THE INFLUENCE OF EWOM VIA TIKTOK APPLICATION TOWARDS PURCHASE INTENTION (STUDY ON ERIGO APPAREL IN INDONESIA)

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ABSTRACT

This study aims to examine the effect of information quality, quantity, credibility, usefulness and adoption on purchase intention for the Erigo Apparel brand through the TikTok application as an electronic-word-of-mouth (eWOM) medium. Erigo Apparel is a local brand that is known to the public through social media, such as TikTok. This study aims to examine the effect of information quality, quantity, credibility, usefulness and adoption on purchase intention for the Erigo Apparel brand through the TikTok application as an electronic-word-of-mouth (eWOM) medium.

This study uses the Theory Information Adoption Model (IAM) to determine the effect of TikTok as an eWOM application on increasing Erigo Aparel's purchase intention. A sample of 120 Erigo Apparel consumers in Indonesia aged 17 and up was used, with monthly spending ranging from IDR 1000,000 and up. The analytical approach is Partial Least Square Structural Equation Modeling (PLSSEM) using SmartPLS 3.0.

The results of this study show that Information Quality significantly and positively affects Information Usefulness. Then, Information Quantity significantly and positively affects Information Usefulness. Moreover, Information Usefulness significantly and positively affects Information Adoption. Furthermore, Information Usefulness significantly and positively affects Information Credibility. Next, Information Adoption significantly and positively affects Purchase Intention. The last, Information Credibility insignificantly affect to Purchase Intention.

Keywords: eWOM, Theory Information Adoption Model (IAM), Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption and Purchase Intention.

INTRODUCTION

Social media has revolutionized traditional marketing, leading to the creation of digital marketing. According to Globe Newswire (2022), the worldwide market for advertising and digital marketing is forecast to develop at a CAGR of 13.9% and Indonesia's digital economy will grow from IDR 632 trillion in 2020 to IDR 4.531 trillion in 2030.

Electronic Word of Mouth (eWOM) has become a crucial factor for consumers when choosing products. The fashion industry has seen significant change since the advent of the internet, and new online business models are required to cater to customers who are becoming increasingly digitally savvy and demanding. Indonesia is now rising quickly, with more and more apparel labels with various and distinctive concepts emerging. One of the regional fashion companies to become international is Erigo, which has gone by the name Selected and Co. since its inception in 2010.

Simamora's (2021) writing on the Kompasiana website, the Erigo Store's social media strategy makes more use of how the operation is relatively simple. The Erigo Store

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utilizes social media in a variety of original ways. TikTok @erigo.store was successful in raising their yield or selling price. Last year, TikTok overtook Facebook and Instagram as the third-largest social network in the globe, according to Insider Intelligence. . In 2022, TikTok is predicted to have 755 million active users monthly around the globe, with a market share of over 20%. Even if more people are using TikTok, Easter warned that large internet companies might lose out if they don't spend money on content production (Cohen, 2022).

TikTok has been declared the best social media app of 2022 due to its algorithm that decides what viewers see. This algorithm is the foundation of the content engine that makes TikTok more alluring, and it all starts with the knowledge that the app has on consumer preferences. Customers start to see more of these films when they watch plumbing how-to videos for longer periods of time, and TikTok is paying attention to whether consumers like to watch brief humorous video with popular music.

THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION
The relationship between Information Quality and Information Usefulness

Erkan & Evans (2018) also found a similar relationship. Information quality being influential through eWOM have shown positive relation towards information usefulness, which indirectly impacted the purchase intention (Xue, Lee, & Mu, 2018). According Filieri (2015), found that information quality is the most important factor of information diagnostic or usefulness, previous studies also found that information quality has a positive and significant influence on information usefulness. Therefore, the following hypothesis is proposed:

H1: Information Quality is positively affecting Information Usefulness.

