



## The Influence of TikTok EWOM on Purchase Intentions for The Originote Skincare Products

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### ABSTRACT

The aim of this research is to examine the impact of electronic word-of-mouth (eWOM) on TikTok regarding consumer purchase intentions for The Originote skincare products. The research targeted TikTok users interested in The Originote skincare products, with the total population being unknown. Utilizing the Cochran formula, the study sampled 273 respondents through purposive sampling to complete the questionnaire. The raw data were processed and analyzed utilizing SPSS version 23. The results reveal that The purchase intention for The Originote skincare products is significantly influenced by the quality of eWOM on TikTok. Similarly, the credibility of electronic word-of-mouth influences purchase intention, and The volume of electronic word-of-mouth on TikTok also exerts a significant influence on consumers' purchase intentions. Furthermore, the quality, credibility, and quantity of electronic word of mouth on the TikTok application collectively exerts a simultaneous influence on the purchase intention for The Originote skincare products. Given the rapid expansion of Indonesia's skincare industry and the growing importance of social media platforms such as TikTok, understanding how eWOM quality, credibility and quantity influence purchase intentions for The Originote skincare products, is critical.

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### INTRODUCTION

Social media platforms have emerged as the primary arena for the impact of electronic word-of-mouth on purchase intentions. User-generated brand content and customer reviews are frequently disseminated across these platforms, playing a pivotal role in shaping consumer behavior and decisions. The extensive dissemination of opinions and experiences highlights the critical role that social media plays in the contemporary marketing landscape. This pervasive exchange of user-generated content emphasizes how integral social platforms have become in influencing consumer behavior and shaping purchasing decisions, especially TikTok. Brands can be promoted easily by satisfied customers without the need for direct promotional efforts. Engagement, sharing, and comments on social media play an important role in shaping purchase intentions (Albayrak & Ceylan, 2021). It is also supported by the findings from Iskanto & Rahmalia, (2023), which state that when a product meets a consumer's needs, it fosters a sense of connection, resulting in increased purchase intentions. As outlined by Khasanah et al. (2020), the swift expansion of social media platforms has transformed their function from mere sites

of social engagement to substantial hubs of commercial activity and influence. The study by Indrawati et al., (2023) highlights the importance of understanding consumers' attitudes towards eWOM to understand their purchasing behavior. It is imperative to closely monitor shifts in consumer attitudes towards products triggered by eWOM, as these changes can exert either beneficial or adverse effects on items like The Originote skincare products, particularly TikTok, have become critical for disseminating eWOM and shaping consumer behaviour. However, despite its widespread use and effectiveness, The exact influence of TikTok eWOM on purchase intentions remains uncertain, as prior studies have produced contradictory findings. This highlights the complexity of understanding the relationship between eWOM on TikTok and consumers' intentions to make purchases, underscoring the need for further investigation and nuanced analysis in scholarly research.

The skincare market in Indonesia is predicted to experience significant growth over the next five years (Statista, 2023). The skincare industry in Indonesia is rapidly expanding, creating a lucrative market landscape. Understanding consumer preferences and beauty standards is critical in this context because they heavily influence purchasing behaviour, particularly for skincare products. The utilization of TikTok eWOM is poised to contribute significantly to The Originote's influence in shaping consumer purchase intentions within the context of this rapidly expanding market. This underscores the potential of eWOM on TikTok to enhance The Originote's presence and impact on consumer decision-making processes amidst the rapid growth observed in the market sector. Within this framework, it is imperative for skincare marketers to grasp the pivotal significance of eWOM. Specifically, social media platforms, notably TikTok, emerge as crucial arenas where such understanding becomes paramount, have become the main means for spreading eWOM that influences consumer perceptions and purchase intentions. The great attention to the hashtag The Originote on TikTok shows its great influence in the skincare market, especially in Indonesia. With this data, marketers and The Originote can understand the need to follow eWOM trends and utilize them to influence consumer purchase intentions towards The Originote products.

