The Influence of Electronic Word of Mouth Through Tiktok Social Media Platform on Consumer Purchase Intention on Beauty Products Scarlett Whitening In Bandung City

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ABSTRACT

This study examines the impact of Electronic Word of Mouth (e-WOM) on TikTok regarding Scarlett Whitening products and their influence on Purchase Intention. The objectives are to evaluate the effects of Information Quality, Information Quantity, Information Credibility, Information Usefulness, and Review Valence on Purchase Intention, mediated by Information Usefulness and Information Adoption. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) and SmartPLS 3.0, data from 210 Generation Z and millennial respondents in Bandung were analyzed. The findings reveal that Information Quality, Quantity, Credibility, and Review Valence significantly enhance Information Usefulness, which in turn positively affects Information Adoption and Purchase Intention. High-quality, credible, and well-quantified information along with constructive reviews significantly improve user perception of usefulness, leading to higher information adoption and ultimately boosting purchase intention. These insights are crucial for marketers to design effective information strategies on TikTok to enhance consumer decision-making and increase product sales. Future research should incorporate additional variables such as trust and brand image to further understand their influence on purchase intention.

INTRODUCTION

Currently, the development of technology and communication is happening so fast, making it easier for humans to access the internet. No wonder people really need the internet in their daily lives because the internet has become a link between the development of information technology and telecommunications. According to the report *We Are Social,* the number of internet users in Indonesia will reach 185 million people by 2024, reaching 66.5% of the 278.7 million people of the total population in Indonesia. (Annur, 2024)

This phenomenon makes people inseparable from the internet. The emergence of people's dependence on the internet has brought significant changes in the field of communication, especially with the adoption of smartphones (*Smartphone).* It is recorded that around 139 million people in Indonesia are actively using social media. This is an opportunity for companies to use the technology as a tool to conduct transactions and trades. (Rizaty, 2024)*Electronic word of mouth* (eWOM) created by users through social media has become the most important element in social media. EWOM includes product reviews,

recommendations, comments, and discussions that consumers do on digital platforms, one of which is social media such as Tiktok. (Chopra, Lim, & Jain, 2022) (Erkan & Evans, 2016)

Fast Moving Consumer Goods (FMCG) is a large industry that includes low-priced and short-shelf items that are frequently bought. In the past, consumers of FMCG relied on a single communication channel for information from marketers, making them passive recipients of marketing messages. Now, with the advent of information and communication technology in the Fourth Industrial Revolution has changed the way of communication. Companies are now using eWOM on social media to influence consumer opinions and purchasing decisions, both *online* and *offline*.
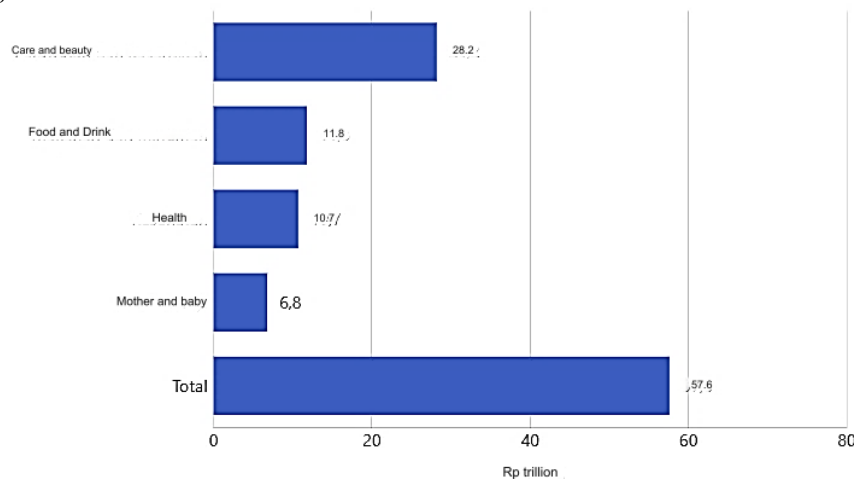

Figure 1 Sales value of the FMCG Sector in Indonesia's E-commerce (Annur, 2024)

Figure 1 shows that the results of the latest research by Compas Dashboard, *the Fast-Moving Consumer Goods* (FMCG) sector in *e-commerce in Indonesia reached a total value of IDR 57.6 trillion in 2023 with* the care and beauty category being the consumer goods category with the best-selling category in Indonesia equivalent to a value of IDR 28.2 trillion, which is 49% of the total sales of the FMCG sector in Indonesia in 2023. Followed by the food and beverage category of IDR 11.8 trillion (20.4%), health worth IDR 10.7 trillion (18.7%), and the mother and baby category worth IDR 6.8 trillion (11.9%). This is based on the latest research results from *crawling* results conducted for 1 year in three *e-commerce* in Indonesia, namely Shopee, Tokopedia, and Blibli.

eWOM social media empowers consumers to make informed decisions, strengthen relationships with stakeholders, and increase sales, customer acquisition, and company reputation. However, the misuse of eWOM on social media can damage an organization's reputation. Although eWOM on social media has a long history as an impactful marketing tool, its effectiveness against consumer purchase intent of Scarlett Whitening's care and beauty products remains uncertain. (Nyagadza, et al., 2023)

Scarlett Whitening is a local Indonesia beauty brand founded in 2017 by Felicya Angelista. Scarlett Whitening products focus on brightening and caring for healthy skin, including body, face, and hair care. Scarlett has experienced significant growth, with sales revenue reaching more than IDR 23.8 billion in the second quarter of 2022. This success makes Scarlett one of the leading beauty brands in Indonesia, competing with other international brands in the local market. (Joan, 2022)