The relationship between Information Quantity and Information

Information quantity also reflects the number of consumers who leave reviews for products, indicating strong sales and a positive reputation for the goods, which eliminates any uncertainty when making a purchase (Ho, Phan, & Le-Hoang, 2021). Popularity, dependability, and product performance were used to represent information quantity in studies by Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi (2020). Information quantity has been employed in study about eWOM influences, such as studies by (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020),
Therefore, the following hypothesis is proposed:

H2: Information Quantity is positively affecting Information Usefulness.

The relationship between Information Usefulness and Information Adoption

When consumers' performance is improved, information is perceived as useful. When information is perceived as useful, the consumer is more likely to use it because it is relevant to their needs and objectives (Sardar, Manzoor, Shaikh, & Ali, 2021). Tien, Rivas, & Liao (2019) also investigated the impact of eWOM usefulness on eWOM adoption. The latter has been shown to have a positive effect on eWOM adoption. Therefore, the following hypothesis is proposed:

H3: Information Usefulness is positively affecting Information Adoption

The relationship between Information Usefulness and Information Credibility

On the other hand, if information is perceived as unreliable or biased, it is less likely to be useful, even if it is technically accurate. This is because users may not trust the information, or they may believe that it is misleading or incomplete, reducing its perceived value and usefulness (Corritore, Marble, Wiedenbeck, Kracher, & Chandran, 2005). Therefore, the following hypothesis is proposed:

H4: Information Usefulness is positively affecting Information Credibility

The relationship between Information Adoption and Purchase Intention

The adoption of information on social media tends to influence a person's purchase intention, and there is a positive correlation between eWOM information adoption and purchase intention, according to later research by (Torres, Alirio, Moro, & Irurita, 2018). The main purpose of the information adoption model is to improve our comprehension of how intentions are formed from messages obtained through eWOM communication (Sardar, Manzoor, Shaikh, & Ali, 2021). According to journal articles by Indrawati, Yones, & Muthaiyah, (2022), a research result in the form of information adoption that had a significant effect on purchase intentions was discovered. Therefore, the following hypothesis is proposed:

H5: Information Adoption is positively affecting Purchase Intention

**The relationship between Information Credibility and Purchase Intention**

When individuals or organizations perceive information as credible, they are more likely to trust and rely on it to make informed purchase decisions. Credible information provides a sense of security and reduces the perceived risk associated with the purchase decision, making it easier for individuals or organizations to make a purchase (Liu & Hsu, 2016). On the other hand, if information is perceived as non-credible, individuals or organizations may not trust it and may be less likely to make a purchase. Non-credible information may lead to confusion, doubt, or skepticism, reducing the likelihood of purchase intention. Therefore, the following hypothesis is proposed:

H6: Information Credibility is positively affecting Purchase Intention

THEORETICAL FRAMEWORK

The theoretical framework can be described as follows based on prior research, the relationship between variables, and the formation of hypotheses:

Figure 1
Theoretical Framework
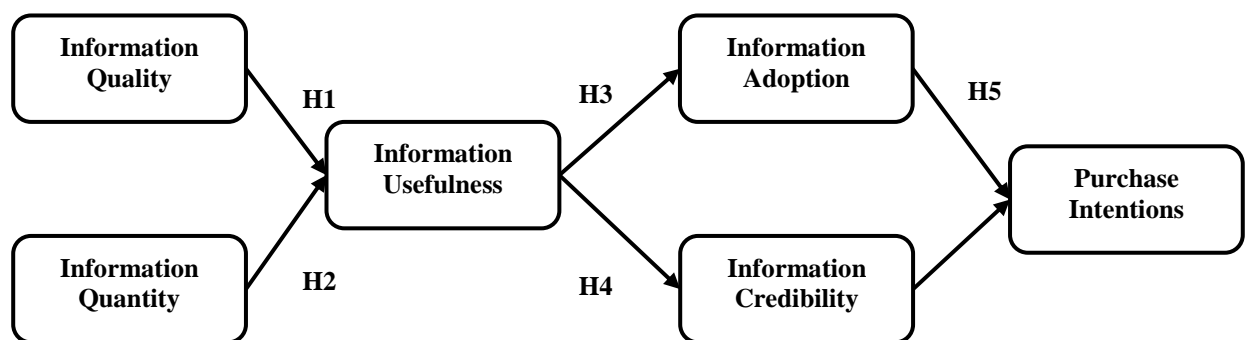
RESEARCH METHODOLOGY

This research utilizes both independent, mediating and dependent variables. The independent variables are information quality and information quantity. The mediating variable are information usefulness, information adoption and information credibility. The dependent variable is purchase itentions.

