

The Effect of eWom on Buying Interest and its Impact on Uniqlo Product Purchase Behavior through the Tiktok Application

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ABSTRACT

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This research to analyze the impact of eWOM on purchasing interest and its impact on actual purchasing behavior of Uniqlo products via TikTok. The method uses a causal quantitative approach with a survey involving 400 respondents. Respondents were selected using techniques purposive sampling, with the criteria of active TikTok users who have viewed and made purchases after viewing content or information related to Uniqlo. Data analysis was carried out using the method SEM to test the relationship between research variables. Validity and reliability tests were also applied to ensure the accuracy of the research results. The research results show that an eWOM-based marketing strategy can increase the effectiveness of Uniqlo's digital marketing and competitiveness in the Indonesian market. It is hoped that these findings can be an evaluation for Uniqlo in improving its marketing strategy on TikTok through creative, interactive and credible content. Apart from that, it is also hoped that the results of this research can provide academic contributions to marketing literature digital by enriching understanding of the correlation between eWOM, purchase interest, and actual purchase behavior. Further research is expected to explore other elements of eWOM or platform other social media to expand understanding of marketing dynamics digital of era modern.

Keywords: eWOM, TikTok, Purchase Interest, Purchase Behavior, and Digital Marketing.

INTRODUCTION

Social media has brought major changes in the way brands communicate regarding their marketing, where previously communication was conventional and has now turned digital (Mahendra et al., 2022). These changes affect the way brands deliver marketing messages and consumer information-seeking behavior, which is influenced by changing consumer preferences, advances in e-commerce, and *platform* digital (Musyarrofah & Susyanti, 2024). Consumers in the digital era tend to rely more for obtaining information before making purchasing decisions (Deorita, 2024). This statement is reinforced by the percentage data in figure 1 below.

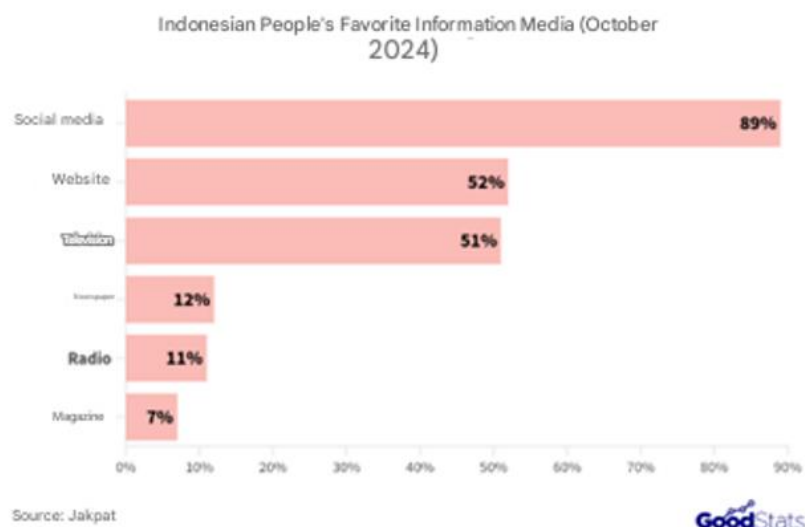


Figure 1 Indonesian People's Favorite Information Media

Source: GoodStats (2024)

Based on data obtained from GoodStats (2024), it is evident that the majority of Indonesian people. This shift in behavior reflects a significant transformation in how information is consumed and disseminated in the digital era. Social media is no longer just a tool for social interaction, but has evolved into a dominant channel for accessing news, trends, educational content, and product recommendations. Through platforms such as TikTok, Instagram, Facebook, and others, companies can deliver promotional messages, engage in two-way communication with consumers, and build brand awareness in a more dynamic and interactive manner. Moreover, the use of creative content, such as short videos, influencers, and interactive campaigns, can significantly enhance customer engagement and drive purchasing decisions. As Mahendra et al. (2022) emphasize, social media particularly TikTok has proven to be highly effective in capturing the attention of digital-savvy consumers and supporting increased sales performance through targeted, entertaining, and relatable content.

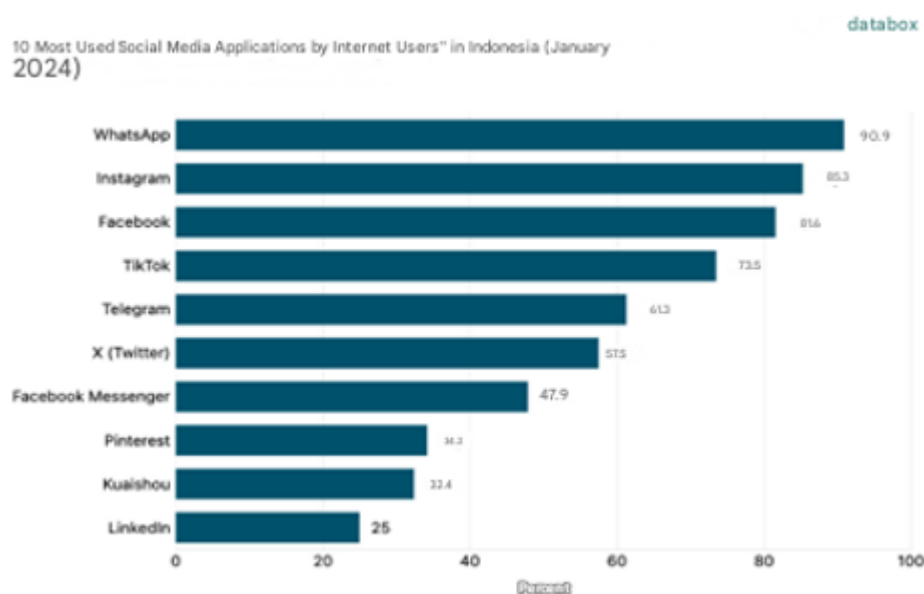


Figure 2 Most Used Social Media Applications

Source: Computer box (2024)

Figure 2 above shows that in 2024, TikTok will occupy the fourth position with a percentage of 73.5%. This indicates that TikTok has attracting millions of users globally with its short-form video content and engaging features used by Indonesian people. TikTok's popularity creates opportunities for users *brand* carry out digital marketing on it (Oktavi Khalifaturafi et al., 2022). TikTok also makes it easier for businesspeople to reach customers and promote their products by collaborating with influencers, video review users, as well as creating interactive and creative marketing content (Irawati et al., 2022). Data released by We Are Social shows that TikTok users globally will exceed one billion by 2023. Thanks to its massive user base and continuously growing popularity, TikTok has become a highly influential platform in attracting consumer buying interest. Its unique content format short, engaging, and easily shareable allows brands to reach a wide audience effectively. TikTok offers businesses the opportunity to promote their products through creative approaches such as influencer collaborations, viral challenges, and personalized paid advertisements. This platform not only influences purchasing decisions through entertaining and informative content but also plays a crucial role in sales promotion strategies by fostering direct and real-time connections between products and consumers (Julianti et al., 2023).