TikTok is a social media platform that allows users to create and share short videos, which are very popular among the younger generation around the world, including Indonesia. TikTok has become an effective marketing tool for many brands, including local beauty brands like Scarlett Whitening. With creative and interactive video content, TikTok helps companies reach a wider audience and influence consumer purchasing decisions through viral reviews and recommendations.
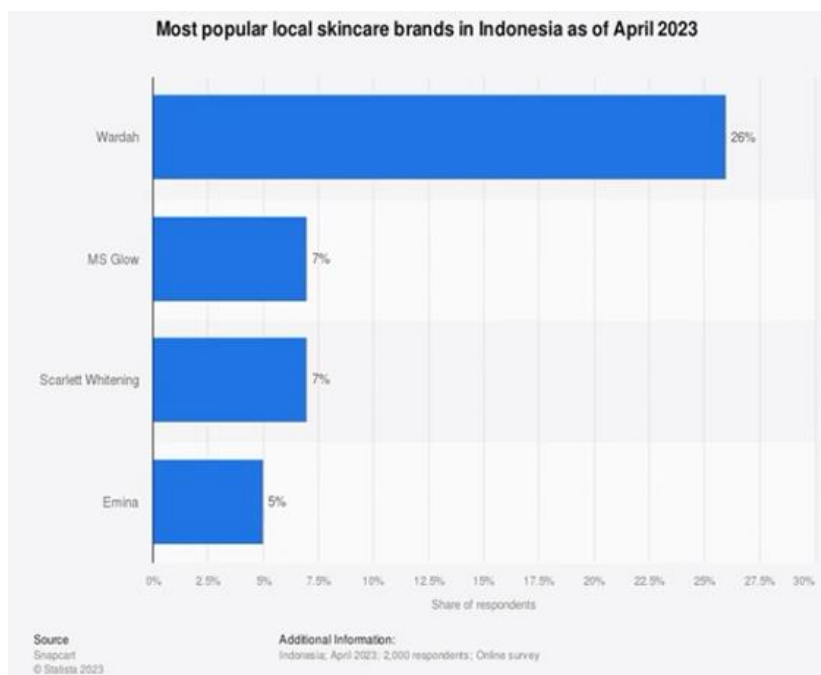
Figure 2 The Most Popular Local Skincare Brands in Indonesia in 2023

Figure 2 shows that the Scarlett Whitening brand is ranked third with 7% of the 2000 respondents. This is different from the reality that can be seen in Figure 1.3. The number of followers of the Scarlett Whitening brand is more than the number of Wardah followers on Tiktok social media. Scarlett Whitening has 3.9 million followers and Wardah with 1.3 million followers as of July 2024. (Nurhayati & Wolff, 2023)

Figure 3 Number of Followers of Scarlett Whitening and Wardah on Tiktok

Scarlett Whitening is a popular local beauty product on the social media platform TikTok, with a larger number of followers than the Wardah brand. However, the sheer number of eWOMs on TikTok raises questions and doubts about the credibility of the review. Consumers often assume that Scarlett Whitening pays people to leave positive reviews. Sales data shows that Scarlett Whitening's sales are still lower than Wardah's, which shows the gap between TikTok's potential for reviews and large follower counts with sales data that is still below its competitors. (Brain Personalities, 2023)

The Information Adoption Model (IAM) is a model that integrates *Technology Acceptance Model* (TAM) with *Elaboration Likelihood Model* (ELM) to explain how individuals adopt information from specific sources. IAM highlights that information adoption is influenced by the quality of information and the credibility of the source of that information. Information with high quality and from credible sources tends to be more easily adopted by consumers, which in turn influences their attitudes and behaviors towards certain products or services. IAM is especially relevant in the context of eWOM on social media, where consumers often rely on reviews and recommendations from other users before making a purchase

decision. Reliable sources for IAM include articles by Sussman and Siegal (2003) that have been adapted in various recent studies. (Sussman & Siegal, 2003)

For research on the influence of eWOM on consumer purchase intention of Scarlett Whitening products, *Theory of Planned Behavior (TPB) is a theory of consumer behavior that is suitable for use. The CPD, developed by Ajzen (1991), states that an individual's behavioral intentions are influenced by attitudes toward behavior, subjective norms, and perceptions of behavioral control* (Ajzen, 1991). In the context of eWOM, consumers' attitudes towards Scarlett Whitening can be shaped by the positive or negative reviews they encounter on social media, while subjective norms can be influenced by the opinions of others they trust. Behavioral control perception includes the extent to which consumers feel able to purchase and use the product. Recent research supporting the use of SDGs in eWOM studies includes work by Erkan and Evans (2016) that shows how eWOM influences purchase intent through attitudes, subjective norms, and perceived behavioral controls. (Erkan & Evans, 2016)

Research on the influence of eWOM on TikTok on the purchase intention of local beauty products in Indonesia is still lacking, even though TikTok is very popular among the younger generation of Indonesia and has great potential as a marketing tool. Many previous studies have focused more on other social media platforms and international beauty products rather than local products. This knowledge gap is important to fill given the different dynamics of the local market. Therefore, I would like to research the influence of eWOM on TikTok on consumer purchase intention of Scarlett Whitening products as an example of local beauty products in Indonesia. The purpose of this study is to investigate and explore the role of eWOM on social media on consumer purchase intention of Scarlett Whitening products. So the author is interested in conducting research with the title "The Influence Of Electronic Word Of Mouth Through Tiktok Social Media Platform On Consumer Purchase Intention On Beauty Products Scarlett Whitening In Bandung City".

The purpose of this study is to find out the e-WOM on Scarlett Whitening products on Tiktok. Benefits ofThis research can contribute to the development of science and insights in the field of marketing, especially related to factors that affect consumer purchase decisions on the Tiktok platform.

RESEARCH METHOD

According to the definition given by research, it is a systematic, controlled, empirical, thorough, and critical investigation of a phenomenon with the aim of finding facts, new theories, hypotheses, and truths, using certain steps to obtain a scientific answer to a problem. (Sujarweni, 2020)

According to , quantitative research is a type of research that produces data that can be obtained through statistical procedures or measurements (quantification). The quantitative approach focuses on phenomena in daily life that have variable characteristics. These variables will be associated using objective theories. According to the purpose of the study, this study has a descriptive-causal nature. Descriptive describes the purpose of research when variables or factors are already known to measure an object or area, but the relationship between these factors or variables is not yet known. This research is also included in causal research, which means that the author has reviewed and studied previous research that explains the relationship between these variables. This causal study tests whether independent variables have an effect on dependent variables, understands which variables are causative and which are consequential, and finds whether the relationship is positive or negative. (Sujarweni, 2020) (Indrawati, 2016)

Based on the research strategy, the method used in this study is a survey. Surveys are the process of gathering information from or about individuals to describe, compare, and understand their knowledge, attitudes, and behaviors. Surveys allow researchers to collect

qualitative and quantitative data through different types of questions. In the context of this type of investigation, this research is correlated. According to , correlation research is a research analysis that aims to describe the relationship between important variables related to the research problem. (Sekaran & Bougie, 2016) (Indrawati, 2016)

The level of research intervention in this study is *non-interference*. explains that (Indrawati, 2016)*non-interference* means that no data manipulation is carried out. Meanwhile, the study arrangement of this research is *non-contrived,* which means the research is conducted in a normal or natural environment without any manipulation or interference. The unit of analysis refers to the level of aggregation of data used during the analysis stage. Based on the unit of analysis, this study uses an individual approach because the focus is on the individual assessment of the respondents in data collection. In terms of time, this study falls into the category of (Sekaran & Bougie, 2016)*cross-sectional*, because data collection is carried out once in a period of several days or weeks. According to (Indrawati, 2016)*cross-sectional* Refers to the period of data collection carried out in a certain period, then the data is processed, analyzed, and conclusions drawn.