Operational Definitions of Variables and Indicators

Table 1
Operational Definitions of Variables and Indicators

Variable	Definition	Indicator(s)
Information Quality	When referring to "the persuasive power of arguments embedded in an informational message," information quality or argument quality is meant. The degree to which the recipients are persuaded by the information shared or received from the message is what matters (Teng S. W., 2014).	1. Understand the information of Erigo on TikTok 2. The information of Erigo on TikTok is relevant to customer needs 3. The information of Erigo on TikTok is based on facts 4. The information of Erigo on TikTok explains the product attributes 5. The information of Erigo on TikTok is clear 6. The information of Erigo on TikTok is detailed 7. The information of Erigo on TikTok is complete 8. The information of Erigo on TikTok is high in quality (Cheung et al., 2008); (Filieri, 2015); (Park et al., 2007)
Information Quantity	Information quantity is the first of the crucial EWOM characteristics. Online shoppers can find a wealth of product or service reviews, which are essential to e-commerce (Chevalier & Mayzlin, "The effect of word-of-mouth on sales: online book reviews", , 2006; Chen, Shang, & Kao, 2009). EWOM quantity is the total number of comments made on a website (Sicilia & Ruiz, 2010; Cheung, Lee, & Rabjohn., 2008).	1. The amount of information from Erigo on TikTok can be relied upon 2. Total information from Erigo on TikTok can help to understand product performance 3. The amount of information from Erigo on Tiktok can provide knowledge about the product 4. There quantity of information of Erigo was sufficient to satisfy customer needs 5. The quantity of review Erigo information is large (Lopez & Sicilia, 2013) ((Filieri, What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in eWOM. , 2015)
Information Usefulness	Sussman and Siegal (2003), asserted that since consumers participate in online communities to obtain useful information, information usefulness is an effective predictor of intention or adoption. Adoption of comments deemed useful is significantly and significantly influenced by consumer confidence.	1. The information of Erigo on TikTok is useful 2. The information of Erigo on TikTok is informative 3. The information on TikTok about Erigo is helpful for me to evaluate the product 4. TikTok's information about Erigo is very helpful to get to know the product. 5. The Tiktok information is useful for searching and buying Erigo Product. (Hussain et al., 2020) (Gefen, Karahanna, & Straub, 2003)
Information Credibility	When a source's recommendation of a person or organization as a credible source of information is perceived as such, that is where the credibility of eWOM is first introduced (Reichelt, Sievert, & Jacob, 2014). In other words, in the initial stage of the information persuasion process, the	1. The information of Erigo on TikTok is convincing 2. The information of Erigo on TikTok is credible 3. The information of Erigo on TikTok is believable 4. The information of Erigo on TikTok is true 5. The information on TikTok about Erigo is

Variable	Definition	Indicator(s)
	receivers' assessment of the information's credibility is regarded as the crucial component (Hilligoss & Rieh, 2008).	trustworthy. (Erkan & Evans, 2018); (Filieri, 2015); (Weitzl, 2014)
Information Adoption	Consumer purchase intentions are greatly influenced by eWom adoption. According to Erkan and Evans (2016), adopting eWom data from SNSs can aid in turning purchase recommendations into actual purchases.	1. Learn something new about Erigo brand on TikTok 2. Accept the information of Erigo on TikTok 3. Accept the recommendation of Erigo on TikTok 4. The information Erigo on tiktok enhance effectiveness in making purchase decision. 5. The information on tiktok makes it easier to make a purchase decision (Shen et al., 2014) (Erkan & Evans, The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption., 2016)
Purchase Intentions	Customer purchase decisions have been shown to be significantly influenced by traditional or offline WOM (Richins & Root-Shaffer, 1988; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Purchase intention was defined by Shah et al. (2012) as the propensity of customers to purchase a specific good under a specific circumstance. Purchase intention is a complex process that is typically influenced by consumer perceptions, actions, and attitudes (Bataineh, 2015).	1. Erigo becomes my consideration to buy in the future 2. Next time customer need a Erigo, it is likely customer consider purchasing Erigo 3. Next time customer need a Erigo, it is likely customer will use Erigo 4. It is very likely that customer will buy the Erigo product 5. Customer will try Erigo product (Erkan & Evans, 2016); (Ismagilova et al., 2017)