Purchase interest is a crucial element of consumer behavior, particularly in the context of digital marketing and social media (Indrawati et al., 2023). According to Solomon (2024), purchasing interest describes a consumer's tendency to purchase a product or service. One industry that is greatly impacted by purchasing interest in the context of digital marketing is the fashion industry. The rapid development of this industry is caused by increasing consumer awareness of the importance of a lifestyle that is in line with the latest trends and product quality that pays more attention to comfort and function (Hayati & Jayadi, 2024).

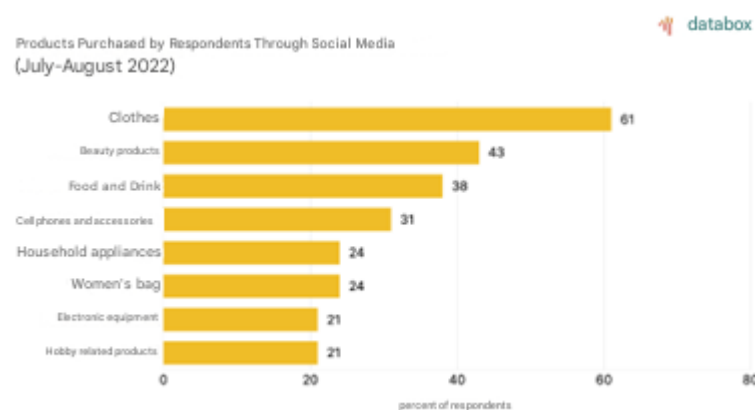


Figure 3 Products Purchased by Respondents Via Social Media

Source: Computer box (2023)

Figure 3 above shows that clothing occupies the first position with a percentage of 61%, this indicates that clothing is the product most purchased by consumers via social media. Uniqlo is one of them *brand* clothes that are quite famous in Indonesia. Uniqlo also uses marketing via social media to attract customers' buying interest. Uniqlo has succeeded in attracting consumer interest by presenting products that prioritize comfort, durability and functionality, especially through use *platform* social media that is now increasingly popular (Figures, 2023). Uniqlo's segmentation is depicted in figure 1.8 below.

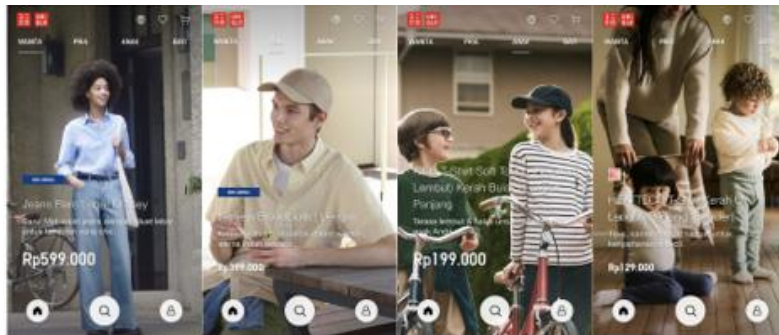


Figure 4 Website Uniqlo

Source: Uniqlo.com (2024)

Based on information from *website* Uniqlo (2024), Uniqlo's consumer target is in the middle economic consumer segment seen from affordable product prices. Uniqlo's target market also includes various age groups and *gender*, from babies to adults, and offers products designed for all groups, including men, women and children. Uniqlo utilizes a variety of *platform digital* as part of its marketing strategy, including the TikTok application, which has proven effective in reaching consumers widely (Alessandrino, 2024). Marketing on TikTok is used by Uniqlo to create strong interactions between the company and users and between users. This interaction is driven by creative content and active consumer engagement, which drives increased purchasing interest through interesting content and active consumer engagement (Siregar et al., 2023).

eWOM is one of the important factors influencing purchasing interest on social media such as TikTok (Safitri & Indra, 2024). EWOM can take the form of reviews, recommendations, or testimonials from consumers, both positive and negative, which are shared through comments, videos, or posts on social media and can influence brand reputation and consumer purchasing intentions (Nurhayani & Abadi, 2024; Fitriani et al., 2022). EWOM influences consumer purchase intentions due to a sense of trust in the information they receive, this further strengthens consumer trust in the product and will encourage consumers to make purchases (Nurhayani & Abadi, 2024). In general, eWOM information can appear in various ways in *platform* about a product on *platform* or when they join an online fan community (Rahman et al., 2022). eWOM is widely utilized as a marketing strategy by many companies through the use. By encouraging users to share their experiences, reviews, and recommendations online, businesses can amplify brand visibility and influence consumer behavior. This strategy leverages the trust and credibility that people place in peer opinions, making it a powerful tool for shaping purchase decisions and building brand reputation in the digital age (Prihartini & Damastuti, 2022). Figure 5 below shows content from users discussing Uniqlo.



Figure 5 User Generated Content Uniqlo

Source: TikTok (2024)

Figure 5 above is some examples UGC in the format of user-generated video testimonials and personal endorsements. UGC content containing eWOM can influence consumer perceptions of Uniqlo products, which ultimately drives purchasing interest (Nurmahendra & Setyawan, 2023). This is due to by the trust factor that exists in consumers' minds towards information that has been shared by other users compared to official advertising *brand* the. In reality, the information shared by users is usually called UGC, because it comes from real customers and is provided with genuine experiences (Logan, 2023).

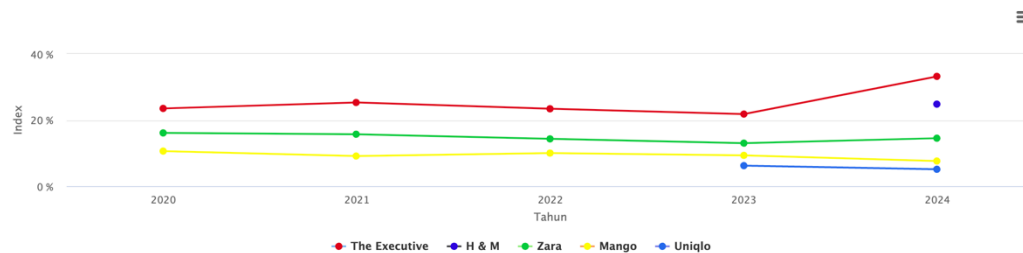


Figure 6 Comparison *Brand Index* Personal Equipment Category

Source: Topbrandawards.com (2024)

Figure 6 shows comparative data *brand index* from the personal equipment category, which refers to the results of the official Top Brand survey, which is used to select the best brands in Indonesia. There are three criteria used to measure performance *brand* as a determinant *ranking*. The three indicators encompass brand awareness, market presence, and customer loyalty (topbrandaward.com, 2022). *Mind share* reflects how strong a brand's position is in consumer perception, whereas *market share* better describes the brand's actual dominance in the market based on purchasing behavior, and there is *commitment share*, which indicates a brand's ability to build long-term loyalty through repeat purchases (Ramadhan et al., 2023). *Mind share* illustrates the extent to which eWOM influences purchase intention by creating positive consumer perceptions of the brand. Opinions, reviews, and recommendations play an important role in building a strong brand image, so that consumers are more interested in buying the product.

