



## E-WoM Information Influences ESQA Cosmetics Consumer Purchase Intention on TikTok Application

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### Abstract

The increasingly rapid development of technology is directly proportional to global economic growth. This influences the symptoms that continue to increase in online purchases. A lot of buying interest arises from the influence of reviews on social media. Social media is now replacing the role of traditional word-of-mouth and introducing a new phenomenon, namely electronic word-of-mouth (eWOM). TikTok is a social media platform whose development is increasing from year to year with the presence of beauty content in it. ESQA Cosmetics is a local brand that is popular on social media platforms, especially on TikTok. This research aims to determine the influence of eWOM in the TikTok application on purchase interest in ESQA Cosmetics. This research collected data from 270 samples according to criteria via Google Form. PLS-SEM using SmartPLS was chosen in the research to carry out data analysis. This research also have two variable mediator that used to strengthen research. This research found that Information Quality and Information Credibility have a significant positive effect on Information Usefulness. Then the Usefulness of Information has a significant positive effect on Information Adoption. Furthermore, Information Adoption has a significant positive effect on Purchase Intention. This research can be useful for ESQA Cosmetics and other local brands in carrying out their marketing strategies.

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## 1. INTRODUCTION



The development of technology that has taken place has seen many significant improvements. This is marked by the continuous development from the industrial revolution 1.0 to the industrial revolution 4.0, which is now called the digital era. In the era of technology 4.0, information develops faster and is easier to access (Wang et al., 2021). The Internet is an ideal platform and is often used by consumers to access various information (Bugshan & Attar, 2020; Yatminiwati et al., 2021). The digital economy is currently capable of opening up new opportunities in various fields, especially in the field of commerce. The digital economy can make it easier for producers and consumers to find information about the products or services they need. Consumers today are looking for information not only to fill knowledge gaps or to find curiosity. However, more than that, consumers do it to validate the information received. The amount of information collected

and the limitations of the information selection process cause the formation of purchase intentions and behaviors to be disrupted (Bermes, 2021).

Social media has benefits for consumers to find data about a product that has been given by previous consumers. When consumers have obtained data about a product, of course, the purchase intention will be higher and consumers feel safe before making a purchase of the goods or services offered. The testimonials provided can be used by social media users as a reference for consumers to feel safe and believe in the product. Of the many applications used, there is one platform which attracts the attention of many users. Tiktok is platform which has quickly become one of the most popular social media apps with an interesting and unique short video format. This makes it an important hub for brand entrepreneurs to distribute and promote their content (Al-Marroof et al., 2021). According to Koetsier (2021) TikTok has had the fastest growth in social media during the post-Covid-19 pandemic era. The number of users who download the TikTok application in 2020 and 2021 reached 1506 million users, which is more than Instagram which has 1048 million users. Some of the social media followers' responses to marketing on TikTok include the use of short informal videos as the main publication format, the use of humor to entertain followers, and a focus on Audience which indicates the existence of effective persuasive actions (Barta et al., 2023).

