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Article

The Influence of Electronic Word of Mouth (eWOM) on TikTok on Purchase Intention of Azarine Serum Beauty Products at Wahana Kosmetika Indonesia

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Abstract: In the current digital era, consumer perceptions and decisions can be influenced by social media, one of which is TikTok, in the dissemination of information through Electronic Word of Mouth (eWOM) which can influence consumer behavior. This study aims to analyze eWOM on TikTok towards the purchase intention of Azarine serum products using the Information Adoption Model (IAM) approach. This model examines how information quality, information quantity, and information credibility affect the usefulness of information which then has an impact on information adoption and purchase intention. This study was conducted with a quantitative approach, where data was collected by distributing questionnaires to respondents who were TikTok users and had been exposed to Azarine serum content. Data analysis used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software. The results showed that information quality did not have a positive and significant effect on the usefulness of information, while information quantity and information credibility had a positive and significant effect on the usefulness of information. Furthermore, the usefulness of information had a positive and significant effect on information adoption and information adoption had a positive and significant effect on purchase intention. These findings emphasize the importance of information characteristics in shaping consumer decisions and can be a reference for companies in designing more effective digital communication strategies on social media.

Keywords: Azarine, Electronic Word of Mouth, IAM, Information Quality, TikTok.

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1. Introduction

ICT has transformed customer behavior and marketing paradigms in the digital era. Internet connectivity has caused companies to adapt, including leveraging social media for product promotion and delivery. Marketers must develop sophisticated methods to detect and predict purchase intents due to consumer cognitive processes, emotional responses, and decision-making patterns. Recent study demonstrates that cultural, social, individual, and psychological aspects affect customer purchasing intentions, necessitating comprehensive analytical techniques to comprehend these behavioral dynamics. Social media has changed business-consumer relationships by substituting traditional marketing with digital. The increase of online information-seeking has accelerated digital communication pathways, improving eWOM relationships. Blogs, social media, review systems, and rating mechanisms have expanded the eWOM ecosystem by distributing information and allowing customer engagement.

Marketers and consumers disseminate product or company information online via electronic word of mouth. The eWOM architecture includes blogs, social media, consumer reviews, and rating systems. Modern consumer behavior study demonstrates that individuals

increasingly trust peer recommendations and assessments above marketing messaging. Marketing research increasingly focuses on eWOM for product assessment and purchase intention. Businesspeople use TikTok for product marketing and eWOM dissemination due to its short-video style and speedy information transfer. TikTok's For Business Terms emphasize openness and legal compliance with brand content distribution as a marketing tool. With 2024 statistics showing TikTok as Indonesia's most used social media network, its exponential development shows its marketing potential. The site has over 107 million uploads and 17.3 billion interactions, topping Instagram, Twitter, YouTube, and Facebook in engagement metrics, according to Indonesia Indicator.

The domestic beauty sector is using TikTok for strategic marketing because of its popularity and consumer engagement. By July 2024, Indonesia had 157.6 million TikTok users, surpassing the US' 120.5 million. From 113 million users in April 2023, the site has grown rapidly and has marketing possibilities. The average monthly use of 38 hours and 26 minutes per user suggests excellent engagement, providing brand exposure and customer contact. Azarine, a 2022 beauty brand by PT. Wahana Kosmetika Indonesia, uses TikTok strategically for product promotion and brand building. The BPOM-registered firm sells cleansers, toners, lip care, eye care, moisturizers, sunscreens, masks, serums, and treatments for face and body care. The brand addresses acne-prone skin, dull skin, sensitive skin, and skin healing and rejuvenation. Recent events have raised worries about product claim veracity, notably retinol serum content specifications.