The extent to which eWOM influences consumer purchase intention and how it ultimately affects their actual buying behavior. In line with suggestions in research by Kintradinata and Hidayah (2023), who suggest exploring research objects from different industries and utilizing *platforms* other than social media. Based on previous research suggestions, the author wants to study further the choice of industry and *platform* differences, namely with Uniqlo objects and through the *platform* TikTok. Based on these recommendations, this research examines the influence of eWOM on Uniqlo products through the *platform* TikTok.

RESEARCH METHODS

The research method used by researchers in this study is a quantitative method. According to Creswell (2018:38), quantitative methods include the process of collecting, understanding and reporting research results. In quantitative method research through surveys or experiments, there are steps such as determining the sample and population, choosing a research design, processing data, presenting results, providing interpretations, and compiling research reports according to the approach used (Creswell, 2018: 38).

This research is to use a causal approach, where with this approach the researcher allows researchers to know the cause-and-effect relationship and characteristics of the variables being studied (Indrawati, 2015). Creswell and Creswell (2018: 107) also explain that causality is defined as predicting the existence of a cause-and-effect correlation between two variables, where there is an expectation that variable This causal approach is used to determine influence eWOM for Uniqlo products through the TikTok application. The approach to theory development used in this research is a deductive approach.

According to the book written by Cooper and Schindler (2014: 66), the deductive approach is an approach where research starts from an established theoretical framework to form hypotheses that can be tested empirically. A deductive approach is used to test relationships between variables by starting from established theories (Cooper & Schindler, 2014:67).

The research strategy applied in this research is a survey method, that data is collected through questionnaires to obtain quantitative information from respondents. Based on the material in the book, Cooper and Schindler (2014:218) state that the survey method is a very well-planned data collection method. This method is carried out by distributing questionnaires aimed at obtaining data that can be compared between various subgroups in a predetermined sample. The reason the researcher used the survey method in his research strategy was because the researcher thought that distributing questionnaires would help in systematic analysis of the characteristics or opinions of the population studied. Individuals were chosen, considering that researchers only collect and analyze data individually.

The involvement of this research is that it does not intervene in the data, which means the researcher does not manipulate existing data (Indrawati, 2015: 117). This research is classified based on its background as non-contrived, everyday setting without any artificial manipulation, allowing observations to take place in a real-world environment (Indrawati, 2015:118). That data is collected at a specific point in time, then processed and analyzed to draw conclusions (Indrawati, 2015: 118).

RESEARCH RESULTS AND DISCUSSION

a. Result

PLS-SEM analysis in this research is used to answer the problem formulation and hypothesis that have been proposed regarding the influence of EWOM on interest in buying Uniqlo products through the TikTok application. A series of quantitative analyses aligned with the research objectives, utilizing SEM with the PLS approach as the chosen alternative method for data processing.

In SEM, there are two main models constructed: *outer model* and *inner model*. The measurement model describes how much of the *variance* in each observed indicator is accounted for by its associated latent variable, allowing researchers to determine which indicators most strongly reflect the latent construct. After defining the measurement model for each latent variable, the structural model is used to analyze the relationships and effects.

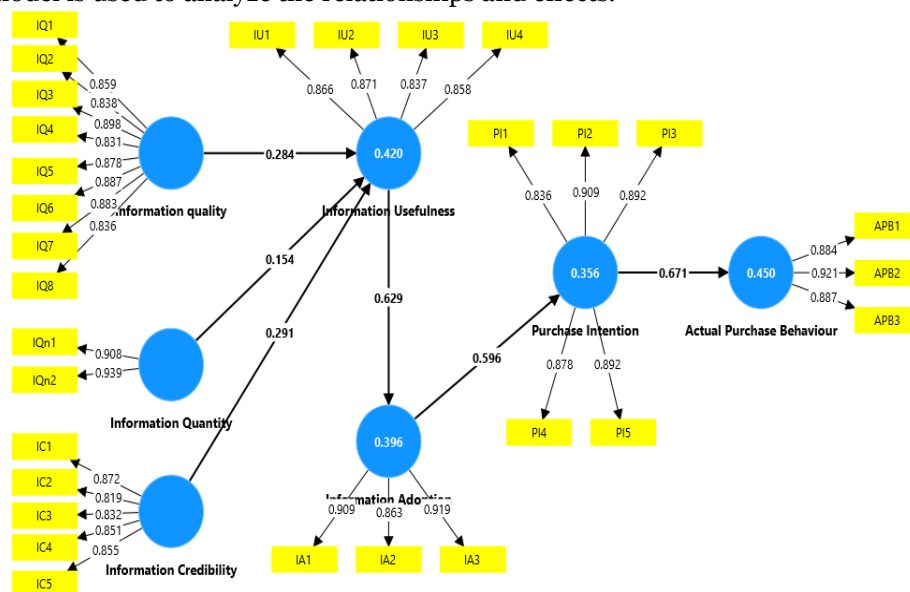


Figure 7 Full Structural Model (PLS Algorithm)

