025; Ngo et al., 2024; Verma et al., 2023), which show that information c credibility can increase the perceived usefulness of information.

### The Influence of Information Credibility on Online Purchase Intention

The more credible the electronic word of mouth information consumers receive, the greater their tendency to intend to purchase Luxcrime products online. This finding can be explained by the role of information credibility in reducing consumer uncertainty. With cosmetics products, consumers often face subjective risks, such as color compatibility, product quality, texture, durability, and suitability to skin needs. Therefore, credible information can increase consumer confidence before making an online purchase. Theoretically, these results align with the Information Acceptance Model (IACM), which explains that information credibility can shape consumer responses and drive behavioral intentions.

In the context of Generation Z, credibility is important because this group tends to be more


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critical of direct brand promotions. They are more easily convinced by information that is perceived as authentic, experience-based, and in line with their digital communication style. These results align with those of (Azhari et al., 2025; Erkan & Evans, 2016; Harahap et al., 2023; Ngo et al., 2024), who found that information credibility influences online purchase intention. However, these results differ from those of (Khairul Aini et al., 2025; Satwika et al., 2023), who showed that credibility does not always directly influence purchase intention. This difference suggests that in the context of Luxcrime cosmetics, the credibility of electronic word of mouth remains an important factor that directly shapes online purchase intention.

**The Influence of Information Credibility on Information Adoption**

Information credibility has a positive and significant effect on information adoption, indicating that the more credible electronic word of mouth information is, the more likely consumers are to accept and use the information as a basis for purchasing considerations.

The explanation for this finding is that trusted information is more easily integrated into the decisions-making process. In the context of electronic word of mouth, consumers not only pay attention to the content of the message but also assess whether the information comes from a credible and relevant source. Theoretically, this finding supports the IAM, which states the information adoption occurs when individuals assess the information as suitable for use in decision-making.

In Generation Z, information adoption is heavily influenced by trust in user reviews, visual experiences, and social validation on SNS. information originating from users is perceived as credible and is more likely to be accepted as a purchasing reference. This finding aligns with (Azhari et al., 2025; Ngo et al., 2024), who stated that information credibility can increase information adoption.

**The Influence of Information Usefulness on Attitude Toward Information**

This relationship is the strongest coefficient in the research model. This means that the more useful electronic word of mouth information is to consumers, the more positive their attitude toward it.

These results can be explained by the fact that the consumers will form positive attitudes if the information they receive helps them evaluate the product. Useful information can address doubts, provide an overview of product benefits, and help consumers compare alternatives before purchasing. Theoretically, these findings support the IACM, which places information usefulness


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as a crucial factor in shaping consumer attitude toward information.

For Generation Z, useful information is typically not only informative but also practical, visual, easy-to-understand, and relevant to purchasing needs. For example, product usage reviews, before and after videos, color swatches, or other user' experiences can shape positive attitudes because they help consumers understand the product more concretely. This finding aligns with (Erkan & Evans, 2016; Ngo et al., 2024; Park, 2020), which show that information usefulness influences attitude toward the information.

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

The usefulness of information has a positive and significant effect on online purchase intention. The more useful the electronic word of mouth information received by consumers, the greater the consumer's intention to purchase Luxcrime products online.

These findings suggest that useful information can help consumers gain a clearer understanding of a product. When consumers perceive electronic word of mouth information as helpful in evaluating a product's benefits, quality, and suitability, their online purchase intentions are strengthened. Theoretically, these results support the IACM, which explains that usefulness can be a driving factor in behavioral intentions.

In Generation Z, information usefulness plays a crucial role because they often use social media as their primary reference source before purchasing beauty products. They seek not only promotions but also information that helps them make informed decisions, such as honest reviews, shade recommendations, usage instructions, and post use experience. These findings align with (Harahap et al., 2023; Indrawati et al., 2023; Mariam et al., 2025; Subekti & Nugroho, 2023). However, this finding differs from Ngo et al. (2024), who found that information usefulness had no direct effect on online purchase intentions. These differences indicate that in the context of Generation Z Luxcrime consumers in Purwokerto, useful information not only attitude but also directly drives online purchase intentions.

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

The sixth hypothesis shows that information usefulness has a positive and significant effect on information adoption, indicating the electronic word of mouth information that is considered useful is more likely to be accepted and used by consumers as a basis for purchasing considerations.