Laboratory testing found considerable inconsistencies between Azarine's retinol serum claims and product composition, sparking a controversy. Independent laboratory study by PT. Saraswati Indo Genetech found 0.00096% retinol in Azarine's retinol serum, a huge difference from advertising claims. This discovery, first reported by TikTok account @dokterdetektif, a health and beauty content maker who specializes in cosmetic product laboratory testing, caused substantial unfavorable eWOM in October 2024. TikTok Advertising Policies ban deceptive claims, untested scientific claims, and non-transparent information transmission. Sussman and Siegal (2003) established the Information Adoption Model (IAM), which Indrawati et al. (2023) improved to analyze eWOM's impact on purchase intentions. This model shows how human perception of computer-mediated communication systems affects behavior and goals. Quality, quantity, and trustworthiness of information determine its perceived utility, which affects information adoption and purchase intention, according to the IAM paradigm. This study addresses a research gap by examining how electronic word-of-mouth affects purchase intentions, specifically in respect to product claim discrepancies and negative TikTok attention after the Azarine controversy.

2. Preliminaries or Related Work or Literature Review

2.1. Information Adoption Model (IAM)

According to Sussman and Siegal (2003)'s Information Adoption Model (IAM), individuals make choices and act via computer-mediated communication. The method emphasizes information quality and source reliability in assessing usefulness and adoption. In reaction to TikTok use, Indrawati et al. (2023) enhanced information amount to IAM. Previous studies by Ngarmwongnoi et al. (2020), Hong and Kim (2016), and Yan (2016) shown that information volume greatly influences perceived usefulness. The five fundamental elements of IAM are information quality, quantity, credibility, perceived usefulness, and adoption. EWOM in digital environments fits this paradigm.

2.3. Electronic Word of Mouth

Mahmud et al. (2024) define eWOM as user-generated content placed on review sites, social media, and blogs to persuade prospective consumers to buy. Unlike conventional word of mouth, eWOM includes ratings, reviews, and personal recommendations from customers, friends, and family (Rani & Shivaprasad, 2022). Sulthana and Vasantha (2019) and Erkan and Evans (2018) state that digital media customer experience sharing is a continuous information exchange regarding companies, goods, and services. The apparent autonomy of eWOM from corporate management boosts its credibility and influence on customer behavior. Studies have indicated that customers' dependence on peer evaluations affects their purchasing decision (Evgeniy et al., 2019; Indrawati, 2023; Rani & Shivaprasad, 2022).

2.4. Information Quality

Electronic word of mouth (eWOM), which refers to user-generated communications' power and clarity, strongly influences customers' purchase intentions, according to Safitriani et al. (2023). Consumer perceptions and brand assessments are influenced by accurate, clear, relevant, and timely electronic word of mouth (eWOM) (Erkan & Evans, 2016). EWOM content quality affects decision-making, especially in health and beauty, where trustworthiness and information are crucial (Indrawati et al., 2023; Filieri, 2015). Information that is fact-based, thorough, and relevant to consumers helps them make educated decisions (Bataineh, 2015; Indrawati et al., 2022). Indrawati et al. (2023) provide eight information quality indicators: clarity, relevance, factual foundation, product definition, extensive explanation, comprehensiveness, perceived quality, and information integrity. Such qualities assist buyers assess Azarine serum on TikTok and affect their buying decisions.

2.5. Information Quantity

Electronic Word of Mouth (eWOM) is the amount of product information and reviews on social media (Safitriani et al., 2023). A product with more reviews is popular and widely available, which might boost confidence and minimize uncertainty in buying choices (Indrawati et al., 2023). Filieri (2015) suggests that many consistent customer evaluations might indicate a product's trustworthiness. User satisfaction and product performance underpin these evaluations. Increasing electronic word of mouth (eWOM) helps potential buyers assess product quality and compare it to their own experiences (Indrawati et al., 2022). Modern buyers rely more on user-generated content than word of mouth, hence electronic word of mouth (eWOM) is vital to purchase intentions, according to Evgeniy et al. (2019). Indrawati et al. (2023) say informational reliability and customer comprehension determine eWOM.

2.6. Information Credibility

Safitriani et al. (2023) claim that in rapidly emerging digital marketplaces and social media, the credibility of electronic word of mouth (eWOM) affects consumer trust and purchasing decisions. Studies like Filieri (2015) and Sharma et al. (2022) indicate that buyers trust credible sources. Rani and Shivprasad (2022) say consumers' product choices depend on source dependability. According to Evgeniy et al. (2019), trustworthy information is more informative and more likely to be accepted. According to Indrawati et al. (2023), persuasiveness—evaluating clarity and factual basis from verified sources—trustworthiness—ensuring alignment with actual user experiences—and factual accuracy—ensuring information consistency, absence of exaggeration, and alignment with verified attributes across multiple platforms—are three key indicators.