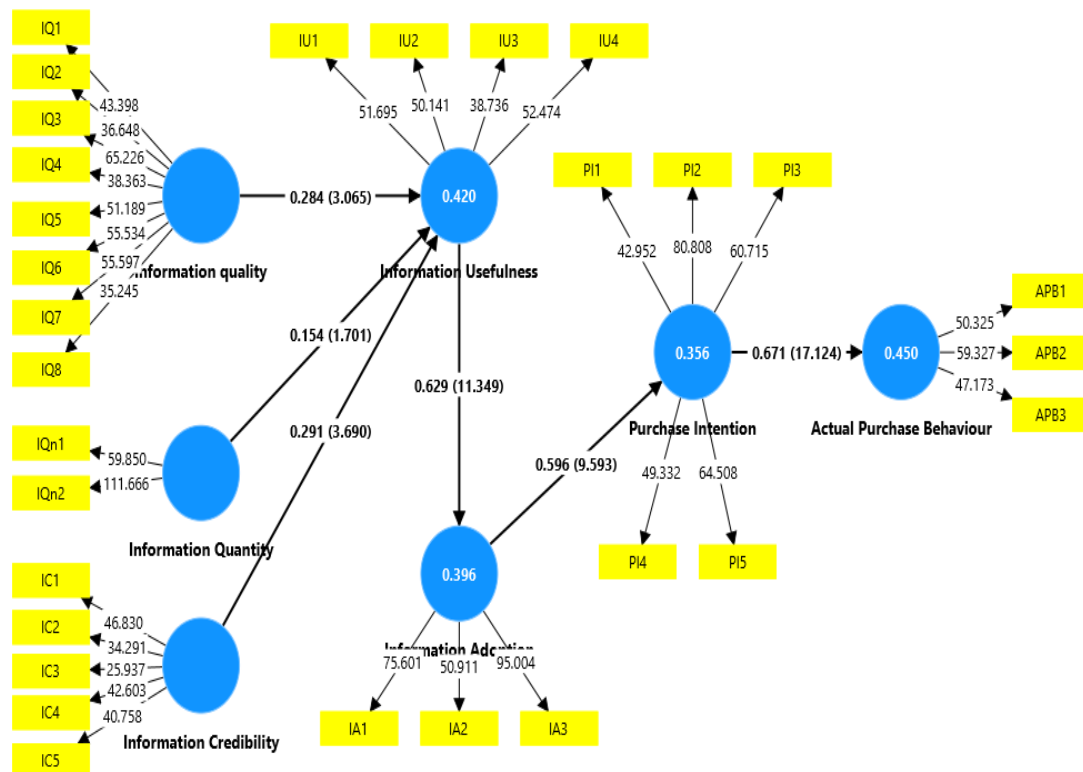


Figure 8 Full Structural Model (Bootstrapping)

Measurement Model Testing (*Outer Model*)

Outer model includes individual checks of *outer loadings*, *AVE*, *discriminant validity* and *composite reliability*.

a. *Uji Convergent Validity*

Convergent validity is the degree to which two or more measures that are supposed to be measuring the same construct are actually related. In other words, it assesses whether different instruments or methods designed to measure the same concept produce similar results. This indicates how well each item represents the underlying latent variable it is intended to measure. When *loading factors* have met the requirements, *convergent validity*.

Table 1 Convergent Validity Tests

Variable	Indicator	Factor loadings	AVE	Conclusion
<i>Information Quality</i>	IQ1	0,859	0,747	Valid
	IQ2	0,838		Valid
	IQ3	0,898		Valid
	IQ4	0,831		Valid
	IQ5	0,878		Valid
	IQ6	0,887		Valid
	IQ7	0,883		Valid
	Q8	0,836		Valid
<i>Information Quantity</i>	IQn1	0,908	0,854	Valid
	IQn2	0,939		Valid
<i>Information Credibility</i>	IC1	0,872	0,716	Valid
	IC2	0,819		Valid
	IC3	0,832		Valid
	C4	0,851		Valid
	IC5	0,855		Valid
<i>Information Usefulness</i>	IU1	0,866	0,805	Valid
	IU2	0,871		Valid
	IU3	0,837		Valid
	IU4	0,858		Valid
<i>Information Adoption</i>	IA1	0,909	0,736	Valid
	IA2	0,863		Valid
	IA3	0,919		Valid
<i>Purchase Intention</i>	PI1	0,836	0,777	Valid
	PI2	0,909		Valid
	PI3	0,892		Valid
	PI4	0,878		Valid
	PI5	0,892		Valid
<i>Actual Purchase Behavior</i>	APB1	0,884	0,805	Valid
	APB2	0,921		Valid
	APB3	0,887		Valid

The table above is a recapitulation test results for *convergent validity* which refers to *factor loading* values and values AVE. Based on the *factor loading* results, all indicators in this study are proven to be valid and make a strong contribution to measuring their respective constructs. This indicates that each indicator accurately represents the intended latent variable (*construct*). The indicators show a strong correlation with the constructs they are designed to measure, making them reliable and conceptually sound measurement tools. In other words, the indicators not only correlate well within the same construct but also consistently capture the essence of the construct itself. These findings lead to the conclusion that the research model exhibits strong convergent validity, as all indicators are relevant, consistent, and effectively reflect the constructs they are intended to measure. Strong convergent validity provides a solid foundation for ensuring that the measurements used in the study are both trustworthy and conceptually meaningful.

b. Test Discriminant Validity

Discriminant validity is each construct measures a unique concept and does not overlap significantly with others, thereby maintaining the theoretical boundaries between constructs. *Discriminant validity* is important to confirm that variables intended to capture different concepts do not unintentionally measure the same underlying factor. Without sufficient discriminant validity, it becomes difficult to determine whether the relationships observed in a study are truly due to differences between constructs or are merely artifacts of overlapping measurement. It strengthens the credibility of a research model by verifying that each latent variable represents a separate and distinguishable dimension. When a model demonstrates good discriminant validity, it enhances the accuracy and interpretability of the research findings, ensuring that conclusions drawn about the relationships between constructs are based on clear and valid distinctions.

Table 2 Tests Cross-Loading

Indicator	Actual Purchase Behaviour	Information Adoption	Information Credibility	Information quality	Information Quantity	Information Usefulness	Purchase Intention
APB1	0,884	0,453	0,344	0,428	0,375	0,404	0,562
APB2	0,921	0,519	0,472	0,458	0,509	0,450	0,627
APB3	0,887	0,511	0,487	0,517	0,517	0,485	0,615
IA1	0,490	0,909	0,508	0,508	0,589	0,580	0,570
IA2	0,496	0,863	0,440	0,489	0,521	0,556	0,495
IA3	0,501	0,919	0,503	0,529	0,566	0,557	0,538
IC1	0,417	0,468	0,872	0,574	0,610	0,528	0,459
IC2	0,356	0,436	0,819	0,493	0,594	0,457	0,372
IC3	0,370	0,388	0,832	0,535	0,668	0,420	0,428
C4	0,425	0,438	0,851	0,511	0,640	0,457	0,470
IC5	0,475	0,531	0,855	0,572	0,600	0,580	0,489
IQ1	0,489	0,546	0,557	0,859	0,607	0,520	0,507
IQ2	0,420	0,447	0,503	0,838	0,558	0,454	0,433
IQ3	0,463	0,472	0,540	0,898	0,569	0,501	0,476
IQ4	0,429	0,502	0,545	0,831	0,614	0,488	0,449
IQ5	0,471	0,459	0,586	0,878	0,624	0,502	0,495
IQ6	0,488	0,523	0,594	0,887	0,625	0,542	0,549
IQ7	0,456	0,467	0,529	0,883	0,585	0,493	0,463
Q8	0,384	0,496	0,542	0,836	0,635	0,475	0,437
IQn1	0,452	0,511	0,613	0,613	0,908	0,466	0,500
IQn2	0,511	0,631	0,730	0,672	0,939	0,569	0,607
IU1	0,385	0,535	0,516	0,540	0,508	0,866	0,400
IU2	0,370	0,542	0,565	0,512	0,491	0,871	0,447
IU3	0,485	0,541	0,437	0,422	0,451	0,837	0,440
IU4	0,480	0,542	0,482	0,499	0,485	0,858	0,498
PI1	0,519	0,560	0,429	0,482	0,495	0,406	0,836
PI2	0,546	0,541	0,491	0,499	0,545	0,486	0,909
PI3	0,543	0,499	0,442	0,428	0,525	0,441	0,892
PI4	0,684	0,501	0,469	0,501	0,500	0,447	0,878
PI5	0,647	0,529	0,486	0,520	0,594	0,505	0,892