RESULTS AND DISCUSSION

Outer model *analysis* defines how each indicator relates to its latent variable. The tests were carried out with the following criteria:

1. *Convergent Validity*. The convergent *validity* value is the value *of the loading factor* on the latent variable with its indicators. The expected value > 0.7.
2. *Discriminant Validity*. This value is a *Cross Loading factor* value that is useful for determining whether the construct has *an adequate Discriminant*, namely by comparing the *loading* value on the intended construct must be greater than the loading value with other constructs.
3. *Composite Realibility*. Data that has a *Composite Reality* > 0.7 has high reliability.
4. *Average Variance Extracted* (AVE). The expected AVE value > 0.5.
5. *Cronbach Alpha*. The reliability test is strengthened with *Cronbach Alpha*. The expected value > 0.6 for all constructs.

Convergent Validity

In assessing each construct, the construct assessment is seen from convergent *validity*. *Convergent Validity* is measured using *outer loading* and AVE (*Average Variance Extracted*) parameters. Individual reflexive measures are said to correlate if the value is more than 0.7 with the construct to be measured.

However, for research in the early stages of development, a measurement scale with a loading factor value of 0.5 to 0.6 is considered sufficient. The following are the results of the outer model that shows the value of (Ghozali, Imam, & Latan, 2015)*Outer Loading* by using the SmartPLS 3.0 analysis tool.

Convergent Validity aims to determine the validity of each relationship between an indicator and its construct or latent variable. *The Convergent Validity* of the measurement model with reflective indicators is assessed based on the correlation between the item score or *Component Score* and the latent variable score or *Construct Score* estimated with the SmartPLS program.

Table 1 Outer Loading Test Results

Variable	Indicators	Outter Loading	Criterion	Information
Information Quality	**IQ1**	**0.643**	**< 0.7**	**Invalid**
	IQ2	0.716	> 0.7	**Valid**
	IQ3	0.712	> 0.7	**Valid**
	IQ4	0.733	> 0.7	**Valid**

Variable	Indicators	Outer Loading	Criterion	Information
	IQ5	0.804	> 0.7	**Valid**
	IQ6	0.765	> 0.7	**Valid**
	IQ7	0.767	> 0.7	**Valid**
	IQ8	**0.620**	**< 0.7**	**Invalid**
	IQ9	**0.691**	**< 0.7**	**Invalid**
	IQ10	**0.691**	**< 0.7**	**Invalid**
Information Quantity	IQn1	0.803	> 0.7	**Valid**
	IQn2	0.876	> 0.7	**Valid**
	IQn3	0.865	> 0.7	**Valid**
Information Credibility	IC1	0.711	> 0.7	**Valid**
	IC2	0.892	> 0.7	**Valid**
	IC3	0.864	> 0.7	**Valid**
	IC4	0.851	> 0.7	**Valid**
Review Valence	RV1	0.796	> 0.7	**Valid**
	RV2	0.847	> 0.7	**Valid**
	RV3	0.815	> 0.7	**Valid**
Information Usefulness	IU1	0.884	> 0.7	**Valid**
	IU2	0.845	> 0.7	**Valid**
	IU3	0.859	> 0.7	**Valid**
	IU4	0.826	> 0.7	**Valid**
	IU5	0.807	> 0.7	**Valid**
Information Adoption	IA1	0.852	> 0.7	**Valid**
	IA2	0.774	> 0.7	**Valid**
	IA3	0.892	> 0.7	**Valid**
	IA4	0.837	> 0.7	**Valid**
Purchase Intention	PI1	0.835	> 0.7	**Valid**
	PI2	0.900	> 0.7	**Valid**
	PI3	0.880	> 0.7	**Valid**
	PI4	0.906	> 0.7	**Valid**
	PI5	0.890	> 0.7	**Valid**

Source: Data processed from questionnaires (2024)

Based on the results of the first calculation, the *loading factor* value is still smaller than 0.7, namely, IQ1, IQ8, IC9, and IQ10. So it must be retested by issuing invalid indicators.

Table 2 Outer Loading Test Results

Variable	Indicators	Outter Loading	Criterion	Information
	IQ2	0.740	> 0.7	**Valid**
	IQ3	0.748	> 0.7	**Valid**
	IQ4	0.782	> 0.7	**Valid**
	IQ5	0.834	> 0.7	**Valid**
	IQ6	0.788	> 0.7	**Valid**
	IQ7	0.777	> 0.7	**Valid**
Information Quantity	IQn1	0.803	> 0.7	**Valid**
	IQn2	0.876	> 0.7	**Valid**
	IQn3	0.865	> 0.7	**Valid**
Information Credibility	IC1	0.711	> 0.7	**Valid**
	IC2	0.892	> 0.7	**Valid**
	IC3	0.864	> 0.7	**Valid**
	IC4	0.851	> 0.7	**Valid**
	RV1	0.796	> 0.7	**Valid**

Review Valence	**RV2**	0.847	> 0.7	**Valid**
	RV3	0.815	> 0.7	**Valid**
Information Usefulness	**IU1**	0.884	> 0.7	**Valid**
	IU2	0.845	> 0.7	**Valid**
	IU3	0.859	> 0.7	**Valid**
	IU4	0.827	> 0.7	**Valid**
	IU5	0.807	> 0.7	**Valid**
Information Adoption	**IA1**	0.852	> 0.7	**Valid**
	IA2	0.774	> 0.7	**Valid**
	IA3	0.892	> 0.7	**Valid**
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	PI2	0.900	> 0.7	**Valid**
	PI3	0.880	> 0.7	**Valid**
	PI4	0.906	> 0.7	**Valid**
	PI5	0.890	> 0.7	**Valid**