2.7. Information Usefulness

The quality, quantity, and credibility of information—including completeness, clarity, correctness, relevance, frequency, and trustworthiness—determine its perceived utility (Indrawati et al., 2023). Consumers' appraisal of whether the information assists their decision-making before information adoption (Erkan & Evans, 2018). Hussain et al. (2020) underline that effective information informs, benefits, and aids purchase decisions. Consumer evaluations that are useful, genuine, and numerous influence purchasing intentions. As consumers choose use material that meets their requirements, this relevance enhances the likelihood that they would accept such knowledge (Sardar et al., 2021). Indrawati et al. (2023) list four indicators: usefulness, which helps with decision-making; informativeness, which provides new and clear knowledge; evaluative function, which compares claims with experience; and product introduction, which conveys product features to increase interest and market entry.

2.8. Information Adoption

Information adoption, first described by Sussman and Siegal (2003), outlines how people use external information, especially online media, to shape their actions. Consumers evaluate and absorb decision-making information during information adoption (Indrawati et al., 2023). Social media helps customers discover varied perspectives and user experiences depending on their buying intents (Leong et al., 2022). Sussman and Siegal (2003) say customers use and evaluate peer-generated material to make choices. Negative views discourage purchases,

whereas positive ones promote them. Indrawati et al. (2023) identify three indicators of this process: learning new information, which shows active interest and comprehension; accepting information, which shows openness to evaluating content; and product recognition through information, which shows initial understanding of the product's functions and benefits.

2.9. Purchase Intention

Purchase intention is a consumer's conscious desire to acquire a thing after perceiving suitable stimuli. Social media quality, quantity, and trustworthiness affect consumers' product satisfaction (Safitriani et al., 2023). This desire is affected by consumer attributes, marketing, pricing, promotions, perceived relevance, product quality, brand trust, and environment. Electronic word-of-mouth (eWOM) helps purchasers understand and choose information (Sardar et al., 2021). Customers assess the information's applicability and persuasiveness before buying. Purchase intention is a conscious desire to buy, according to Sharma et al. (2022), however Aini and Soepatini (2024) consider it a vital stage in preference development. Indrawati et al. (2023) identify future purchasing consideration, need-based judgments, use readiness, purchase likelihood, and product trial intention as crucial factors.

3. Proposed Method

3.1. Type of Research

This quantitative study uses an associative approach to examine causal relationships between independent variables like information quality, quantity, credibility, usefulness, and adoption and the dependent variable, purchase intention (Sugiyono, 2021). Quantitative research analyzes populations or samples using positivist philosophy. Surveys were sent to TikTok users who saw Azarine serum product eWOM. Secondary data came from literature studies, government reports, and earlier research related to the study's background and goals.

3.2. Data Collection Method

Research relies on data collecting to acquire reliable and valid data (Sugiyono, 2021). A questionnaire employing a five-point Likert scale measured respondents' impressions of the research variables in this study. The questionnaire was sent to TikTok users who had heard about Azarine retinol serum via eWOM. This strategy was chosen for its speed, affordability, and potential to reach more people. TikTok and Telegram were used to contact population-fit respondents. The 2024 national population distribution data was used to segment the questionnaire distribution by Indonesia's three time zones—Western, Central, and Eastern—to assure geographical representation (DataIndonesia.Id, 2024). Literature review provided secondary data. Literature review entails methodical collecting of material from relevant publications, academic journals, and prior studies that support the study subject and goals, according to Sugiyono (2021). This offered the theoretical groundwork to explain how eWOM on TikTok affects customers' purchasing intentions, specifically for Azarine retinol serum.