Based on Table 2, the *cross-loading* analysis confirms that each indicator loads highest on its corresponding construct compared to others, supporting discriminant validity. For example, indicators APB1–APB3 show stronger loadings on Actual Purchase Behaviour, IA1–IA3 on Information Adoption, IC1–IC5 on Information Credibility, IQ1–IQ7 on Information Quality, IQn1–IQn2 on Information Quantity, IU1–IU4 on Information Usefulness, and PI1–PI5 on Purchase Intention. These results suggest that the measurement items are well-defined and appropriately capture their respective constructs.

Apart from with *cross-loading*, *uji discriminant validity* can also be done by testing the *Fornell-Lacker criterion*.

Table 3 Fornell-Lacker Criterion Tests

Variable	Actual Purchase Behaviour	Information Adoption	Information Credibility	Information Quantity	Information Usefulness	Information quality	Purchase Intention
Actual Purchase Behaviour	0,897						
Information Adoption	0,552	0,897					
Information Credibility	0,487	0,540	0,846				
Information Quantity	0,523	0,623	0,732	0,924			
Information Usefulness	0,499	0,629	0,584	0,564	0,858		
Information quality	0,522	0,567	0,637	0,697	0,576	0,864	
Purchase Intention	0,671	0,596	0,527	0,604	0,520	0,553	0,882

The root AVE Actual Purchase Behaviour of 0.897, higher than the correlation of 0.671 (Actual Purchase Behaviour And Purchase Intention, Akar AVE Information Adoption of 0.897, higher than the correlation of 0.629 (Information Adoption And Information Usefulness, Akar AVE Information Credibility of 0.846 is higher than the correlation of 0.732 (Information Credibility And Information Quantity, Akar AVE Information Quantity of 0.924 is higher than the correlation of 0.732 (Information Credibility And Information Quantity, Akar AVE Information Usefulness of 0.858, higher than the correlation of 0.629, Akar AVE Information quality of 0.864 is higher than the correlation of 0.697 (Information quality And Information Quantity, Akar AVE Purchase Intention of 0.882, higher than the correlation of 0.671 (Information quality And Actual Purchase Behaviour).

To further confirm the results *uji discriminant validity* can also be done with test the *heterotrait-monotrait ratio of correlation (HTMT)*.

Table 4 Testing the Heterotrait-Monotrait Ratio Of Correlation (HTMT)

Variable	<i>Actual Purchase Behaviour</i>	<i>Information Adoption</i>	<i>Information Credibility</i>	<i>Information Quantity</i>	<i>Information Usefulness</i>	<i>Information quality</i>	<i>Purchase Intention</i>
<i>Actual Purchase Behaviour</i>							
<i>Information Adoption</i>	0,627						
<i>Information Credibility</i>	0,539	0,599					
<i>Information Quantity</i>	0,606	0,722	0,843				
<i>Information Usefulness</i>	0,568	0,715	0,645	0,653			
<i>Information quality</i>	0,568	0,619	0,684	0,781	0,627		
<i>Purchase Intention</i>	0,737	0,660	0,572	0,681	0,574	0,585	

From the table above, it can be observed that the HTMT values between the pairs of latent variables fall within an acceptable range, indicating that each construct is sufficiently distinct from the others. This suggests that the indicators used to measure one construct do not overlap significantly with the indicators used to measure other constructs, thereby supporting the uniqueness of each latent variable. As a result, it can be concluded that the model possesses good discriminant validity, meaning that the constructs in the model are conceptually and statistically different from one another. This strengthens the overall validity of the research model and confirms that the relationships between variables are not influenced by redundancy or conceptual overlap.

c. Reliability Test

Construct reliability is assessed through composite reliability and is further validated using *Cronbach's alpha*. A construct is deemed reliable when the *composite reliability* score exceeds 0.70 and the *Cronbach's alpha* value is above 0.60. Below are the results of the reliability tests for each variable in the study using both composite reliability and *Cronbach's alpha* methods.

Table 5. Reliability Tests

Variable	Cronbach's alpha	Composite reliability (rho_a)	Conclusion
<i>Information quality</i>	0,951	0,953	Reliable
<i>Information Quantity</i>	0,830	0,854	Reliable
<i>Information Credibility</i>	0,901	0,910	Reliable
<i>Information Adoption</i>	0,879	0,881	Reliable
<i>Information Usefulness</i>	0,881	0,882	Reliable
<i>Purchase Intention</i>	0,928	0,930	Reliable
<i>Actual Purchase Behaviour</i>	0,879	0,882	Reliable

This indicates that the items used to measure all variables consistently reflect their respective constructs. Overall, the measurement model demonstrates strong internal consistency across all variables.

Structural Model Testing (Inner Model)

Structural model testing is a process used in SEM to evaluate the relationships between latent variables, or constructs, as hypothesized in a research model. This testing helps researchers determine whether the proposed theoretical model fits the actual data and whether the hypothesized influences among variables hold true. A well-tested structural model provides empirical support for theoretical assumptions, guiding conclusions about causal relationships and the overall validity of the proposed conceptual framework.

a. Uji R-Square

The R-squared (R^2) is a statistical measure used in structural model testing to indicate the proportion of variance.

Table 6 R-Square Test Results

Dependent Variable	R-square	Category
<i>Information Usefulness</i>	0,420	Moderate
<i>Information Adoption</i>	0,396	Moderate
<i>Purchase Intention</i>	0,356	Moderate
<i>Actual Purchase Behaviour</i>	0,450	Moderate

The R-square test results indicate that all dependent variables fall within the moderate category, suggesting that the independent variables moderately explain the variation. This implies that while the model provides a reasonable level of explanatory power, there is still room for improvement in capturing other potential influencing factors.

b. Prediction relevance (Stone-Geisser's Q^2)

R-Square is a measure used in PLS-SEM to predict the observed data of *endogenous* constructs.