The urgency of this study is to find out the relationship between the role of e-WoM and purchase intent. This happens because of the development of the industrial revolution 4.0 which has made many changes in human behavior and lifestyle. With the development and shift of technology, this creates a new pattern of behavior regarding the receipt of information. With the ease with which people receive information, it will make people's buying interest easily affected. The emergence of great opportunities in running a business online has made many entrepreneurs to switch from conventional advertising broadcasting to electronic media through social media. The existence of social media that is increasingly accessible has an impact on increasingly modern industrial activities, one of which is the cosmetics industry which increasing growth of the cosmetics industry which has given rise to many local cosmetics products. This cosmetic product represents part of the Body Care for beauty for most people (Ahmed et al., 2021). Women are the most consumers of cosmetic products. This is common because women use cosmetic products more often because literally the use of cosmetics for women can support their appearance (Mascarenhas-Melo et al., 2023). However, it can be seen that lately the use of cosmetics is not fixed on time because many consider that cosmetics have become a primary need to show a person's character. This lifestyle change is what finally makes the cosmetics industry in Indonesia grow rapidly. This is a trigger for cosmetic product manufacturers in Indonesia to meet the needs and desires of consumers by producing local brand cosmetic products whose quality is no less competitive than foreign brand products but at a much more affordable price. Based on the source of the report (Limanseto, 2024), The phenomenal growth of the cosmetics industry in Indonesia is marked by the growth in the number of cosmetics industries in Indonesia which reached 21.9%, from 913 companies in 2022 to 1,010 companies in mid-2023. The national cosmetics industry is also able to penetrate the export market where cumulatively for the January-November 2023 period the export value for cosmetics, fragrances, and essential oils recorded at USD770.8 million. Indonesia's cosmetics industry, which has shown double-digit growth accompanied by increased exports, indicates that Indonesia's cosmetic products can become a prospective sector that can be developed to gain global market share. Therefore, to be able to take advantage of the development potential in foreign markets, it is necessary to prepare a business intelligence analysis report on cosmetic products skincare as a media for disseminating information to exporters and manufacturers of Indonesia cosmetic products Trade Attaché of the Indonesian Embassy in Tokyo, (2021).

The popularity of ESQA Cosmetics as a local cosmetics brand is unquestionable. This is evidenced by the award won by ESQA Cosmetics as a local brand that received the Best Brand Partnership Award at the 2022 Sociolla Award. In addition, ESQA Cosmetics as a local

cosmetics brand is also able to expand its business to Southeast Asian markets such as Viet Nam, Singapore, and Malaysia. This makes Unilever and East Venture as foreign companies steady to inject funds into the beauty brand ESQA Cosmetics worth IDR 93.6 billion. This achievement is important to study because ESQA Cosmetics is the first local cosmetics brand that carries the concept of vegan in Indonesia. Table 1 explains the comparison of some of ESQA's competitors in relation to the company's origin and the number of followers on TikTok.

**Table 1** Local Vegan Cosmetics on TikTok

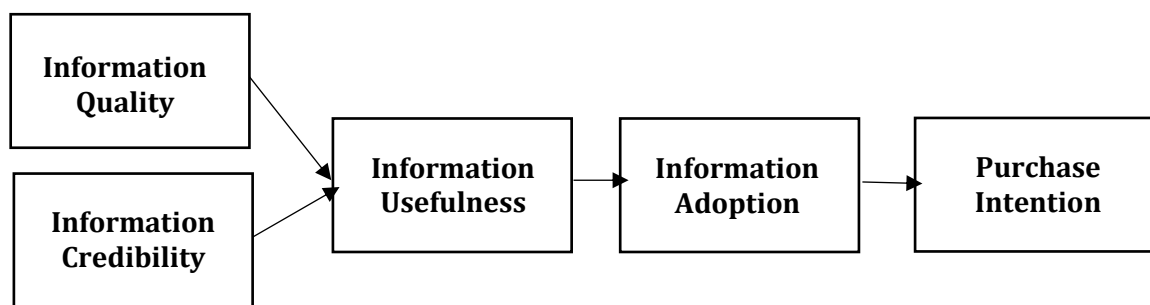
Brand	Company Origin	Total Followers
ESQA Cosmetics	Indonesian	408K
Mineral Botanica	Indonesian	54.7K
The Body Shop Indonesia	England	81.1K
Looke Cosmetics	Indonesian	15K

Source: TikTok Application (2024)

Based on research conducted by Indrawati et al. (2023) shows the influence between eWOM on consumer purchase intentions. So that this study will involve the variable of quality and credibility of information as free variables that will affect the variable of purchase intent. This will be the basis for determining consumer purchase intentions for a product. The use of social media by ESQA Cosmetics is a good strategy so that the company is able to grow with the times. Research conducted by Ngo et al. (2024) shows a negative influence between the credibility of information and the usefulness of information, while research conduct by Prasetio (2024) shows a negative influence between the quality of information and the usefulness of information. Novelty in this study is to analyze the factors that influence eWOM information on local cosmetic products made from vegan ingredients.