3.3. Operational Variables

Research variables are quantifiable features or characteristics chosen by the researcher to gather relevant data and draw conclusions (Sugiyono, 2021). This research identifies two kinds of variables: independent factors based on eWOM dimensions and dependent variables based on purchase intention. The Information Adoption Model (IAM) determines the independent variables: information quality (X1), quantity (X2), credibility (X3), usefulness (X4), and adoption (X5). This model was chosen because it can explain how eWOM components affect customer decision-making, particularly on digital platforms like TikTok. This study's dependent variable is purchase intention (Y), a person's intention to buy a product. After seeing eWOM on TikTok, the customer wants to purchase Azarine retinol serum. The research intends to discover which elements of eWOM most affect this desire since it is influenced by many online information sharing variables (Indrawati et al., 2023).

A Google Forms-distributed structured questionnaire measures these characteristics. Participants must answer a series of items using a five-point Likert scale, a popular way to measure attitudes, views, and perceptions (Sugiyono, 2021). Each item is an indication from the variables under study. Information quality examines the clarity, completeness, and factual correctness of TikTok material on the Azarine serum, whereas information quantity measures

its volume and consistency between users (Indrawati et al., 2023). For each sub-variable, operational definitions and quantitative indicators are provided. Information credibility encompasses trust and trustworthiness, while usefulness measures how well information assists decision-making. Information adoption explores how consumers incorporate material into their knowledge and purchases. buying intention is measured by interest and probability of buying. These operational definitions promote measurement consistency and enable statistical analysis to verify variable correlations (Indrawati et al., 2023; Sugiyono, 2021).

3.4. Population and Sample

According to Sugiyono (2021), a population is a generalized area of humans or items with specified features chosen by the researcher to be investigated and concluded. This research targets TikTok users who have heard about Azarine's retinol serum via eWOM. Purposive sampling was used to choose the sample. Instead of giving everyone equal selection options, this strategy stresses the researcher's inclusion criteria to assure data relevance and representativeness. Respondents must be 20 or older and have watched Azarine's retinol serum material on TikTok.

This research employed Hair et al. (2021)'s method to select sample size: five times the number of indicators. For 25 indicators, 125 responders were needed. On April 3, 2025, 70 people participated in a Smart PLS 4 pilot study to test the research instrument's validity and reliability before releasing the full questionnaire. The final questionnaire was delivered online in Indonesia's WIB, WITA, and WIT time zones after instrument validity and reliability testing. On May 1, 2025, structural equation modeling (SEM-PLS) evaluations, including outer and inner model assessments, were conducted on 138 answers gathered by April 13, 2025. For SEM-PLS analysis, which needs 5–10 times more indicators, this sample is typical.

3.5. Data Analysis Technique

3.5.1. Measurement Model (Outer Model)

The measurement model evaluates the link between latent variables and their observable indicators to ensure that each indicator appropriately measures the construct it measures. Partial Least Squares-Structural Equation Modeling is used for quantitative research validation. Hair et al. (2021) recommend examining the measuring model for internal consistency reliability, convergent validity, and discriminant validity. For convergent validity, outer loadings > 0.70 and AVE ≥ 0.50 are considered acceptable. If removing indications with loadings between 0.40 and 0.70 reduces AVE or build dependability, they may be kept.

To assess discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) compares markers of distinct constructs with those within the same construct. Hair et al. (2021) found that conceptions with HTMT scores ≤ 0.90 are empirically unique and non-overlapping. Squaring the outer loading measures indication reliability, which measures how much of an indicator's fluctuation is explained by its idea. Hair et al. (2021) use Composite dependability (CR) to assess indicator consistency; values above 0.70 indicate dependability.

3.5.2. Structural Model (Inner Model)

SEM tests predicted latent construct correlations for strength and statistical significance using the structural model. The coefficient of determination (R^2) indicates the amount to which independent variables explain variance in the dependent variable, with values reaching 1 indicating more explanation (Hair et al., 2021). For hypothesis testing, path coefficient analysis with bootstrapping produces t-statistics and p-values. A hypothesis is significant if the t-value exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2021).

4. Results and Discussion

4.1. Measurement Model (Outer Model)

The indicators' latent construct measurement effectiveness was examined using convergent validity. The assessment used outer loading values above 0.70 and AVE values over 0.50. The outer loading findings showed that all measures of information quality, quantity, credibility, utility, information adoption, and purchase intention met the threshold as shown in the figure below.