Table 7 Q^2 predictive relevance tests⁴

Dependent variable	Q^2	Conclusion
<i>Actual Purchase Behaviour</i>	0,355	Has Predictive relevance
<i>Information Adoption</i>	0,316	Has Predictive relevance
<i>Information Usefulness</i>	0,304	Has Predictive relevance
<i>Purchase Intention</i>	0,276	Has Predictive relevance

Mark *predictive relevance* Q^2 for the dependent variable that the structural model has acceptable predictive accuracy and is capable of reliably forecasting the endogenous variables within the model.

c. Effect size (f^2)

To determine the impact of a variable if it is excluded from the model, it can be seen from the results of the f test². Testing *Effect size* (f^2) can be seen in the following table:

Table 8 Effect Size Test Results (f^2)

Interaction	f-square	Category
<i>Information quality -> Information Usefulness</i>	0,066	Small
<i>Information Quantity -> Information Usefulness</i>	0,015	Small
<i>Information Credibility -> Information Usefulness</i>	0,063	Small
<i>Information Usefulness -> Information Adoption</i>	0,655	Big
<i>Information Adoption -> Purchase Intention</i>	0,552	Big
<i>Purchase Intention -> Actual Purchase Behaviour</i>	0,819	Big

Mark *Effect size* (f^2) shows how big the impact or influence of a variable is in a structural model. The greater it is mark *Effect size* (f^2) indicates that this variable has a quite important role and has its a high influence on the endogenous variable.

Table 8 showed that the impact of each variable has a value *Effect size* (f^2) < 0.15 and falls into the small category. Meanwhile, the influence of variables few variables has a value *Effect size* (f^2) is greater than 0.35 and falls into the large category.

Hypothesis Testing

Once the measurement model and structural model have been evaluated, next is to conduct hypothesis testing to address the research questions. Below is a summary of the statistical test results used for hypothesis evaluation.

Table 9 Statistical Test Results

No	Hypothesis	Path	T statistics	P values	Conclusion Ha
1	<i>Information quality -> Information Usefulness</i>	0,284	3,065	0,001	Accepted
2	<i>Information Quantity -> Information Usefulness</i>	0,154	1,701	0,045	Accepted
3	<i>Information Credibility -> Information Usefulness</i>	0,291	3,690	0,000	Accepted
4	<i>Information Usefulness -> Information Adoption</i>	0,629	11,349	0,000	Accepted
5	<i>Information Adoption -> Purchase Intention</i>	0,596	9,593	0,000	Accepted
6	<i>Purchase Intention -> Actual Purchase Behaviour</i>	0,671	17,124	0,000	Accepted

Influence Information quality to Information Usefulness

The first hypothesis tested was the effect of *Information quality* to *Information Usefulness*. The hypothesis proposed is as follows:

- H0 : *Information Quality* about Uniqlo on TikTok does not have a positive and significant effect on *Information Usefulness*
- H1 : *Information Quality* about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness*

Results showed that when the information about Uniqlo shared on TikTok is clear, accurate, relevant, and easy to understand, users tend to perceive it as more useful. In this case, the statistical analysis supports the conclusion that better quality information leads to greater usefulness for the audience. The hypothesis testing results also indicate that there is a meaningful relationship between these two variables, where improvements in the quality of information are likely to enhance users' ability to understand and benefit from the content. On the other hand, if the information quality is poor such as being misleading, incomplete, or irrelevant users may find it less helpful or even ignore it. Therefore, ensuring high-quality information in social media content is essential for increasing its usefulness and value in the eyes of the audience.

Influence Information Quantity to Information Usefulness

The second hypothesis tested is the influence of *Information Quantity* to *Information Usefulness*. The hypothesis proposed is as follows:

- H0 : *Information Quantity* about Uniqlo on TikTok does not have a positive and significant effect on *Information Usefulness*
- H2 : *Information Quantity* about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness*

This indicates that the amount of information about Uniqlo shared on TikTok contributes to how useful the audience perceives that information to be. When users are provided with sufficient details such as product features, availability, pricing, and reviews they are more likely to find the content helpful for making informed decisions. The results support the conclusion that the more comprehensive the information presented, the more valuable it becomes to the audience. Therefore, ensuring an adequate quantity of information in social media content can enhance its usefulness and increase its impact on viewers. Getting better *Information Quantity* for *Information Usefulness* will increase, otherwise if *Information Quantity* the lower it is then *Information Usefulness* will experience a decline.

Influence Information Credibility to Information Usefulness

The third hypothesis tested is the effect of *Information Credibility* to *Information Usefulness*.

The hypothesis proposed is as follows:

- H0 : *Information Credibility* about Uniqlo on TikTok does not have a positive and significant effect on *Information Usefulness*
- H3 : *Information Credibility* about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness*

The results of the hypothesis testing confirm that a higher level of credibility enhances the perceived value of the information shared. Users tend to rely more on content they believe to be accurate and honest, which in turn increases their confidence in using that information for decision-making. This indicates that it is getting better *Information Credibility* for *Information Usefulness* will increase, otherwise if *Information Credibility* the lower it is then *Information Usefulness* will experience a decline.

Influence Information Usefulness to Information Adoption

The fourth hypothesis tested is the effect of *Information Usefulness* to *Information Adoption*. The hypothesis proposed is as follows:

- H0 : *Information Usefulness* about Uniqlo on TikTok does not have a positive and significant effect on *Information Adoption*
- H4 : *Information Usefulness* about Uniqlo on TikTok has a positive and significant impact on *Information Adoption*

This indicates that when users perceive the information about Uniqlo on TikTok as useful meaning it helps them understand, evaluate, or make decisions they are more likely to adopt or act upon that information. The results of hypothesis testing support the conclusion that useful information encourages users to trust, accept, and apply what they have learned. In the context of marketing, this means that content that provides meaningful, relevant, and practical information can effectively influence consumer behavior. The higher the likelihood that users will adopt it, reinforcing the importance of delivering valuable and actionable content on social media platforms. This indicates that it is getting better *Information Usefulness* for *Information Adoption* will increase, otherwise if *Information Usefulness* the lower it is then *Information Adoption* will experience a decline.

Influence Information Adoption to Purchase Intention

The fifth hypothesis tested was the influence of *Information Adoption* to *Purchase Intention*. The hypothesis proposed is as follows:

- H0 : *Information Adoption* about Uniqlo on TikTok does not have a positive and significant effect on *Purchase Intention*
- H5 : *Information Adoption* about Uniqlo on TikTok has a positive and significant impact on *Purchase Intention*

The results support this conclusion, indicating a strong relationship between how well users internalize the information and their readiness to buy the product. This suggests that effective information adoption plays a crucial role in shaping consumer behavior, particularly in guiding them

from being merely informed to becoming motivated buyers. Therefore, it can be concluded that when users adopt the information presented on TikTok, it significantly increases their intention to purchase Uniqlo products. This indicates that it is getting better *Information Adoption* for *Purchase Intention* will increase, otherwise if *Information Adoption* the lower it is then *Purchase Intention* will experience a decline.