The purpose of this study is to find out and analyze the relationship between information quality, information credibility, information usefulness, and information adoption to purchase intention. This research is able to provide benefits and knowledge that can be developed in the future. In addition, this research is expected to improve and provide information to ESQA Cosmetics to be able to improve the performance of the Company's marketing strategy through a comparative analysis of purchase intentions.

The framework for this research was develop as follows:



**Figure 1.** Conceptual Model  
Source: Data Processed (2024)

The hypothesis developed in this research:

- H1: Information quality positive influence information usefulness
- H2: Information credibility positive influence information usefulness
- H3: Information usefulness positive influence information adoption
- H4: Information adoption positive influence purchase intention

## 2. METHODS

This study uses a quantitative approach by collecting numbers and statistics to test hypotheses between variables. According to Sekaran and Bougie (2020), research that includes several variables needs to find out the influence between variables. By using a quantitative approach in this study, the purpose of this study is to identify the relationship between the variables of Information Quality, Information Credibility, Information Usefulness, and Information Adoption on Purchase Intention. The use of a quantitative approach is used in this study with the aim of analyzing the data to be processed using statistical tests. The conclusions obtained in the results of statistical tests will test the correctness of the hypothesis that has been formulated previously. The sampling technique in this study uses Purposive Sampling as a method in sampling nonprobability. In sampling, it is said Nonprobability Sampling Because the data needed in the research is quite large and the researcher does not have such a large amount of data. Joseph et al. (2019) explained that the minimum number of samples in the study recommended when using SEM is 100 or can also use a ratio of 5-10 times the number of observations for each indicator or estimated parameter used to minimize errors in the research, so the researcher distributed a questionnaire of 270 respondents where the data is above the minimum for application. The research raised contains assessment criteria set by a scale of Likert Six points where the lowest value in the scale is one and the highest value in the scale is six starting from the scale of strongly disagree, disagree, disagree, agree enough, agree, and strongly agree. This research will conduct a hypothesis analysis using the Structural Equation Model (SEM) using PLS (Partial Least Square) software. The steps or stages in the analysis of structural models using PLS-SEM are evaluation of measurement models and evaluation of structural models (Hair et al., 2021). The process of evaluating measurement models can be carried out to assess the measurement instruments used to assess measurement instruments in structural modeling. The model evaluation consists of internal consistency reliability, indicator reliability, convergent validity, and discriminant validity. Meanwhile Hair et al., (2021), the structural model evaluation is carried out to test the relationship between variables and how well the research variables describe the tested research model. This research uses SmartPLS 4.0 software. Performing the Internal Consistency Reliability stage can be used to test the aqueous and consistency of the instrument. Using PLS-SEM by measuring the reliability of the instrument using Cronbach's alpha and composite reliability. Cronbach's alpha test method is a method used to test research instruments. If Cronbach's alpha value is greater than 0.6, then the instrument in a latent variable has good consistency. The measurement model known as Convergent validity is related to the principle of construction measurement in research that should be highly correlated, and the measurement of Discriminant Validity This test is also related to the uniqueness of each construct that is not owned by other constructs. Proposed and suggested that the AVE of each construct should be compared to the correlation between the square constructions of the same construct with an expected value  $> 0.5$ . Meanwhile, for the Inner Model, it was carried out by testing the Coefficient of Determination ( $R^2$ ), Predictive relevance ( $Q^2$ ), and Path coefficient.