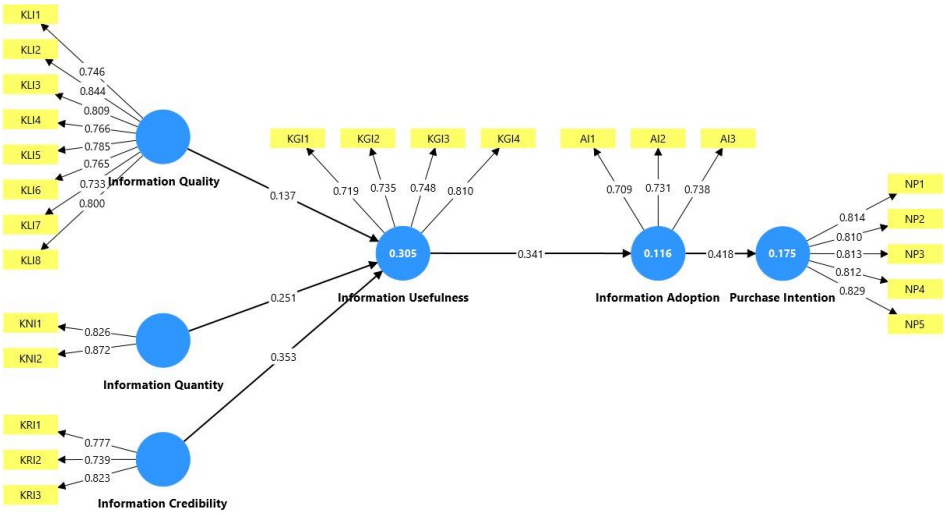

Figure 1. Valid Outer Loading Output

Table 1. Convergent Validity: Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)	Description
Information Quality	0.611	Valid
Information Quantity	0.722	Valid
Information Credibility	0.609	Valid
Information Usefulness	0.568	Valid
Information Adoption	0.527	Valid
Purchase Intention	0.666	Valid

Following Hair et al. (2021) standardsSall construct indicators—information quality, quantity, trustworthiness, usefulness, information adoption, and purchase intention—exceeded the outer loading barrier, demonstrating good indicator reliability and convergent validity. Table 4.1 further shows that all constructs' AVE values above 0.50, indicating that each construct accounts for more than 50% of its related indicator variation. These data demonstrate that the indicators accurately reflect their constructs and are suitable for analysis.

Table 2. HTMT Results of Pre-Survey Discriminant Validity Test

	AI	KGI	KLI	KNI	KRI	NP	Conclusion
AI							Valid
KGI	0.514						Valid
KLI	0.165	0.202					Valid
KNI	0.736	0.587	0.136				Valid
KRI	0.678	0.648	0.124	0.709			Valid
NP	0.600	0.528	0.136	0.733	0.651		Valid

HTMT was used to examine discriminant validity, which determines if constructs are empirically distinct. Table 2 shows that all HTMT values are below 0.90, indicating no multicollinearity and unambiguous construct differentiation. This model proves convergent and discriminant validity.

Table 3. Reliability Testing: Composite Reliability

Construct	Composite Reliability	Description
Information Quality	0.926	Reliable
Information Quantity	0.838	Reliable
Information Credibility	0.823	Reliable
Information Usefulness	0.840	Reliable
Information Adoption	0.770	Reliable
Purchase Intention	0.909	Reliable

The Composite Reliability (CR) measure was used to verify build indication internal consistency. Table 3 shows that all CR values surpassed 0.70, indicating great consistency and dependability. This proves the measurement model's dependability since each construct's indicators measure the same hidden variable.

4.2. Results of Descriptive Analysis

This study's descriptive analysis focuses on TikTok users who had seen Azarine retinol serum talks. The analysis incorporates customer demographics from surveys. Starting with TikTok usage, all 138 respondents (100%) verified their current use. This shows that all sample members are frequent TikTok users and hence eligible for this study on eWOM on TikTok. All responders (100%) have seen TikTok content about Azarine retinol serum. This overall exposure shows eWOM's widespread reach on the platform, especially for beauty items. The data indicate that TikTok is a powerful marketing and information platform, particularly among beauty care fans. A large majority (80.4%) use TikTok everyday, 17.4% use it four to six times per week, and 2.2% use it one to three times per week. The platform's strong responder engagement rate suggests that eWOM on TikTok may influence customer behavior.