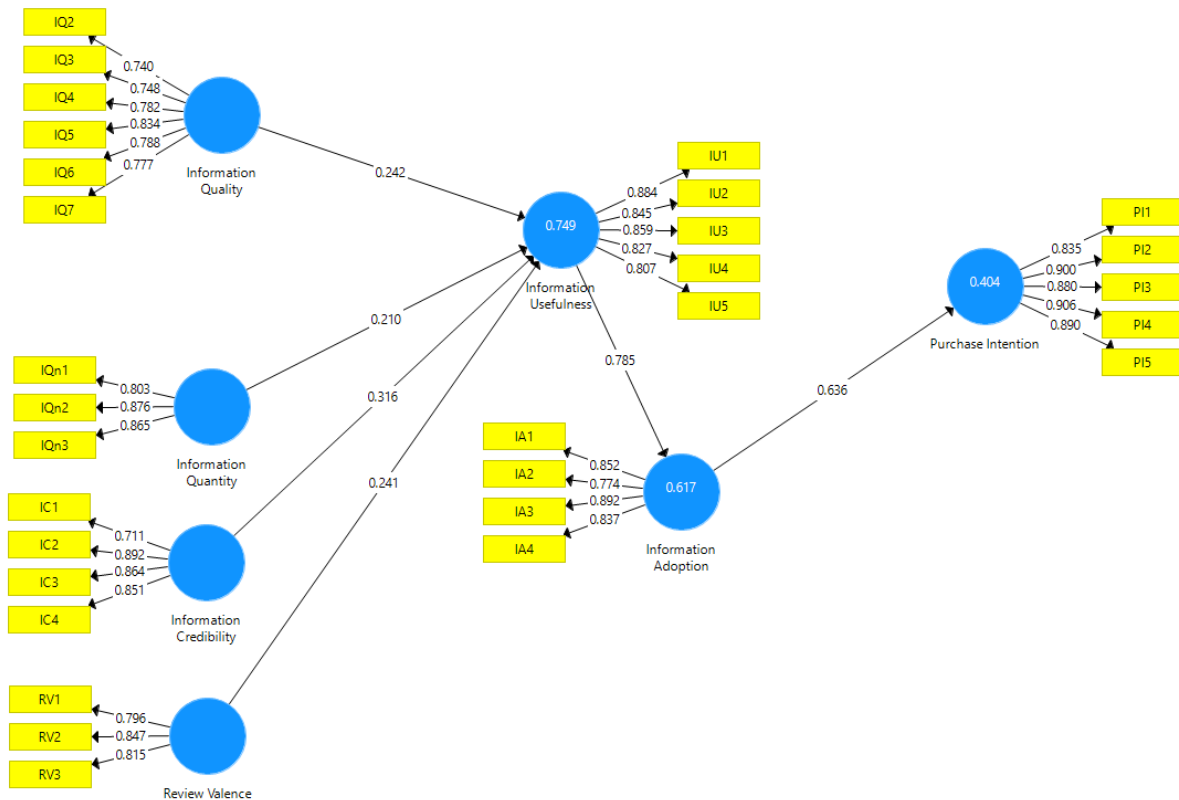Source: Data processed from questionnaires (2024)

Figure 1 PLS Algorithm Results
Source: Data processed from questionnaires (2024)

Based on Table 2 and Figure 1, it can be seen that all indicators have a *Loading Factor* value of more than 0.70. Therefore, the data in this study can be continued to the next test.
Discriminant Validity

Discriminant validity is used to test the validity of a model. The *Discriminant Validity* value is seen through *the Cross Loading value* which shows the magnitude of the correlation between the construct and its indicators and indicators of other constructs.

The standard value used for *Cross Loading* should be greater than 0.7 or by comparing the *Square Root Average Variance Extracted* (AVE) value of each construct with the correlation between the construct and the other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, then it can be said to have a *good Discriminant Validity* value (*Fornel and Larcker*, 1981 in Ghozali and Latan, 2015). The results of *Cross Loading* in the *Discriminant Validity* analysis can be seen in table 4.13 of *the Discriminant Validity* test, the reflective indicator can be seen in *the Cross Loading* between the indicator and its construct. According to Ghozali (2015) An indicator is declared valid or declared to meet *Discriminant Validity* if the *Cross Loading* value of the indicator on the variable is the largest compared to other variables, as shown in Table 3 below:

Table 3 Discriminant Validity Test Results

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention	Review Valence
IA1	0.852	0.545	0.565	0.575	0.698	0.507	0.454
IA2	0.774	0.545	0.571	0.511	0.615	0.497	0.366
IA3	0.892	0.567	0.625	0.576	0.705	0.551	0.454
IA4	0.837	0.557	0.618	0.581	0.617	0.579	0.465
IC1	0.504	0.711	0.542	0.562	0.571	0.275	0.377
IC2	0.584	0.892	0.641	0.591	0.695	0.548	0.440
IC3	0.577	0.864	0.639	0.654	0.624	0.518	0.407
IC4	0.526	0.851	0.615	0.589	0.657	0.573	0.466
IQ2	0.546	0.568	0.740	0.573	0.596	0.556	0.495
IQ3	0.449	0.625	0.748	0.529	0.568	0.545	0.388
IQ4	0.503	0.497	0.782	0.554	0.619	0.431	0.543
IQ5	0.627	0.599	0.834	0.609	0.670	0.514	0.546
IQ6	0.584	0.536	0.788	0.529	0.574	0.452	0.400
IQ7	0.597	0.611	0.777	0.551	0.555	0.518	0.408
IQn1	0.521	0.581	0.531	0.803	0.554	0.574	0.397
IQn2	0.581	0.606	0.648	0.876	0.650	0.511	0.493
IQn3	0.595	0.641	0.636	0.865	0.702	0.452	0.603
IU1	0.660	0.656	0.677	0.719	0.884	0.582	0.665
IU2	0.668	0.684	0.643	0.668	0.845	0.564	0.551
IU3	0.649	0.745	0.726	0.677	0.859	0.490	0.523
IU4	0.654	0.560	0.612	0.567	0.827	0.450	0.542
IU5	0.693	0.584	0.580	0.538	0.807	0.450	0.552
PI1	0.570	0.493	0.569	0.524	0.526	0.835	0.437
PI2	0.585	0.545	0.582	0.540	0.541	0.900	0.400
PI3	0.533	0.555	0.542	0.572	0.528	0.880	0.417
PI4	0.565	0.502	0.572	0.497	0.541	0.906	0.456
PI5	0.548	0.476	0.575	0.500	0.523	0.890	0.472
RV1	0.405	0.378	0.482	0.491	0.506	0.327	0.796
RV2	0.361	0.341	0.449	0.458	0.496	0.350	0.847
RV3	0.491	0.507	0.530	0.506	0.628	0.511	0.815