## 3. RESULTS AND DISCUSSION

### 3.1. Results

#### Respondent Description

Respondents for this research were 270 people who were disseminated through google form according to the criteria. Here are the details of the respondents in this study:

**Table 2.** Description of Respondent

Description	Classification	Frequency	Percentage (%)
Gender	Male	0	0%
	Female	270	270%
Age	<20 years	30	10,9%
	20-29 years	220	91,6%
	30-39 years	15	6,6%
	>40 years	5	1,5%
Annual Purchase Total (IDR)	<1,000,000	96	35%
	1.000.000-	148	54%
	3.000.000	23	9,9%
	3.000.000-	3	1%
	5.000.000		
Work Experience	>5,000,000		
	PNS/TNI/POLRI	6	2,9%
	Students	23	8,4%
	Entrepreneur	219	79,9%
Ever used ESQA	Employee	13	4,7%
	Yes	200	73,7%
	No	72	26,3%

Source: Data Processed (2024)

### Measurement Model Testing (Outer Model)

The measurement model or outer model is a model that shows the relationship between the indicators in the research and latent variables that come from the outside (exogenous) or from the inside (endogenous).

### Convergent Validity

For confirmatory research, the loading factor value must be more than 0.7. The results of the research data processing are as follows:

**Table 3.** Outer Loading

Indicator	Outer Loading	Information
KLI1	0.867	Valid
KLI2	0.795	Valid
KLI3	0.881	Valid
KLI4	0.800	Valid
KLI5	0.776	Valid
KLI6	0.759	Valid
KLI7	0.799	Valid
KLI8	0.736	Valid
KRI1	0.869	Valid
KRI2	0.819	Valid
KRI3	0.879	Valid
KRI4	0.797	Valid
KRI5	0.802	Valid
KGI1	0.819	Valid
KGI2	0.823	Valid
KGI3	0.815	Valid
KGI4	0.847	Valid
AI1	0.729	Valid
AI2	0.888	Valid
AI3	0.889	Valid
NB1	0.843	Valid
NB2	0.879	Valid
NB3	0.865	Valid
NB4	0.866	Valid
NB5	0.877	Valid

Source: Data Processed (2024)

The results of the data output above show that the research construct produces a loading factor value of >0.70 which shows that all construction indicators are valid. In addition to loading factors, the outer model can also be assessed using average variance extracted (AVE), where the entire value must be greater than 0.5. The following are the AVE values of each variable in the study:

**Table 4.** AVE Value

Variable	Average Variance Extracted (AVE)
Information Quality	0.645
Information Credibility	0.695
Information Usefulness	0.684
Information Adoption	0.703
Purchase Intention	0.750

Source: Data Processed (2024)

### Discriminant Validity

The validity test of discrimination has the purpose of evaluating the extent to which the indicators in the study have minimal correlation with other indicators. In a measurement model using reflective indicators, the validity of discrimination evaluates the value through cross-loading of the measurement of the associated construct. Here are the results of the study:

**Table 5.** Cross Loading

Indicator	Information Adoption	Information Usefulness	Information Quality	Information Credibility	Purchase Intention
AI1	0.729	0.327	0.163	0.215	0.265
AI2	0.888	0.503	0.201	0.472	0.325
IA3	0.889	0.411	0.227	0.351	0.260
KGI1	0.466	0.817	0.212	0.291	0.403
KGI2	0.471	0.815	0.298	0.480	0.375
KGI3	0.310	0.823	0.233	0.280	0.246
KGI4	0.392	0.852	0.387	0.312	0.334
KLI1	0.259	0.331	0.867	0.284	0.228
KLI2	0.259	0.362	0.796	0.323	0.319
KLI3	0.221	0.328	0.881	0.270	0.357
KLI4	0.112	0.305	0.800	0.235	0.316
KLI5	0.075	0.167	0.776	0.241	0.227
KLI6	0.196	0.196	0.759	0.234	0.151
KLI7	0.193	0.230	0.798	0.233	0.194
KLI8	0.104	0.162	0.736	0.186	0.161
KRI1	0.402	0.340	0.265	0.869	0.335
KRI2	0.475	0.423	0.300	0.819	0.298
KRI3	0.264	0.284	0.260	0.879	0.318
KRI4	0.308	0.250	0.253	0.796	0.257
KRI5	0.285	0.394	0.245	0.802	0.300
NB1	0.436	0.477	0.282	0.379	0.843
NB2	0.286	0.330	0.308	0.322	0.879
NB3	0.172	0.269	0.241	0.266	0.865
NB4	0.208	0.295	0.264	0.271	0.866
NB5	0.171	0.275	0.265	0.237	0.877

Source: Data Processed (2024)

Indicators by showing block indicators on construction indicators show superior quality compared to other block indicators.