As articulated by Al-Ja'afreh et al. (2020), electronic word-of-mouth (eWOM) encompasses digital commentary originating from previous and existing customers, delineating both favorable and unfavorable attributes of a product or service. This occurrence has proliferated as a result of the accessibility of online evaluations, which wield substantial sway over consumer conduct. The widespread dissemination of online reviews underscores their profound impact on shaping consumer preferences and decision-making processes, highlighting their pivotal role within the contemporary consumer landscape. Despite brands' skill in disseminating content across multiple platforms, the credibility of such content remains uncertain. Nonetheless, eWOM platforms such as The Originote TikTok Social Media page may have a significant impact on consumer purchasing intention by providing firsthand perspectives. This claim finds validation in the research outcomes of Indrawati et al. (2023), which highlight the importance of individual consumer experiences in shaping the efficacy of eWOM.

The rise of The Originote as a popular skincare brand on TikTok demonstrates the power of TikTok eWOM in raising brand awareness and consumer interest. However, more research is needed to fully understand how TikTok eWOM influences consumer behaviour specifically purchase intentions, as well as to address inconsistencies in the existing literature. According to the study conducted by Mehryar et al. (2020), the findings suggest that both the quality and quantity of eWOM impact purchase intention, while the significance of eWOM credibility in influencing purchase intention appears to be negligible. This research underscores the intricate relationship between different facets of eWOM and consumer purchase behavior, highlighting the nuanced dynamics at play within contemporary marketing contexts. Drawing from these insights, scholars intend to employ this conceptual framework to examine The Originote product as the primary subject of their research investigation. The primary aim of this study is to comprehensively investigate and analyze how the quality, quantity, and credibility of eWOM influence purchase intentions towards The Originote products. Researchers also want to test whether eWOM credibility negatively impacts purchase intention as revealed in a previous study conducted by Mehryar et al. (2020), especially when the research focuses on The Originote. This step is expected to help in predicting consumers' desires to buy in the future and maintain the stability of purchasing intentions for The Originote products through the influence of eWOM which has an important impact.



This research exclusively concentrates on purchase intention as the dependent variable due to its pivotal role as a significant indicator of consumer behaviour that directly influences marketing strategies and business outcomes, particularly in Indonesia's rapidly expanding skincare market. According to Mehیار et al, (2020), Marketers constantly attempt to detect consumers' purchasing intentions given its paramount importance in comprehending consumers' cognitive processes, emotional responses, and decision-making among diverse alternatives. Purchase intention is an important predictor of actual purchasing behaviour. Sharma et al. (2022) define it as a person's deliberate decision to exert initiative towards acquiring a product. It is supported by Sohn & Kim's (2020) study, that marketing researchers are primarily concerned with planned behaviour since many business decisions are based on consumer behaviour predictions. This is particularly important for brands like The Originote to understand and influence consumer decisions. According to the study by Indrawati et al., (2023), one of the primary effects of eWOM is increased purchase intention, which can lead to higher sales. It is also supported by the study from Iskanto & Rahmalia, (2023), Potential buyers often depend on product reviews as a means to assess the level of popularity of a product and reinforce their intentions to make a purchase. Given the importance of TikTok eWOM in shaping consumer perceptions and actions, analysing purchase intention provides actionable insights that can help The Originote, the skincare industry and marketers. Furthermore, theoretical frameworks by Mehیار et al, (2020) and existing literature, such as those by Mehیار et al., (2020), Albayrak & Ceylan (2021) and Indrawati et al. (2023), emphasise the importance of purchase intention in the context of eWOM, emphasising its practical application. According to Mehیار et al. (2020) In light of the substantial evolution witnessed in electronic word of mouth (eWOM) over the past decade, marketers are compelled to deepen their comprehension and acknowledgment of how eWOM might impact their prospective consumers, buyers or clientele. As a result, this study's focus on purchase intention aims to provide clear, targeted insights that can assist The Originote and similar brands in effectively leveraging eWOM on platforms such as TikTok to improve their market performance. This approach also keeps the research manageable and precise, avoiding the potential dilution of findings caused by including multiple dependent variables. This study aims to examine how TikTok electronic word-of-mouth (eWOM) quality, credibility, and quantity affect consumers' intentions to purchase The Originote skincare products. With the rapid growth of Indonesia's skincare industry, furthermore, given the escalating significance of social media platforms like TikTok, understanding how eWOM influences consumer behaviour, especially purchase intentions is critical. Despite mixed results from previous research, this study aims to provide clarity by investigating the specific impact of eWOM factors on consumer purchase intentions for The Originote skincare products. By focusing on eWOM quality, credibility, and quantity, the study hopes to fill a knowledge gap and provide valuable insights for skincare brands such as The Originote in leveraging TikTok as an effective marketing tool.