From Table 3, it can be seen that the correlation *of the Information Quantity* construct in each indicator, namely, IQ2, IQ3, IQ4, IQ5, IQ6, and IQ7 is respectively 0.740; 0.748; 0.782;

0.834; 0.788; and 0.777 higher than the correlation of other construction indicators. Furthermore, the correlation of *Information Quality* in each indicator, namely, IQn1, IQn2, and IQn3 is respectively 0.803; 0.876; and 0.865 higher than the correlation of other construction indicators. The correlation of *Information Credibility* in each indicator IC2, IC3, and IC4 is 0.892, 0.864; and 0.851, respectively, higher than the correlation of other construction indicators. The correlation *of the Review Valence* in each of the indicators of RV1, RV2, and RV3 is 0.796, 0.847; and 0.815, respectively, higher than the correlation of other construction indicators. The correlation of *Information Usefulness* in each indicator of IU1, IU2, IU3, IU4, and IU5 was respectively 0.884; 0.845; 0.859; 0.827; and 0.807 higher than the correlation of other construction indicators. The correlation of *Information Adoption* in each indicator of IA1, IA2, IA3, and IA4 is respectively 0.852, 0.774, 0.892; and 0.837 higher than the correlation of other construction indicators. The correlation of *Purchase Intention* in each indicator PI1, PI2, PI3, PI4, and IU5 was respectively 0.835, 0.900; 0.880; 0.906; and 0.890 higher than the correlation of other construction indicators.

Thus, it can be concluded that all constructs or latent variables already have good *discriminant validity*, where the indicators in the construction indicator block are higher than the indicators in other blocks.

Discriminant Validity *tests* can also be performed by looking at the root of the AVE for each construct that must be greater than the correlation with the other constructs, which will be seen from Table 4 *of the Fornell-Lacker Criterion.*

Table 4 *Fornell-Lacker Criterion Test Results*

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention	Review Valence
Information Adoption	**0.840**						
Information Credibility	0.659	**0.832**					
Information Quality	0.708	0.734	**0.779**				
Information Quantity	0.669	0.719	0.717	**0.848**			
Information Usefulness	0.785	0.767	0.769	0.754	**0.845**		
Purchase Intention	0.636	0.583	0.644	0.597	0.603	**0.883**	
Review Valence	0.519	0.509	0.599	0.595	0.672	0.494	**0.819**

Source: Data processed from questionnaires (2024)

Based on the results of *the discriminant validity test (Fornell-Lacker Criterion),* it can be seen that there are still *Fornell-Lacker Criterion* values that are at the bottom of the column and in the left column are larger than the columns in the *cross section* between variables. Overall, it can be concluded that according to the results of *the discriminant validity test (Fornell-Lacker Criterion),* the research data model has been included in the good criteria and is worthy of continuing.

Table 5 *Discriminant Validity (Heterotrait-Monotrait Ratio) test results*

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention	Review Valence
Information Adoption							
Information Credibility	**0.774**						
Information Quality	**0.819**	0.856					

Information Quantity	**0.801**	0.871	0.851		
Information Usefulness	0.895	0.875	0.864	0.875	
Purchase Intention	**0.711**	**0.649**	**0.717**	**0.698**	**0.657**
Review Valence	**0.632**	**0.622**	**0.725**	**0.746**	**0.801**	**0.575**

Source: Data processed from questionnaires (2024)

Next is the testing *Discriminant Validity* Using the matrix *Heterotrait-Monotraite Ratio* (HTMT). According to a new criterion for testing (Henseler et al., 2016)*Validity Discrepancy* is to look at the results of the matrix *Heterotrait-Monotraite Ratio* (HTMT) in PLS. Where it is recommended that the measurement value must be less than 0.85 even though values above 0.85 to a maximum of 0.90 are still considered sufficient. Test results *Discriminant Validity* showed that the research variables had met the validity requirements, because none exceeded the value of 0.85.

Average Variance Extracted (AVE) Test

Another method to see *Discriminant Validity* is to look at the *Square Root of Average Variance Extracted* (AVE) value of each construct with the correlation between the construct and other constructs in the model, then it can be said that in this study the AVE value of each construct is above 0.5, so there is no *Convergent Validity* problem in the tested model so that the construct in this research model has *Good Discriminant* Validity.

Table 6 *Discriminant Validity* (*AVE*) test results

Variable	Criterion	Average Variance Extracted (AVE)
Information Adoption	> 0.5	0.705
Information Credibility	> 0.5	0.693
Information Quality	> 0.5	0.607
Information Quantity	> 0.5	0.720
Information Usefulness	> 0.5	0.714
Purchase Intention	> 0.5	0.779
Review Valence	> 0.5	0.672

Source: Data processed from questionnaires (2024)

From Table 6 above, it can be seen that the *Information Quality* variable has an AVE value (0.607), the *Information Quantity* variable has an AVE value (0.720) then the *Information Credibility* variable with an AVE value (0.693), the Review *Valence* variable has an AVE value (0.672) then the Information *Usefulness variable* with an AVE value (0.714), the Information *Adoption* variable with an AVE value (0.705), and finally the Purchase *Intention* variable with an AVE value (0.779). Thus, it can be stated that each variable in this study has a good AVE value.

The Cronbach's Alpha *test* aims to test the reliability of the instrument in a research model or measure the internal consistency and the value must be ≥ 0.60. If all latent variable values have a *Composite Reliability* value or *a cronbach alpha* ≥ 0.60, it indicates that the construct has good reliability or the questionnaire used as a tool in this study is reliable and consistent (Ghozali, 2015).