Influence *Purchase Intention* to *Actual Purchase Behaviour*

The sixth hypothesis tested is the influence of *Purchase Intention* to *Actual Purchase Behaviour*. The hypothesis proposed is as follows:

- H0 : *Purchase Intention* does not have a positive and significant effect on *Actual Purchase Behavior* Uniqlo products on TikTok
- H6 : *Purchase Intention* positive and significant effect on *Actual Purchase Behavior* Uniqlo products on TikTok

The results confirm that the stronger the intention to buy, the higher the likelihood that this intention will be translated into real consumer action. This highlights the important role of purchase intention as a key predictor of actual buying behavior. Therefore, it can be concluded that increasing users' purchase intentions through informative and persuasive TikTok content significantly impacts their actual purchasing decisions regarding Uniqlo products. This indicates that it is getting higher *Purchase Intention* for *Actual Purchase Behaviour* will increase, otherwise if *Purchase Intention* the lower it is then *Actual Purchase Behaviour* will experience a decline.

Mediation Test

Table 10 Mediation Test

Indirect Effect	Path	T statistics	P values	Conclusion Ha
Information quality -> Information Usefulness -> Information Adoption -> Purchase Intention -> Actual Purchase Behaviour	0,071	2,564	0,005	Significant
Information Quantity -> Information Usefulness -> Information Adoption -> Purchase Intention -> Actual Purchase Behaviour	0,039	1,486	0,069	Not significant
Information Credibility -> Information Usefulness -> Information Adoption -> Purchase Intention -> Actual Purchase Behaviour	0,073	2,932	0,002	Significant

Based on table 4.23, the results can be described as follows.

1. Influence *Information quality* to *Actual Purchase Behaviour* own *indirect effect* amounting to 0.071 with a statistical t value of 2.564 and a P value of 0.005. Because the statistical t value is $2.564 > t \text{ table } 1.65$ (5% significance level; one tail) with a p value of $0.005 < 0.05$, it is significant. This shows that there is a positive and significant indirect influence from the variable *Information quality* to *Actual Purchase Behaviour* mediated by *Information Adoption*, *Information Usefulness* and *Purchase Intention*.
2. Influence *Information Quantity* to *Actual Purchase Behaviour* own *indirect effect* of 0.039 with a statistical t value of 1.486 and a P value of 0.069. Because the statistical t value is $1.486 < t \text{ table } 1.65$ (5% significance level; one tail) with a p value of $0.069 > 0.05$, it is not significant. This shows that there is no positive and significant indirect influence from the variables *Information Quantity* to *Actual Purchase Behaviour* mediated by *Information Adoption*, *Information Usefulness* And *Purchase Intention*.
3. The results shows that there is a positive and significant indirect influence from the variable *Information Credibility* to *Actual Purchase Behaviour* mediated by *Information Adoption*, *Information Usefulness* and *Purchase Intention*.

b. Discussion

Description of Respondents' Assessment of Each Research Variable

The research results show that consumers value information quality about Uniqlo on TikTok is very good, which is reflected in several important indicators. Consumers feel that the information presented is clear and easy to understand, relevant to their needs, and in accordance with the facts. In addition, detailed and complete information about products, such as materials and features, provides a comprehensive picture, thereby increasing consumer trust and satisfaction. With high quality information, Uniqlo succeeded in attracting consumers' attention and encouraging them to consider this brand in their purchasing decisions.

The research results show that consumers value information quantity tUniqlo's presence on TikTok is very good, which is reflected in several important indicators. Consumers feel that the amount of information available helps them understand the product better and gives them confidence in decision making. With diverse content that includes reviews, styling tips, and explanations of product features, consumers feel more informed and able to evaluate their choices effectively. This abundant availability of information not only increases consumers' understanding of Uniqlo products, but also encourages them to become more interested and interact with the brand, thereby increasing their likelihood of making a purchase.

The research results show that consumers value information credibility about Uniqlo on TikTok is very good. Consumers feel confident in Uniqlo products because the information presented is trustworthy, easy to understand and in accordance with reality. This trust is reinforced by credible sources of information, such as real users and reputable influencers. Additionally, the accuracy and reliability of information regarding product details, such as ingredients and features, increases consumer confidence in the brand. With high information credibility, Uniqlo has succeeded in building consumer trust and loyalty, which in turn can influence their purchasing decisions

Influence Information Quality to Information Usefulness

The statistical evidence supports this relationship, showing that improved *information quality* enhances the users' ability to understand and benefit from the content. On the other hand, if the quality of information is lacking such as being vague, misleading, or incomplete the perceived usefulness decreases accordingly. This emphasizes the importance of presenting well-structured and trustworthy content, especially on like TikTok where users rely on quick, yet impactful, information to guide their perceptions and decisions.

Information Quality positive influence on *Information Usefulness*, especially in the context of social media like TikTok, which is increasingly popular among consumers. In this case, Uniqlo, as a global fashion brand known for its functional and stylish products, uses this platform to convey information about their collections and product innovations. Indicators such as comprehensibility, relevance, clarity and completeness of information increase users' confidence and help them in decision making. When information about Uniqlo products is presented in a way that is easy to understand and meets the needs of the audience, users are more likely to find the information useful.

Detailed information and completeness of Uniqlo product information such as materials, sizes and other specifications are quite accurate. In the competitive world of fashion, where many brands compete to attract consumer attention, conveying clear and structured information about Uniqlo products is a key factor in decision making. The current phenomenon shows that consumers are increasingly relying on social media as their main source of information. With the increasing use of platforms like TikTok, where visual and interactive content is in high demand, it is important for brands like Uniqlo to ensure that the information they convey is of high quality.

Influence Information Quantity to Information Usefulness

The study reveals that *Information Quantity* about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness*. This means that when more information is available, users perceive it as more useful, whereas a lack of information can reduce its usefulness. These findings

are consistent with previous research by Mudaim (2024), which also concluded that *Information Quantity* positively and significantly influences *Information Usefulness*.

The wealth of information available on this platform gives consumers confidence, as they can rely on a variety of content that explains product quality and features. Uniqlo, which is known for its functional and stylish clothing collections, uses TikTok to convey information about various products. With access to a wealth of videos featuring reviews, styling tips, and product explanations, consumers feel more confident in evaluating their choices.