This finding can be explained by the fact that information usefulness makes consumers


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perceive it as relevant to their needs. Useful information can reduce the burden of searching for additional information and help consumers make decisions with more confidence. Theoretically, these results support the IAM, as information adoption occurs when consumers perceive the information as useful in the decision making process.

For Generation Z, information usefulness is an important basis for accepting electronic word of mouth because they are exposed to a lot of content on SNS. not all content will be adopted, only information deemed helpful, and relevant to their needs will be used as a basis for decisions. This finding aligns with (Erkan & Evans, 2016; Indrawati et al., 2023; Ngo et al., 2024; Sussman & Siegal, 2003), which show that information usefulness can increase information adoption.

**The Influence of Attitude Toward Information on Online Purchase Intention**

The more positive consumers' attitude toward electronic word of mouth information, the higher their intention to purchase Luxcrime products online. These results indicate that a positive attitude toward information can strengthen consumer behavioral tendencies.

When consumers perceive electronic word of mouth information as interesting, helpful, and confidence boosting, it can drive purchase intentions. Theoretically, these findings align with the Theory of Planned Behavior, which explains that attitude is an important determinant in the formation of intention. In the context of IACM, attitude toward information is also part of the information receiving process prior to the formation of purchase intention.

In Generation Z, a positive attitude toward information can be formed when electronic word of mouth content is presented authentically, visually, and tailored to their needs. Information that feels relevant and not overly commercial will more easily generate a positive response. This finding aligns with (Erkan & Evans, 2016; Ngo et al., 2024; Subekti & Nugroho, 2023), which show that attitude toward information can influence online purchase intention. However, this finding strengthens the context of Luxcrime cosmetics, as positive attitudes toward information have been shown to directly drive purchase intention.

**The Influence of Attitude Toward Information on Information Adoption**

The more positive the consumer's attitude toward electronic word of mouth information, the more likely the consumer is to accept and use that information in the decision making process.

These findings demonstrate that a positive attitude not only indicates emotional acceptance but can also encourage consumers to use information as a reference. If consumers


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perceive electronic word of mouth information as interesting, helpful, and convincing, it is more likely to be adopted. Theoretically, these results support the IACM, which explain that attitude toward information is part of the information receiving process.

Generation Z is more likely to use it as a basis for purchasing decisions. This finding aligns with (Azhari et al., 2025; Erkan & Evans, 2016), but differs from Ngo et al. (2024), who found that a positive attitude toward electronic word of mouth did not always lead to adoption. This difference suggests that in the context of Luxcrime, positive attitudes toward information are more powerful in driving adoption because cosmetic products require social validation and user experience prior to purchase.

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

Information adoption has a positive and significant effect on online purchase intention, the higher the level of adoption of electronic word of mouth information, the higher the consumer's intention to purchase Luxcrime products online.

These findings indicate that purchase intentions are not formed solely by consumers reading information, but also by the information being received, trusted, and used as a basis for decision making. In the context of electronic word of mouth, information adoption is a crucial step connecting the information evaluation process with purchase intention. Theoretically, these results support the IAM, which explains that information will influence decisions once it has been adopted into consumers' thinking processes.

For Generation Z, information adoption is becoming increasingly important as they live in an information rich digital environment. The abundance of reviews and recommendations forces consumers to choose which information is truly relevant. When electronic word of mouth is adopted, it can become a psychological justification for purchasing a product. This finding aligns with (Erkan & Evans, 2016; Harahap et al., 2023; Indrawati et al., 2023; Ngo et al., 2024) which emphasize that information adoption is a significant determinant of online purchase intention.

**CONCLUSION**

The research results indicate that all hypotheses in the model are accepted. This demonstrates that Generation Z consumers' online purchase intentions for Luxcrime products are not formed simply, but rather through a gradual information evaluation process. Information credibility drives perceived usefulness and adoption, information usefulness shapes attitude and information acceptance, and attitude information adoption plays a role in strengthening online


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purchase intention. These findings reinforce the relevance of the information adoption model and information acceptance model in explaining digital consumer behavior, particularly in the context of electronic word of mouth on social networking sites. Compared with several previous studies that showed mixed results, this study shows that in the context of Generation Z Luxcrime consumers in Purwokerto, all relationships between variables are proven to be positive and significant. Thus, credibility, usefulness, attitude, and information adoption are a series of important factors in shaping online purchase intention for cosmetic products.

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