### Composite Reliability

In PLS-SEM to conduct a reliability test, a construct can be done with reflective items that can be used using two methods, namely Cronbach's Alpha and Composite Reliability. However, in the use of Cronbach's Alpha to measure the reliability of a construct will tend to give a lower value, so it is better to use Composite Reliability.

**Table 6.** Composite Reliability

Variable	Composite Reliability
Information Quality	0.876
Information Credibility	0.935
Information Usefulness	0.901
Information Adoption	0.919
Purchase Intention	0.937

Source: Data Processed (2024)

Table 5 in the study shows that the composite reliability value of each variable has a value greater than 0.70 which thus, the results can be said that the data of this study meets the assumption of reliability.

### Structural Model Testing (Inner Model)

The PLS structural measurement model is the first step by looking at *R-Squares* on each endogenous latent variable as an indicator of the predictive power of the structural model (Ghozali, 2012).

**Table 7.** R Square

Variable	R-square	R-square adjusted	Information
Information Adoption	0.680	0.668	Strong Model
Information Usefulness	0.720	0.688	Strong Model
Purchase Intention	0.331	0.307	Middle Model

Source: Data Processed (2024)

According to the table above, which shows that the variable of information adoption has an R-Square value of 0.68 which indicates a strong influence, meaning that 66.8% of information adoption is influenced by the quality of information, quantity of information, and credibility of information. There were 33.2% of the remaining variables that were not included in the study. The variable of information usefulness showed an R-Square value of 0.688 which showed a strong influence, meaning that 68.8% of the usefulness of information was influenced by information quality and information credibility. There were 31.2% of the remaining variables that were not included in the study. Then, the purchase intention variable with an R-Square value of 0.307 which means that there is a moderate influence, meaning that 30.7% of purchase intentions are influenced by information quality, information quantity, and information credibility. There were 69.3% of the remaining variables that were not included in the study.

### Hypothesis Test Result

**Table 8.** Hypothesis Test Result

Hypothesis	Original sample (O)	T statistics ( O/STDEV )	P values	Information
<b>H1</b> KLI -> KGI	0.172	2.803	0.005	Accepted
<b>H2</b> KRI -> KGI	0.244	3.733	0.000	Accepted
<b>H3</b> KGI -> AI	0.503	10.508	0.000	Accepted
<b>H4</b> AI -> NB	0.341	8.180	0.000	Accepted

Source: Data Processed (2024)

- a. H1: Information Quality has a positive effect on the Usability of Information by showing a t-statistical value of 2.803 with a p-value of 0.005. This proves that Information Quality positively and significantly affects the Usability of Information. Therefore, it can be interpreted that the higher the Quality of Information, the higher the Usability of Information.
- b. H2: Information Credibility has a positive effect on the Usability of Information by showing a t-statistical value of 3.733 with a p-value of 0.000. This proves that Information Credibility positively and significantly affects the Usability of Information. Therefore, it can be interpreted that the higher the Credibility of Information, the higher the Usability of Information.
- c. H3: The usefulness of information has a positive effect on Information Adoption by showing a t-statistical value of 10.508 with a p-value of 0.000. This proves that the Usability of Information positively and significantly affects the Adoption of Information. Therefore, it can be interpreted that the higher the Usability of Information, the higher the Adoption of Information.
- d. H4: Information Adoption has a positive effect on Purchase Intention by showing a t-statistical value of 8.180 with a p-value of 0.000. This proves that Information Adoption has a positive and significant effect on Purchase Intent. Therefore, it can be interpreted that the higher the Information Adoption, the higher the Purchase Intent.