Table 7 Validity and *Reliability Construct Test Results*

Variable	Criterion	Cronbach's Alpha
Information Adoption	> 0.6	0.859
Information Credibility	> 0.6	0.849
Information Quality	> 0.6	0.870

Information Quantity	> 0.6	0.806
Information Usefulness	> 0.6	0.899
Purchase Intention	> 0.6	0.929
Review Valence	> 0.6	0.758

Source: Data processed from questionnaires (2024)

Based on Table 7, it was obtained that all research variables had Cronbach's Alpha values greater than 0.6. So it can be concluded that the data in this study passed the *Validity* and *Reliability Construct tests*.

Structural Model Test Results (*Inner Model*)

Inner model testing is the development of a concept-based and theoretical model in order to analyze the relationship between exogenous and endogenous variables, has been described in a conceptual framework. *Inner* model analysis is carried out with the aim of ensuring that the structural model built *is robust* and accurate. Testing of the structural model was carried out by looking at the R-Square value which is a Goodness - *Fit* model test. The stages of testing the structural model (*Inner* model) are carried out with the following steps:

R-Square Determination Coefficient (R2)

The determination coefficient of R-Square (R2) indicates how much the independent variable explains its dependent variable. The R-Square value is zero to one. If the R-Square value is getting closer to one, then the independent variables provide all the information needed to predict the variation of the dependent variable. On the other hand, the smaller the R-Square value, the more limited the ability of independent variables to explain the variation of dependent variables. The R-Square value has a disadvantage, namely the R-Square value will increase every time there is an addition of one independent variable even though the independent variable does not have a significant effect on the dependent variable. Based on the data processing that has been carried out, the R-Square value is obtained as follows:

Table 8 R-Square Test Results

		R Square	R Square Adjusted
Structural Model 1	*Information Quality; Information Quantity; Information Credibility; Review Valance → Information Usefulness*	0.749	0.744
Structural Model 2	*Information Usefulness → Information Adoption*	0.617	0.615
Structural Model 3	*Information Adoption → Purchase Intention*	0.404	0.401

Source: Data processed from questionnaires (2024)

Based on the results of the R-Square test in table 8 of the Structural Model 1, it indicates that the model in the Information *Usefulness variable* can be said to be strong because it has a value in the range of 0.600 – 0.800. The *Information Usefulness research model produces an* R-square *value* of 0.749 or 74.9%, meaning that *Information Usefulness* can be explained by *Information Quality*, *Information Quantity*, *Information Credibility*, and *Review Valence* while 25.1% can be influenced by other variables that are not studied.

Furthermore, the results of the R-Square test in table 8 of the Structural Model 2 obtained the result that the model in the Information *Adoption variable* can be said to be strong because it has a value in the range of 0.600 – 0.800. *Information Adoption* produces an *R-*

square value of 0.617 or 61.7%, meaning that *Information Adoption* can be explained by *Information Usefulness*, while 38.3% can be influenced by other variables that are not studied.

Finally, the results of the R-Square test in table 8 of the Structural Model 3 obtained the result that the model in the Purchase *Intention variable* can be said to be medium because it has a value in the range of 0.400 – 0.600. *Purchase Intention* produces an *R-square* value of 0.404 or 40.4%, meaning that *Purchase Intention* can be explained by *Information Adoption*, while 59.6% can be influenced by other variables that are not studied.

F-Square Coefficient of Determination (f2)

F-Square (*Effect Size*) is a measure used to assess the relative impact of a variable that affects (exogenous) on the variable that is affected (endogenous). Value *F-Square* The model is used to know the magnitude *effect size* endogenous latent variables against exogenous latent variables. When the value *F-Square* Above or equal to 0.35, it can be interpreted that the predictor of the latent variable has a strong influence, if the value is in the range of 0.15 – 0.35 it has a medium influence and if the value is in the range of 0.02 – 0.15 it has a weak influence. (Ghozali, Imam, & Latan, 2015)

Table 9 F-Square Test Results

	Structural Model 1		Structural Model 2		Structural Model 3	
	Information Usefulness	Criterion	Information Adoption	Criterion	Purchase Intention	Criterion
Information Adoption					**0.678**	**Strong**
Information Credibility	**0.154**	**Keep**				
Information Quality	0.084	Weak				
Information Quantity	0.066	Weak				
Information Usefulness			**1.611**	**Strong**		
Purchase Intention						
Review Valence	0.135	Weak				

Source: Data processed from questionnaires (2024)

Q-Square Determination Coefficient (Q2)

Prediction relevance (*Q-square*) or known as Stone-Geisser's. This test was carried out to determine the prediction capability with the blindfolding procedure. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large). *A Q-square* value greater than 0 (zero) indicates that the model has predictive *relevance*, while *a Q-square* value of less than 0 (zero) indicates that the model lacks *predictive relevance*. However, if the calculation results show that *the Q-square value* is more than 0 (zero), then the model is worth saying to have a relevant predictive value.

Table 10 Q-Square Test Results

		SSO	SSE	Q^2 (=1-SSE/SSO)	Criterion
Structural Model 1	**Information Usefulness**	1050.000	498.199	0.526	Big
	Information Credibility	840.000	840.000		
	Information Quality	1260.000	1260.000		
	Information Quantity	630.000	630.000		

	Review Valence	630.000	630.000		
Structural Model 2	Information Adoption	840.000	478.857	0.430	Big
Structural Model 3	Purchase Intention	1050.000	727.687	0.307	Keep

Source: Data processed from questionnaires (2024)

Based on Table 10, the results of the *Construct Crossvalidated Redundancy* test show the test results of $Q_2 = 0.526$ on the *Information Usefulness* variable, $Q_2 = 0.430$ on the *Infrormation Adoption* variable and Q_2 value $= 0.307$ on the *Purchase Intention variable*. The calculation results show that the prediction of relevance values of > 0 in the three structural models in the study, so that the model can be said to be feasible and has relevant prediction values.