Population and Sample

As according Sekaran and Bougie (2016), population refers to the entire group of people, events, or interesting objects that the researcher wishes to investigate. Furthermore, it is the collection of topics, events, or interesting items about which the researcher hopes to draw conclusions from sample data. A population is a group of identifiable elements that are of interest to the researcher and relevant to the information problem.

The sampling technique used in this study is non-probability sampling with incidental purposive sampling, because researchers cannot determine the probability or probability of each element in the current population using predetermined criteria. Furthermore, in a non-probability sampling design, population elements have no probability of being selected as sample subjects (Sekaran & Bougie, 2016).

Sample sizes can be calculated in a variety of ways. According to Hair et al. (2019), the optimal sample size must be determined by the research setting and statistical power considerations. Larger samples (>100) are preferred in general; however, smaller sample sizes (100) are acceptable depending on the context of the research.

Data Analysis Method

Partial Least Square Structural Equation Modedling (PLS-SEM)

PLS-SEM is a method for analyzing interdependence and dependency. It has two models: a measurement model that shows how the measured variable represents the construct, and a structural model that describes the relationship between constructs (Hair et. al., 2019). A pathway model is included in PLS-SEM, which is a diagram that depicts how a theory works. SEM models that include measurement models and structural models

can be extremely complex, but many academics find it more practical to represent models visually using path diagrams. This diagram depicts the assumptions and variable relationships that will be estimated in the structural equation model study.

RESEARCH FINDINGS AND DISCUSSION
Outer Model
Convergent Validity

Using the loading factor, also known as outer loading, convergent validity is evaluated. No signal below 0.70 is shown in any of the loading factor results. As all of the indicators in Figure 4.1 have high loading factors, it can be said that the convergent validity has been satisfied.

Figure 2
Outer Loading Results
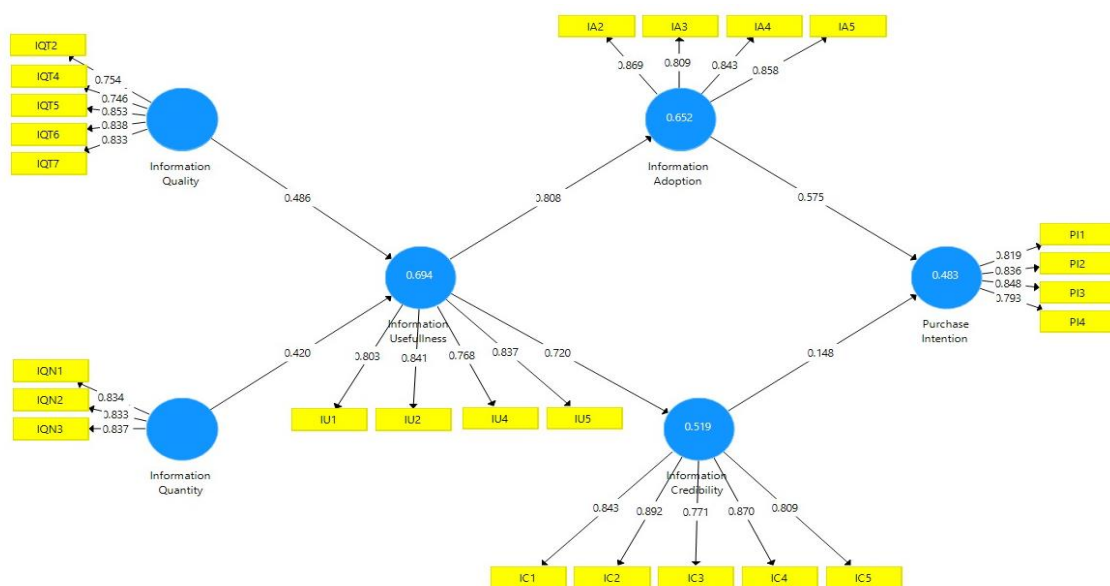
Also, the average variance collected is used to examine the convergent validity (AVE). The model's constructions' outcomes are better than the AVE value's minimal requirement of 0.50, which justifies their use.