### **3.2. Discussion**

#### **The Effect of Information Quality on the Usability of Information**

The results of this study show that there is a positive and significant influence between the quality of information and the usefulness of information. This means that the better the quality of the information provided, the higher the usefulness of the information obtained by consumers of ESQA Cosmetic products. This phenomenon is due to the quality of the information provided about ESQA Cosmetics products will be considered by consumers in making decisions. Based on the results of this study, it shows that the average value of the information quality variable is in the good category. This means that the quality of information has good quality. An indicator of the information quality variable that has a good value is the ease of providing understanding to consumers.

Previous research supports the statement made by Abedi et al. (2020) that a product or brand that has good information quality will certainly be attractive to consumers to use the information. The quality of the arguments generated will provide the persuasive power of the arguments conveyed in an informative message that reflects the perceived value of users who are already using ESQA Cosmetics. Therefore, the quality of information received by consumers on social media can be said to be satisfactory and consumers will use it as a consideration in their purchase decisions. This is also in line with the research conducted by Hussain et al. (2020) stated that information quality involvement has an impact on the usefulness of information because consumers will be more likely to trust reviews on social media that provide more useful information. The same opinion was also conveyed by Indrawati et al. (2023) that the more high-quality information, the more it will help consumers in assessing the quality or performance of a product. According to Wang, (2016) Adoption Information (IAM) is used to learn more broadly about the process of information adoption by consumers on websites, online communities, social networks, and eWOM is especially used to study online product shopping interests. Research with this theory also considers adding new variables, models, or perspectives with the aim of emphasizing the research needs and what the researcher wants to do.

#### **The Effect of Information Credibility on the Usability of Information**

The results of this study show that there is a positive and significant influence between the credibility of information and the usefulness of information. This means that the better the credibility of the information conveyed on social media will affect the usefulness of the



information obtained by ESQA Cosmetics consumers. The above research shows that the credibility of information will allow consumers to find useful information, which will affect the purchase interest in ESQA Cosmetics products. Based on the results of this study, it shows that the average value of the information credibility variable is in the good category. This means that the credibility of the information has a good amount. An indicator of the variable of information credibility that has a good value is the information provided by ESQA Cosmetics showing good credibility to its consumers.

The results of this study are also in line with the research conducted by Pracoyo & Sharif, (2023) who said that there is a relationship between the credibility of information and the usefulness of information. This is shown by the credibility of the information in the research is able to increase the usefulness of a product. According to Larasati et al., (2021) The credibility of information is one of the factors used to filter out information that is unreliable and defined by others. The credibility of information can help consumers reduce risks and uncertainties perceived in the decision-making process. Opinions said by Indrawati et al., (2023) that in social media, the credibility of the source is very important in assessing information on social media. TikTok as a social media that will allow consumers to be persuaded and convinced by others to try ESQA products Cosmetics. This happens because old consumers claim that the product works on them. According to Y. Wang, (2016) Adoption Information (IAM) is used to learn more broadly about the process of information adoption by consumers on websites, online communities, social networks, and eWOM is especially used to study online product shopping interests.

### **Effect of Information Usability on Information Adoption**

The results of this study show that there is a positive and significant influence between the usefulness of information and the adoption of information. This means that the better the usefulness of the information conveyed on social media will affect the adoption of information obtained by ESQA Cosmetics consumers. The above research shows that the usefulness of information will allow consumers to find useful information, which will affect buying interest in ESQA Cosmetics products. Based on the results of this study, it shows that the average value of the variable of information usefulness is in the good category. This means that the usefulness of information has a good amount. An indicator of the variable of the usefulness of information that has a good value is the information provided by ESQA Cosmetics to help in learning about ESQA Cosmetics products. Thus, that the usefulness of the information on ESQA Cosmetics on TikTok has a great influence in the helpful information that consumers are looking to adopt all the information.