Survey respondents are mostly women (79.7%) and few men (20.3%). Retinol serum, promoted to be used by women, fits this description. The majority (82.6%) is 20–25 years old. They are more receptive to digital trends, use social media, and are more eWOM-influenced. Although less common, 26-to-40-year-olds still engage in internet forums, but more critically before buying. This shows age-related differences in eWOM response. Most responders (89.9%) live in the Western Indonesian Time (WIB) zone, with fewer from the Central (8.7%) and Eastern (1.4%) zones. Internet penetration and digital engagement are greater on Java Island because to WIB respondents' dominance. Most participants are students (79.7%), followed by private-sector workers (8%), public servants (5.1%), and entrepreneurs (7.2%). This research is important since students are more likely to connect with and be affected by TikTok reviews and product testimonials.

4.3. Results of Respondents' Responses

Azarine retinol serum information quality on TikTok is well rated by consumers. The evaluation included eight measurement indications and had a mean score of 4.13, placing it in the "strongly agree" category. This high grade shows that customers find the informative material clear, relevant, factual, and complete. The results show that TikTok-based content successfully conveys product features and improves customer knowledge acquisition via varied informational sources. Material comprehensibility averaged 4.06, indicating that most respondents understood TikTok's Azarine retinol serum material. Multiple informative channels on the platform help consumers comprehend and learn. Product information relevance scored 4.03, suggesting that customers see the information as relevant to their needs and that their information-seeking activity matches their goals.

The mean score for Azarine retinol serum information on TikTok was 4.01, indicating customer trust in its correctness. Validated data like BPOM registration numbers and legitimate product ratings provide legitimacy to the informative material. This category's highest grade was 4.39 for the brand's extensive product specification communication, which helps customers match product features to their skin types and concerns. Consumer satisfaction with Azarine's product information presentation using entertaining video material and accessible language to explain product advantages and use directions averaged 4.13. Consumers appreciated TikTok posts' excellent video and descriptive content, scoring 4.10.

The mean score for information completeness was 4.07, indicating that consumers believe the information provided is sufficient for informed buying decisions.

Azarine retinol serum information on TikTok had a mean score of 4.28, suggesting great user agreement on its outstanding quality and thoroughness. This shows that the brand's informational approach meets customer expectations for thorough product communication. Consumer impressions of information quantity assessment are also good, with a mean score of 4.30. The mean score for information quantity reliability was 4.22, indicating customer trust in their ability to use it for product analysis and assessment. Consumers rate information quantity as helpful in product comprehension, especially for product attributes and advantages, with a 4.38 rating. Information credibility has three key indications and a mean score of 4.22, placing it in the "agree" category framework. Consumer opinions of TikTok platform information dependability, believability, and credibility are assessed here. The Azarine retinol serum information's persuasiveness scored 4.16, suggesting consumer agreement that it builds brand trust. The mean score for trustworthiness was 4.27, indicating consumer confidence in TikTok information. Supportive content on the platform boosts credibility and trust. The accuracy evaluation averaged 4.24, indicating consumer confidence that the information is accurate and unmanipulated.

The four information usefulness metrics have a mean score of 4.33 in the "agree" category framework. This review shows that customers find TikTok Azarine retinol serum information useful, educational, and helpful in product evaluation and identification. The useful nature of information received a mean score of 4.25, suggesting consumer agreement that it aids product comprehension and purchase consideration. Content informativeness averaged 4.29, indicating customer view that it delivers enough product knowledge and insights. Consumers agreed that TikTok-based information helps compare products via Azarine's instructional material (4.31). The product recognition utility scored 4.50, the highest in this area, demonstrating significant customer agreement that TikTok brand posts help product familiarization.