Discriminant Validity

Cross loading is used to examine discriminant validity by comparing the cross-loading value for the measured construct to the cross-loading value for another construct. Based on the table below, all indicators have satisfied the requirements for feasibility since the cross loading value on the measured variable is greater than the cross loading value on another variable:

Table 2
Cross Loading

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
IA2	0.869					
IA3	0.809					
IA4	0.843					
IA5	0.858					
IC1		0.843				

IC2	0.892				
IC3	0.771				
IC4	0.870				
IC5	0.809				
IQN1			0.834		
IQN2			0.833		
IQN3			0.837		
IQT2		0.754			
IQT4		0.746			
IQT5		0.853			
IQT6		0.838			
IQT7		0.833			
IU1				0.803	
IU2				0.841	
IU4				0.768	
IU5				0.837	
PI1					0.819
PI2					0.836
PI3					0.848
PI4					0.793

Reliability

Reliability analysis is assessed through composite reliability and Cronbach alpha. The feasibility test is when composite reliability is greater than 0.60 and Cronbach alpha is greater than 0.70. The table below shows the results.

Table 3
Reliability

	Composite Reliability	Cronbach's Alpha
Information Adoption	0.909	0.866
Information Credibility	0.922	0.894
Information Quality	0.902	0.865
Information Quantity	0.873	0.782
Information Usefulness	0.886	0.828
Purchase Intention	0.895	0.843

Inner Model

To test the inner model, the researchers utilize the R-square, Q-square, f-square, path coefficient, model fit and multicollinearity test. The results are shown on tables below.

Table 4
R^2 value

	R Square
Information Adoption	0.652
Information Credibility	0.519
Information Usefulness	0.694
Purchase Intention	0.483

According to Table 4.11, the value of R^2 of Information Adoption is 0.652 or 65.2%. Also, the R^2 of Information Usefulness is 0.694 or 69.4%. next is, Information Credibiity is 0.519 or 51.9%. an the last is Purchase Intention on 0.483 or 48.3%.

Table 5
Q^2 value

	Q^2 (=1-SSE/SSO)
Information Adoption	0.459
Information Credibility	0.36
Information Usefulness	0.449
Purchase Intention	0.312

Table 4.11 shows that the value of Q^2 Information Adoption is 0.459 or 45.9%, while the value of Q^2 Information Usefulness is 0.449 or 44.9%. Moreover, the figure of Q2 of Buying Intention is 0.312, or 31.2%. lastly Information Credibility is 0.36 or 36% It is possible to conclude that this model has good observation values since the Q^2 value of endogenous variables is larger than 0.

Table 6
f^2 value

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption						**0.26**
Information Credibility						**0.017**
Information Quality					**0.402**	
Information Quantity					**0.3**	
Information Usefulness	**1.877**	**1.078**				
Purchase Intention						

Based on Table 4.13, the result of effect size which is considered as large effect is the effect size of information usefulness variable to information adoption with 1.877, information usefulness variable to information adoption with 1.078, and information quality variable to information usefulness with 0.3. In addition, the result of effect size which considered as small effect is the effect size of information credibility variable to purchase intention with 0.017 and information quantity variable to information usefulness.