The results of the research conducted are in line with the research conducted by Ruangkanjanases et al. (2021) that the usefulness of information has a positive impact on the adoption of information. This is based on the fact that when consumers consider the information they have obtained useful, consumers will tend to adopt the information. Opinion Hussain et al. (2020) and Ngarmwongnoi et al. (2020) consumers consider information on social media to be more useful and informative to adopt eWOM information. If comments, reviews, or opinions posted by consumers previously on social media will certainly affect consumers in adopting information. Research conducted by Indrawati et al. (2023) Explaining the usefulness of reviews can help consumers evaluate a product. Therefore, information on TikTok about ESQA Cosmetics It will usually display reviews from many old consumers about a product. This method will help consumers get to know ESQA products Cosmetics, so that it can increase knowledge and information acceptance to consumers. TAM is used to see variables that affect each other, namely perceived ease to use and perceived usefulness to the behavior intention variable. The perceived usefulness of information refers to the user's approval of the technology that works efficiently so that the user can easily learn to use it. TAM has been widely applied to test how far customers accept information technology (Huang et al., 2023).

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

The results of this study show that there is a positive and significant influence between information adoption and purchase intention. This means that the better the adoption of information conveyed on social media will affect the purchase intention obtained by ESQA Cosmetics consumers. The above research shows that the adoption of information will allow consumers to find useful information, which will affect the buying interest in ESQA Cosmetics products. Based on the results of this study, it shows that the average value of the information adoption variable is in the good category. This means that the adoption of information has a good number. An indicator of the variable of information adoption that has a good value is that consumers receive the information conveyed by ESQA Cosmetics on social media well. So, the information provided by ESQA Cosmetics on social media TikTok helps consumers understand the product and encourages interest in buying ESQA Cosmetics products.

The results of this study also agree with the research conducted by Abedi et al. (2020) that consumers who adopt eWOM information received on social media tend to have a high purchase intention towards a product. Other research found by Pham et al. (2023) that the usefulness of information will encourage consumers to be more likely to buy a product or service. This is because the rapid development of social media makes consumers tend to adopt a lot of information obtained on social media. Similar opinions were also expressed by Indrawati et al. (2023) and Harahap et al. (2023) that when consumers find information useful, consumers will tend to be faster in forming purchase intentions and adopting that information. The results of this study are also relevant to the theory of consumer attitudes, namely cognitive components that have the characteristics of knowledge, opinions, beliefs, and consciousness. The adoption of information represented by indicators of acceptance and knowledge will affect the conative component (the likelihood of taking action) which in this case means purchase intent. Therefore, it is shown that the information from ESQA Cosmetics has contributed to the knowledge of its receipts. Then, consumers will receive information and recommend ESQA Cosmetics. This will increase the purchase intention because of the information and recommendations on social media. This TAM theory applies and tests how well TAM predicts user intentions in using technology. In this TAM theory, two main constructs are also added in the Theory of Reasoned Action (TRA) model, namely perceived usefulness and perceived ease of use. TAM is used to see variables that affect each other, namely perceived ease to use and perceived usefulness to the behavior intention variable. The perceived usefulness of information refers to the user's approval of the technology that works efficiently so that the user can easily learn to use it.

## **4. CONCLUSION**

The results of the study showed that there was a significant positive influence between the quality of information and the usefulness of information. This means that the better the quality of the information provided, the higher the usefulness of information for ESQA Cosmetics products. The credibility of the information has a significant positive influence on the usefulness of the information provided by ESQA Cosmetics. The variable of information usefulness has a significant positive influence on information adoption. This shows that the higher the usefulness of information, the higher the adoption of information received by ESQA Cosmetics consumers. Information adoption also has a significant positive influence on ESQA Cosmetics consumers' purchase intentions. This means that the high and low adoption of information will affect the high purchase intentions. This is because consumers have adopted the information provided by ESQA Cosmetics and triggered the motivation to buy ESQA Cosmetics products.

The limitation of this study is that this research focuses on the beauty industry, so the respondents are mostly women. The social media platform studied in this study is TikTok, so it will produce different conclusions when conducting research with different social

media platforms. The suggestion for future research is to be able to reach more social media that develops in the future. Then, in the next research, it can develop new market trends on social media considering the development of the times. This is done so that the Company can get a comprehensive overview of a good marketing strategy so that it can attract buying interest in a wider market share.

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