Three key indicators with a mean score of 4.34 place information adoption behaviors in the "agree" categorization framework. This study shows that consumers see TikTok Azarine retinol serum information as unique insights that facilitate information acceptance and product suggestion reception for purchase consideration. Consumers agreed that TikTok-based instructional material helped them learn about the Azarine retinol serum brand, with a mean score of 4.27. Information acceptance on TikTok for Azarine retinol serum averaged 4.36, suggesting consumer openness to acquire and digest new information. Consumers evaluate information relevance to their needs and adoption potential in this acceptance behavior. The highest score in this area was 4.40 for suggestion acceptance, showing customer receptivity to product recommendations and their involvement in purchase decision uncertainty. Purchase intention is assessed using five indicators with a mean score of 4.21 in the "agree" category framework. This study shows that people consider Azarine retinol serum for face skincare. The mean score for future purchase consideration was 4.21, showing customer desire to try Azarine retinol serum based on TikTok information. The mean contextual purchase consideration during skincare requirements was 4.20, indicating customer preference for Azarine retinol serum. Information adoption and purchase planning lead to this thought pattern. Consumers were willing to use Azarine retinol serum for skincare requirements (4.15).

The mean purchase probability score was 4.26, showing substantial customer agreement on Azarine retinol serum buying. This shows customers' successful information reception and buying intention development. Trial intention had a mean score of 4.25, indicating consumer desire to try Azarine retinol serum for skincare. This trial intention shows customer trust in product specs and their match with personal skincare needs, determined via detailed information assessment. The consistently high ratings across all purchase intention metrics imply that Azarine's TikTok informative approach generates good customer reactions and behavioral intents. The results show that social media-based informative techniques influence customer purchasing decisions in digital marketing.

4.4. Coefficient of Determination Value (R^2)

R Square values from SmartPLS 4 analysis show how much independent factors explain dependent variable variation. Moderate explanatory power indicates that the model explains 30.5% of perceived usefulness' variation with a coefficient of 0.305. Information adoption and purchase intention had lower R Square values of 0.116 and 0.175, suggesting weak

explanatory ability. This suggests that although the model properly explains perceived usefulness, it fails to capture knowledge adoption and purchase intention, indicating the need for additional factors in future study.

4.5. Hypothesis Testing

This research tested route coefficient significance using SmartPLS 4 bootstrapping using t-statistics and p-values. A hypothesis is significant if the t-statistic is > 1.96 and the p-value is < 0.05.

Table 3. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
KLI -> KGI	0.137	0.160	0.076	1.795	0.073
KNI -> KGI	0.251	0.245	0.093	2.696	0.007
KRI -> KGI	0.353	0.349	0.076	4.619	0.000
KGI -> AI	0.341	0.355	0.102	3.349	0.001
AI -> NP	0.418	0.443	0.076	5.490	0.000

Analysis shows that information quality (KLI) did not substantially impact perceived usefulness (KGI), with a t-statistic of 1.795 and a p-value of 0.073. This suggests that TikTok's clear, relevant, and thorough information is inadequate to influence consumers' opinions of its usefulness. Thus, the first hypothesis fails. In contrast, information quantity (KNI) substantially affects perceived usefulness (t-statistic = 2.696, p-value = 0.007). The second hypothesis is supported by a growing amount of credible and readily understandable information increasing customers' impression of its usefulness.

Information credibility (KRI) positively affects perceived usefulness (KGI) with a t-statistic of 4.619 and a p-value of 0.000. This supports the third premise that trustworthy, accurate, and compelling information increases consumer information value. With a t-statistic of 3.349 and a p-value of 0.001, perceived usefulness (KGI) significantly affects information adoption (AI), supporting the fourth hypothesis that useful and evaluative information influences consumer decision-making. Finally, a t-statistic of 5.490 and a p-value of 0.000 show that information adoption (AI) predicts purchase intention (NP). Adopting and internalizing product knowledge increases the likelihood of a high buy intention, supporting the fifth hypothesis.

4.6. Information Quality Does Not Have a Positive and Significant Effect on Information Usefulness

Information quality does not positively affect perceived usefulness, as shown by a t-statistic of 1.795 and a p-value of 0.073. These results contradict the Information Adoption Model (IAM), which states that information quality determines perceived usefulness (Sussman & Siegal, 2003). This conclusion contradicts Indrawati et al. (2023) but supports Aini and Soepatini (2024), who found no significant effect of information quality on perceived usefulness. Survey results showed that respondents largely liked TikTok's Azarine serum content information. Most found the material accurate, relevant, well-structured, and thorough. Positive evaluations did not always mean the knowledge was valuable. Due to different personal priorities or information processing patterns, consumers may enjoy high-quality material without finding it influential.