The abundance of information on TikTok also helps consumers understand the quality of Uniqlo products better. With lots of content explaining ingredients, benefits, and how to use products, users can easily compare existing options. This is especially important in the competitive fashion industry, where consumers are often faced with many choices. When information is presented in an engaging and accessible manner, users find the content useful and informative, which in turn increases the usefulness of the information. With so much information available, consumers can find different perspectives and reviews about Uniqlo products, which increases their trust and understanding of the brand. Therefore, it is important for Uniqlo to continue to focus on delivering quality and abundant information in order to meet consumer needs and improve their experience.

Influence Information Credibility to Information Usefulness

The findings indicate that the credibility of information about Uniqlo on TikTok positively and significantly affects how useful the information is perceived to be. In other words, the more credible the information, the greater its usefulness to users. On the other hand, when the credibility is low, the perceived usefulness tends to diminish. This outcome supports the research conducted by Mudaim (2024), which also found that credible information plays a key role in enhancing its usefulness.

The research results show that *information credibility* positive and significant effect on *information usefulness*. Indicators such as confidence in product quality, relevant and trustworthy information show that the credibility of information is very important in building consumer trust. When users feel that the information they receive about Uniqlo is trustworthy and corresponds to reality, they are more likely to feel confident in choosing the product. Information presented on TikTok, such as product reviews from real users or credible influencers, can increase consumer trust in Uniqlo products. When the information is easily accessible and transparent, users feel more comfortable relying on the information in making decisions. Therefore, it is important for Uniqlo to continue to focus on delivering credible and quality information in order to meet consumer needs and improve their experience.

Influence Information Usefulness to Information Adoption

The study shows that *Information Usefulness* about Uniqlo on TikTok has a positive and significant influence on *Information Adoption*. This means that as users perceive the information to be more useful, they are more likely to adopt it. Conversely, if the usefulness of the information decreases, the likelihood of it being adopted also declines. These findings are consistent with research by Mudaim (2024), who also concluded that Information Usefulness has a positive and significant effect on *Information Adoption*.

When users feel that the information they receive about Uniqlo is useful and informative, they are more likely to adopt that information. For example, information explaining product features, as well as tips for mixing and matching clothes, helps consumers choose the right product and increases their trust in this product. In addition, when consumers discover new things about Uniqlo through content on TikTok, they are more open to receiving that information. For example, if they gain insight into how to care for or mix and match Uniqlo products, they will be more likely to apply that knowledge to their daily lives. Recommendations from influencers or other users on TikTok are also very influential, because information presented in an interesting and trustworthy way can influence consumer purchasing decisions.

Influence Information Adoption to Purchase Intention

The research indicates that *Information Adoption* about Uniqlo on TikTok has a positive and significant impact on *Purchase Intention*. This suggests that as users are more willing to adopt the

information they receive, their intention to make a purchase also increases. On the contrary, lower levels of information adoption may lead to a decrease in purchase intention. These findings are in line with the study by Mudaim (2024), which also confirmed that *Information Adoption* significantly and positively influences *Purchase Intention*.

In the current digital era, social media, especially TikTok, has become the main platform for consumers to get information about products. When the information received is considered useful, consumers are more likely to adopt the information and increase their intention to purchase Uniqlo products. Recommendations received from influencers or other users on TikTok also play an important role in forming purchase intentions. When consumers see other people recommending Uniqlo products, they feel more confident in trying the product. Recommendations that come from sources that are considered credible can increase consumer trust in the brand, so that they are more inclined to consider Uniqlo when they need fashion products.

Influence *Purchase Intention* to Actual Purchase Behaviour

The findings demonstrate that *Purchase Intention* has a positive and significant effect on *Actual Purchase Behavior* of Uniqlo products on TikTok. This means that as users' intention to purchase increases, their likelihood of actually making a purchase also rises. Conversely, when purchase intention is low, actual buying behavior tends to decrease. These results are consistent with the research by Fitriani and Winda (2023), which also confirmed that *Purchase Intention* significantly and positively influences *Actual Purchase Behavior*.

The research results show that consideration for purchasing, motivation from reviews on social media, and the ability to make a purchase are important factors in this process. Positive reviews from users on platforms like TikTok play a significant role in increasing consumer confidence and encouraging them to try Uniqlo products. In the current context, social media has become an effective tool for influencing purchasing decisions. By utilizing this platform, Uniqlo can continue to build a positive image and increase interaction with consumers. This shows that the combination of strong purchase intent, support from user reviews, and opportunity to purchase are key factors that drive purchase behavior at Uniqlo, which can ultimately increase sales and consumer loyalty.

CONCLUSION

Based on the research results, it shows that the respondents' assessment of *Information Quality* has a total score of 13478 or 84.2% of the ideal score of 16000 so it is in the very good category. Meanwhile, respondents' assessments of *Information Quantity* has a total score of 3349 or 83.7% of the ideal score of 4000 so it is in the good category. And the respondents' assessment of *Information Credibility* has a total score of 8402 or 84.0% of the ideal score of 10000 so it is in the good category.

Information Quality about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness* with value *coefficient path* of 0.284. Which indicates that it is getting better *Information Quality* for *Information Usefulness* will increase, otherwise if *Information Quality* the lower it is then *Information Usefulness* will experience a decline.

Information Quantity about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness* with value *coefficient path* of 0.154. Which indicates that it is getting better *Information Quantity* for *Information Usefulness* will increase, otherwise if *Information Quantity* the lower it is then *Information Usefulness* will experience a decline. The results of this research are in line with the research conducted Mudaim, S. (2024) which States that *Information Quantity*, has a positive and significant influence on *information usefulness*.

Information Credibility about Uniqlo on TikTok has a positive and significant impact on *Information Usefulness* with a value *coefficient path* of 0.291. Which indicates that it is getting better. *Information Credibility* for *Information Usefulness* will increase; otherwise, if *Information Credibility* the lower it is then *Information Usefulness* will experience a decline.

Information Usefulness about Uniqlo on TikTok has a positive and significant impact on *Information Adoption* with value *coefficient path* of 0.629. Which indicates that it is getting better.

Information Usefulness for *Information Adoption* will increase; otherwise, if *Information Usefulness* the lower it is then *Information Adoption* will experience a decline.

Information Adoption about Uniqlo on TikTok has a positive and significant impact on *Purchase Intention* with a value *coefficient path* of 0.596. Which indicates that it is getting better. *Information Adoption* for *Purchase Intention* will increase; otherwise, if *Information Adoption* the lower it is then *Purchase Intention* will experience a decline.

Purchase Intention positive and significant effect on *Actual Purchase Behavior* Uniqlo products on TikTok with value *coefficient path* of 0.671. Which indicates that it is getting higher *Purchase Intention* for *Actual Purchase Behaviour* will increase, otherwise if *Purchase Intention* the lower it is then *Actual Purchase Behaviour* will experience a decline.

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