Hypothesis Test Results

The next test is to see the significance of the influence between variables by looking at the value of the parameter coefficient and the value of t-statistical significance, namely through the *bootstrapping* (Ghozali, Imam, & Latan, 2015). Significance testing is targeted to the standard *bootstrapping error* as the basis for calculating the values of t and p in the path coefficient.
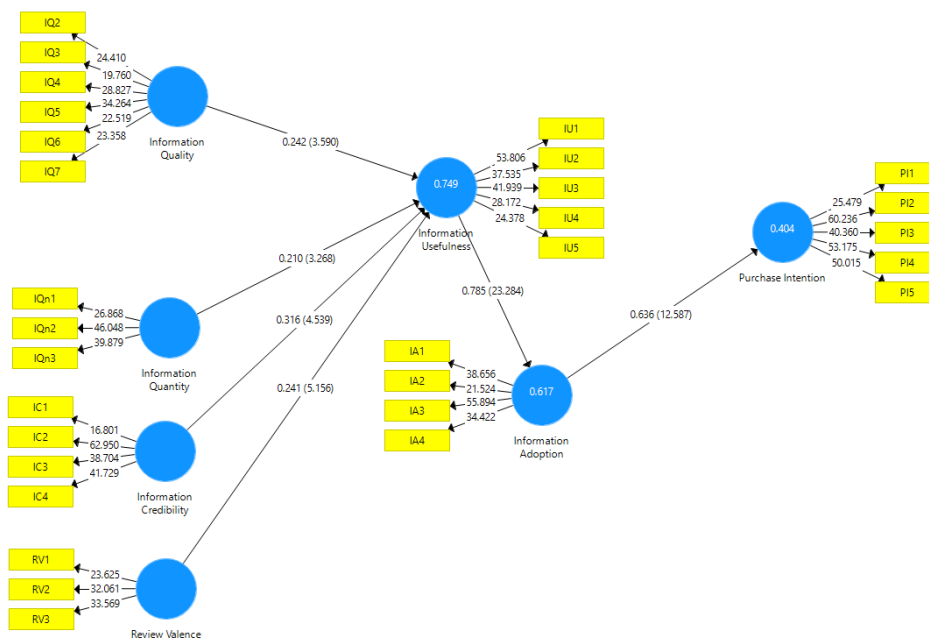
Figure 2 Bootstrapping Test Results

Table 11 Hypothesis Testing Results

It	Hypothesis		Original Sample	Standard Deviation	*t-statistics*	*t-table*	Sig.	Decision
1	*Information Quality Information Usefulness*	→	0,242	0,067	3,586	1,992	0.000	H1 accepted
2	*Information Quantity Information Usefulness*	→	0,210	0,064	3,288	1,992	0,001	H1 accepted
3	*Information Credibility Information Usefulness*	→	0,316	0,069	4,553	1,992	0,000	H1 accepted

It	Hypothesis	Original Sample	Standard Deviation	t-statistics	t-table	Sig.	Decision
4	Review Valance → Information Usefulness	0,241	0,047	5,160	1,992	0,000	H1 accepted
5	Information Usefulness → Information Adoption	0,785	0,034	23,324	1,992	0,000	H1 accepted
6	Information Adoption → Purchase Intention	0,636	0,052	12,315	1,992	0,000	H1 accepted

Source: Data processed from questionnaires (2024)

The Effect of *Information Quality* on *Information Usefulness*

Based on Table 11 and Figure 2 above, it shows that the influence between *Information Quality* and *Information Usefulness* is significant with a t-statistic value of 3.586 (>1.992; t-table4,0.05,263). The original *sample estimate* value is positive, which is 0.242, which shows that the direction of the relationship between *Information Quality* and *Information Usefulness* is positive. So in the H1 hypothesis in this study, it can be concluded that *Information Quality* has a positive and significant effect on *Information Usefulness* is accepted.

Based on the results of the analysis, it is known that the quality of information has a positive and significant effect on the usefulness of information. This shows that information will be considered useful if it has good quality. Information is considered quality when Scarlett Whitening on TikTok is able to provide information that is easy for TikTok users to understand, considered relevant, can explain the characteristics of Scarlett products, is delivered clearly, in detail, and completely, and is always available whenever needed. This will affect consumers' assessment of the usefulness of information, where users will feel that information from TikTok about Scarlett Whitening is considered useful, valuable, informative, and helps users to evaluate Scarlett Whitening products, as well as make them more familiar with the product.

This is also supported by several studies that show that the quality of information in advertising affects the usefulness of the information provided to consumers. Accurate, relevant, and clear information tends to be more useful to consumers. Poor quality of information can confuse or mislead consumers, reducing the usefulness of such advertisements. Quality information helps consumers make better decisions, while inaccurate or cryptic information can reduce the effectiveness of advertising and its impact on consumers. Therefore, a positive relationship between the quality of information in advertising and the usefulness of information is essential. Thus, it can be understood that the level of usefulness of information is greatly influenced by the quality of information. (Almahamid & McAdams, 2010) (Park T. , 2020) (Anugrah Imsa, 2022) (Leong, Loi, & Woon, 2022)

The Effect of *Information Quantity* on *Information Usefulness*

Based on Table 11 and Figure 2 above, it shows that the influence between *Information Quantity* on *Information Usefulness* is significant with a t-statistic value of 3.288 (>1.992; t-table4,0.05,263). The original *sample estimate* value is positive, which is 0.210, which shows that the direction of the relationship between *Information Quantity* and *Information Usefulness* is positive. So in the H1 hypothesis in this study, it can be concluded that *Information Quantity* has a positive and significant effect on *Information Usefulness* is accepted.

Based on the results of statistical testing, it is known that the quantity of information has a significant and positive effect on the usefulness of information. This shows that the more information provided, the higher the usefulness of the information felt by the respondents. On the other hand, the usefulness of information will be low if the quantity of information provided is also low. When TikTok users know that information about Scarlett Whitening is trending

and widespread, and that the information helps to understand the performance of the product, TikTok users will find the information useful, valuable, informative, and helpful in evaluating Scarlett Whitening products, as well as becoming more familiar with the product.

These results are also supported by several previous studies, which show that the quantity of information in media advertising affects the usefulness of information because the right amount of information can affect the understanding and interest of the audience. However, if there is too much information, the message can become vague or difficult to remember. Too dense information can make the audience feel overwhelmed, reducing the effectiveness of the message. Therefore, it is important to present relevant and concise information so that the message is easy to understand and communicates the desired value without sacrificing clarity and visual appeal (Matute, Redondo, & Utrillas, 2016) (Wang, et al., 2021) (Ngarmwongnoi, Oliveira, Abedrabbo, & Mousavi, 2020) (Pang & Ruan, 2023) (Indrawati, Muthaiyah, & Yones, 2022)

The Effect of *Information Credibility* on *Information Usefulness*

Based on Table 11 and Figure 2 above, it shows that the influence of *Information Credibility* on *Information Usefulness* is significant with a t-statistic value of 4.553 (>1.992; t-table4,0.05,263). The original *sample estimate* value is positive, which is 0.316, which shows that the direction of the relationship between *Information Credibility* and *Information Usefulness* is positive. So in the H1 hypothesis in this study, it can be concluded that *Information Credibility* has a positive and significant effect on *Information Usefulness* is accepted.