4.7. Information Quantity Has a Positive and Significant Effect on Information Usefulness

The study found that information quantity positively impacts perceived usefulness, as shown by a t-statistic of 2.696 and a p-value of 0.007, meeting statistical significance standards ($t \geq 1.96$; $p < 0.05$). This suggests that TikTok users are more likely to find Azarine serum material and reviews relevant when making purchasing selections. This supports the Information Adoption Model (IAM) and Indrawati et al. (2023), who found that eWOM frequency and volume improve information usefulness. Respondents scored TikTok's amount of information—reliability and comprehensibility—highly, suggesting that it helps

consumers understand and use the product. According to Filieri (2015), high eWOM helps customers find relevant content that matches their search objectives.

4.8. Information Credibility Has a Positive and Significant Effect on Information Usefulness

The research revealed a notable positive correlation between information credibility and perceived usefulness (t-statistic = 4.619, p-value = 0.000, satisfying the statistical significance criterion of $t \geq 1.96$; $p < 0.05$). This suggests that customers are more likely to trust and benefit from credible information. This aligns with the Information Adoption Model (IAM) and the research of Sharma et al. (2022) and Indrawati et al. (2023), highlighting the importance of trustworthiness in assessing information usefulness. Credibility includes elements of persuasiveness, trustworthiness, and accuracy. Content related to products on TikTok increases customer trust, as evidenced by feedback from respondents regarding various credibility metrics. Reliable information cultivates trust and improves the dependability of product attributes, subsequently affecting customer decision-making.

4.9. Information Usefulness Has a Positive and Significant Effect on Information Adoption

The research found a significant positive correlation between information credibility and perceived usefulness ($t > 1.96$; $p < 0.05$, t-statistic = 4.619, p-value = 0.000). Credible knowledge is more likely to be accepted and used. Sharma et al. (2022) and Indrawati et al. (2023) show that trustworthiness is necessary for information usefulness in the Information Adoption Model (IAM). Credibility involves persuasion, trustworthiness, and accuracy. TikTok product content boosts client trust, since all credibility indicators were positive. Reliable information boosts confidence and product dependability, affecting consumer choices.

4.10 Information Adoption Has a Positive and Significant Effect on Purchase Intention

The study found that knowledge adoption positively impacts purchase intention, as shown by a t-statistic of 5.490 and a p-value of 0.000, fulfilling statistical significance standards ($t \geq 1.96$; $p < 0.05$). The Information Adoption Model (IAM) and Sardar et al. (2021) and Indrawati et al. (2023) found that favorably received information impacts buying intentions. Customers rate product content on TikTok based on relevancy and demands (Leong et al., 2022). Understanding product features and advantages influences consumer purchases (Sussman & Siegal, 2003). Positive ratings of markers like receiving, learning from, and accepting information imply that instructive and persuasive TikTok content increases product awareness, trust, and desire to buy Azarine's retinol serum.

5. Conclusions

This research found that TikTok eWOM about Azarine serum affects customer behavior in numerous ways. First, information quality does not substantially increase perceived utility, showing that consumers may not value the message despite its clarity, possibly due to other considerations. Conversely, information quantity and trustworthiness increase perceived utility. A large amount of consistent, trustworthy product-related material makes customers more inclined to utilize it. Perceived usefulness dramatically affects information uptake, which boosts purchase intention. These data demonstrate the sequential link between eWOM aspects and customer choice. Based on these findings, PT Wahana Kosmetika Indonesia should increase content transparency by including scientifically verifiable information like clinical evidence, preferably shared with medical professionals rather than influencers. The organization could also promote verified customer reviews with long-term product experience to boost content trustworthiness. Finally, formal channels may provide evidence-based comparisons and visual documentation to build customer confidence. Future research should expand brand and platform breadth and study customer behavior longitudinally.

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