Table 7
Path Coefficient

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption						0.575
Information Credibility						0.148
Information Quality					0.486	
Information Quantity					0.42	
Information Usefulness	0.808	0.72				
Purchase Intention						

Based on Table 4.14 it can be seen that the adoption of information has a positive effect on purchase intentions with a path coefficient of 0.575. In addition, information credibility has a positive effect on purchase intentions in 0.148. Then the quality of information has a positive effect on the usefulness of information with a patch coefficient of 0.486. In addition, the quantity of information also has a positive effect on the usefulness of the information because the path coefficient results are 0.42. Finally, the usefulness of information also has a positive effect on information adoption with a patch coefficient of 0.808 and information usefulness on information credibility has positive effect in 0.72. All relationships between all variables have a positive influence.

Table 8
Model Fit

	Saturated Model	Estimated Model
SRMR	0.071	0.098
d_ULS	1.627	3.102
d_G	0.973	1.113
Chi-Square	623.833	673.604
NFI	0.736	0.715

Table 4.15 displays the model fit result. The NFI score represents the model fit test. The higher the NFI score, the more accurate the model of this study. This model's NFI score is 0.716. It is possible to infer that the model is 71.6% fit.

Table 9
Variance Inflation Factor (VIF) Calculation

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption						2.459
Information Credibility						2.459
Information Quality					1.918	
Information Quantity					1.918	
Information Usefulness	1	1				
Purchase Intention						

The table shows that the VIF of the predictive constructs, namely information adoption, information credibility, information quality, information quantity, information usefulness, and purchase intention, is less than 3.0. As a result, it implies that there is no collinearity between the constructs.

Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Information Adoption -> Purchase Intention	0.575	0.572	0.099	5.802	0
Information Credibility -> Purchase Intention	0.148	0.151	0.114	1.3	0.194
Information Quality -> Information Usefulness	0.486	0.487	0.084	5.768	0
Information Quantity -> Information Usefulness	0.42	0.422	0.087	4.833	0
Information Usefulness -> Information Adoption	0.808	0.809	0.036	22.582	0
Information Usefulness -> Information Credibility	0.72	0.718	0.052	13.775	0

1. A positive coefficient is found when Hypothesis 1 is tested for the relationship between information quality and information usefulness. Bootstrap methodology's t-statistics is 5.768. As can be observed, the p-value of 0.000 and the t-statistics are both larger than 1.96. It suggests that the value of information is positively impacted by its quality. Thus, the first hypothesis is valid.

2. The second hypothesis examines the relationship between information quantity and information usefulness, and it finds a positive correlation. The bootstrap approach has a t-statistic of 4.833. As can be observed, the p-value for the t-statistics is 0.00 and it is larger than 1.96. It suggests that information quantity affects information usefulness favorably. Hence, hypothesis 2 is valid.

3. Hypothesis 3 examines the impact of information usefulness on information adoption and finds a positive coefficient. The bootstrap approach has a t-statistic of 22.582. The t-statistic is bigger than 1.96 with a p-value of 0.000, as can be observed. It suggests that the utility of information has a favorable impact on information uptake. As a result, hypothesis 3 is valid.

4. The ford hypothesis examines the relationship between information usefulness and information credibility and finds a positive correlation. The bootstrap method's t-statistic is 13.775 With a p-value of 0.00, the t-statistics is less than 1.96, as can be observed. It suggests that information usefulness is positively impacted by information ceredibility. As a result, hypothesis 4 is valid.

5. The test of Hypothesis 5 shows a positive coefficient when looking at the impact of information adoption on purchasing intention. The bootstrap method's t-statistic is 5.802., according to the data. As can be observed, the p-value of 0.000 and the t-statistics are both larger than 1.96. It shows that adopting new knowledge has a favorable impact on a consumer's desire to make a purchase. As a result, hypothesis five is valid.

6. Hypothesis 6 examines the relationship between information credibility and purchase intention and finds a negative correlation. The bootstrap method's t-statistic is 1.3 With a p-value of 0.194, the t-statistics is less than 1.96, as can be observed. It suggests that purchase intention is negative impacted by information credibility. As a result, hypothesis 6 is invalid.