Based on the results of the analysis, it can be understood that the credibility of information has a positive and significant effect on the usefulness of information. This shows that when TikTok users feel that information about Scarlett Whitening on TikTok is persuasive, convincing, credible, trustworthy, contains correct information, and is reliable, TikTok users will be encouraged to rate the information as useful, valuable, informative, and helpful in evaluating Scarlett Whitening products, as well as becoming more familiar with the product.

Several previous studies have also supported these results, where trust in information in advertising affects the usefulness of information. Reliable, evidence-backed information can improve the usefulness of advertising. The authenticity of the source of information, credible testimonials, and verifiable data reinforce the message conveyed. Trust builds the audience's confidence in the value and benefits that advertising promises, increasing the appeal and relevance of the information. Conversely, dubious or untrustworthy information can reduce the usefulness of advertising, reduce its effectiveness in providing valuable information and influence purchase decisions or further interactions. (Park T. , 2020) (Leong, Loi, & Woon, 2022) (Rahaman, Hassan, Asheq, & Islam, 2022)

The Effect of *Review Valance* on *Information Usefulness*

Based on Table 11 and Figure 2 above, it shows that the influence between *Review Balance* on *Information Usefulness* is significant with a t-statistic value of 5,160 (>1,992; t-table4,0.05,263). The original *sample estimate* value was positive, which was 0.241, which showed that the direction of the relationship between *Review Balance* and *Information Usefulness* was positive. So in the H1 hypothesis in this study, it can be concluded that *the Valance Review* has a positive and significant effect on *Information Usefulness* is accepted.

Based on the results of the analysis, it is known that the valence of the review has a positive and significant effect on the usefulness of the information. This suggests that the better the valence of the review, the higher the perceived usefulness of the information. TikTok users who see positive or negative reviews about Scarlett Whitening before purchasing the product will be affected by the reviews. Users will compare reviews and tend to choose products with more positive or negative reviews. This makes users rate the information as useful, valuable,

informative, and helpful in evaluating Scarlett Whitening products and becoming more familiar with the products.

Some studies mention that positive reviews tend to increase the usefulness of information by forming a positive perception of the advertised product or service. Negative reviews, even if honest, can reduce the usefulness of information if it is not balanced with a solution or a broader understanding of the context. Audiences are more interested and find information useful when positive reviews create a perception of positive value, while negative reviews may require more detailed follow-ups to maintain the usefulness of the information. (Ramírez-Salazar, Uribe, Pérez, Smith, & Sr., 2020) (Xiao, Luo, & Ke, 2022)

The Effect of *Information Usefulness* on *Information Adoption*

Based on Table 11 and Figure 2 above, it shows that the influence between *Information Usefulness* on *Information Adoption* is significant with a t-statistic value of 23.324 (>1.990; t-table1,0.05,263). The original *sample estimate* value is positive, which is 0.785, which shows that the direction of the relationship between *Information Usefulness* and *Information Adoption* is positive. So in the H1 hypothesis in this study, it can be concluded that *Information Usefulness* has a positive and significant effect on *Information Adoption* is accepted.

The results of the analysis show that the higher the *information usefulness*, the better the *information adaptation*. When TikTok users find the information about Scarlett Whitening on TikTok useful, valuable, informative, and helpful in evaluating the product, they will be more familiar with the product. This makes them feel like they are learning new things about the product, reducing the information gap about local skincare, receiving information well, and being willing to accept recommendations about Scarlett Whitening on TikTok.

Some previous studies have explained that when information is considered useful, individuals are more likely to adopt or use the information. The perception that information can provide value, solve a problem, or meet an individual's needs can drive adoption. The usefulness of information is also related to psychological factors such as motivation and a positive attitude towards the information, which encourages individuals to take action based on the information. Therefore, increasing the usability of information can increase the rate of information adoption and its application in individual practice. (Leong, Loi, & Woon, 2022) (Khwaja, Mahmood, & Zaman, 2020) (Song, Liew, Sia, & Gopal, 2021)

The Effect of *Information Adoption* on *Purchase Intention*

Based on Table 11 and Figure 2 above, it shows that the influence of *Information Adoption* on *Purchase Intention* is significant with a t-statistic value of 12,315 (>1,990; t-table1,0.05,263). The original *sample estimate* value is positive, which is 0.636, which shows that the direction of the relationship between *Information Adoption* and *Purchase Intention* is positive. So in the H1 hypothesis in this study, it can be concluded that *Information Adoption* has a positive and significant effect on *Purchase Intention* is accepted.

Based on the results of statistical calculations, it can be understood that the adoption of information has a positive effect on purchase intention. The higher the rate of information adoption, the higher the intention to buy the product. As users learn new things about Scarlett Whitening more and more, the information gap about local skincare is reduced, and they are willing to receive information and recommendations about Scarlett Whitening on TikTok, which increases the desire to consider, buy, and try Scarlett Whitening when in need of skincare products.

Several studies have also shown results that support these findings. As individuals actively adopt information and use it to make decisions, the intent to purchase an informed product or service increases. Well-adapted information helps individuals understand the value of a product, reduce uncertainty, and build confidence. This positively influences an individual's tendency to commit to a purchase, resulting in an increase in real intent to buy. (Park T. , 2020) (Leong, Loi, & Woon, 2022) (Xiao, Luo, & Ke, 2022)

CONCLUSION

The study concluded that six main factors significantly influenced the Information Usefulness and Purchase Intention of Scarlett Whitening's products on TikTok. Information Quality, Information Quantity, Information Credibility, and Review Balance each have a positive and significant effect on Information Usefulness. Information that is easy to understand, relevant, reliable, and available in the right amount is considered more useful by users.

Furthermore, high Information Usefulness increases Information Adoption. Users who find useful information tend to adopt and use that information in their decision-making. Finally, Information Adoption has a positive effect on Purchase Intention, showing that effective information adoption increases user intent to purchase Scarlett Whitening products.

This research emphasizes the importance of quality, quantity, credibility of information, as well as good reviews in improving the usability of information, which in turn drives information adoption and purchase intent. These insights provide guidance for marketers in designing effective information strategies to influence consumer purchasing decisions.

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