CONCLUSION

1. Information Quality has a considerable positive influence on Information Usefulness, based on the results of data analysis in hypothesis 1. Information Quality at Erigo via Tiktok can increase Information Usefulness.

2. Based on the data analysis in hypothesis two, information quantity has a strong positive influence on information usefulness. Erigo's Information Quantity via Tiktok can increase Information Usefulness.

3. Based on the data analysis in hypothesis three, Information Credibility has an insignificant positive influence on Information Usefulness. Information Credibility on Erigo through Tiktok can increase Information Usefulness.

4. In accordance with the results of the data analysis in hypothesis four, information usefulness has a considerable positive influence on information adoption. The usefulness of information in Erigo via Tiktok can increase information adoption.

5. As shown by the data analysis in hypothesis five, information adoption has a strong positive influence on purchase intention. Information adoption at Erigo via Tiktok can increase purchase intention.

MANAGERIAL IMPLICATIONS

This study has some managerial implications. Firstly, Erigo's customers in Indonesia care about the information quality of their products, so they need more detailed and clear

information to understand and use it as their preference. For example, a detailed photo or video about the product on Tiktok as an eWOM application can be used for anything, such as traveling, fashion, and sports. Customers can directly get quality information (Geyser, 2022).

Secondly, Erigo must publish more information about their business and products on Tiktok in order to reach the entire community. This is designed to educate the public about the Erigo brand, so that Erigo items become a staple of Indonesian culture for clothing at various events. To gain more information, one can follow the Tiktok trend, which is based on different seasons. However, the information must include the objective of the product content.

Moreover, this study found that information usefulness has a significant effect on information adoption. It showed that the information filtered from eWOM through the Tiktok application regarding the Erigo brand is useful and can be adopted by customers. Erigo must provide other useful information, such as how to mix and match one product with another, and how to care for the products purchased from Erigo. To improve information quality, credibility, and quantity, Erigo must improve information quality, credibility, and quantity.

Furthermore, research found that information usefulness is important for information credibility. Erigo can increase the level of public trust regarding its brand by providing detailed information about the product, manufacturing process, environmental friendlyness, and polluting. The level of credibility can also be measured through reviews uploaded by customers. Additionally, Erigo must maintain the level of public trust in the brand, as there are many competitors out there who are ready to destroy the Erigo market if a problem occurs from within or outside the company. Additionally, eWOM is like two very sharp swords that can have a positive or negative impact on the company.

Moreover, this study found that information adoption has a significant effect on purchasing intention. It suggests that Erigo should campaign for their products to be used by all people from young to old, and use models that fit the body posture of native Indonesians. This will generate public opinion that all people of class, skin color, body shape and others can have products from the Erigo brand.

Lastly, information credibility had an insignificant effect on purchase intention. This could be due to the fact that not all information credibility can increase the desire of customers to make purchase intentions. To increase company credibility, it is important to be sensitive, have empathy, and understand the backgrounds, wants, and needs of all stakeholders.

LIMITATIONS

1. Based on the results of the respondent data, many respondents did not complete the questionnaire so that the data could not be used in processing the data.
2. From the data the author has obtained, many customers have not purchased products from the Erigo brand.
3. The lack of understanding of the context of the questionnaire made the respondents somewhat confused when filling out the questionnaire. Plus, they did not convey directives for filling out the questionnaire directly.

SUGGESTIONS

1. This study uses only samples who are domiciled in Indonesia. Therefore, in future studies, expanding the sampling area to international respondents can be considered. As well as increasing the number of samples and sample representation to describe the population more broadly.
2. For further research conducted on this topic. hopefully can add variables. for example, opinion seeking, economic incentives, perceived risk, product

involvement, self-worth reinforcement and other variables. it aims to expand on this topic.

3. Future researchers can use international fashion brands so that this research can be conducted outside Indonesia, so that the range of respondents is wider.

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