## LITERATURE REVIEW

### Electronic Word of Mouth

Electronic Word of Mouth (eWOM) encompasses a dynamic and iterative process characterized by the continuous exchange and dissemination of information pertaining to a product, service, brand, or company. This exchange of information is available to various individuals and organizations via the Internet (Ismagilova et al., 2020). According to the studies by Sulthana & Vasantha, (2019), they stated that electronic word-of-mouth (eWOM) refers to the spread of product and service information among individuals who interact with one another in the digital realm of social networking platforms. It is aligned with the studies by Verma & Yadav (2021), that says eWOM communication refers to online customer comments about a product or company. According to the study by Iskanto & Rahmalia, (2023), User-generated content on social media or websites, such as customer reviews, is a key example of e-WOM. It was also stated by Al-Ja'afreh et al., (2020) that all efforts made by previous, prospective or existing customers to display positive or negative features of a product/service online are referred to as eWOM. This study focuses on the eWOM dimension (quality, credibility, and quantity).

According to Mehryar et al. (2020), the persuasive power of reviews or comments within an informational message determines eWOM quality. eWOM message quality is determined by factors such as volume, accuracy, emotional content, and assessment (Rani et al., 2022). Previous research by Rani and Shivaprasad (2021) discovered that the quality or caliber of eWOM communication messages often emerges as a pivotal determinant in shaping the influence wielded by eWOM within consumer decision-making processes. Satisfaction occurs when the quality meets or exceeds the consumer's expectations, desires, and needs (Eliza, et Al., 2023) As a result, eWOM with high-quality reviews is thought to be more effective at influencing purchasing decisions. Indrawati et al. (2023) also stated that the quality of the contents in eWOM is known as information quality.

The persuasive strength of reviews and comments included in an informational message can be used to define eWOM quality (Mehryar et al, 2020). According to Siddiqui et al. (2021), information from electronic Word-of-Mouth (eWOM) is considered credible when recipients see its benefits and have no reason to doubt it. Hung et al. (2023) discovered that consumers trust reviews if they are generally consistent, such as when multiple customers complain about the same issue. This viewpoint is supported by Indrawati et al. (2023), who claim that the credibility of information is the most important factor in the persuasion process.

Outlined by the study from Ismagilova et al. (2020), when consumers actively seek eWOM, a heightened volume of eWOM messages serves to amplify the visibility and dissemination of the information being sought after. Information quantity refers to the total number of eWOM reviews, comments, likes, and ratings (Song et al., 2021). The volume of eWOM serves as a proxy for the level of popularity attributed to a given product or service. Hung et al. (2023) further elucidate that the notion of review quantity extends beyond merely the numerical count of reviews, encompassing a comprehensive evaluation of both the abundance of reviews and their coherence and consistency. Consumers' commitment is based on positive impressions or satisfaction with a product that meets their expectations and desires (Sudarto, 2022). The study from Indrawati et al. (2023) supports these findings, claiming that more frequent or numerous reviews enable consumers to more accurately assess the quality of a brand or product than fewer reviews.

## **Purchase Intention**

Purchase intention refers to an individual's expected or intended actions in the future, indicating the likelihood that their beliefs and attitudes will be translated into behaviour (Sohn & Kim, 2020). According to the findings of Sharma et al. (2022), as outlined in their research, the concept of purchase intention denotes the deliberate and cognizant inclination of an individual towards actively intending to procure a particular product. This statement is also supported by Li & Peng, (2021), who said that consumers' intention to consciously plan or try to buy brand products is called purchase intention. It is also supported by the findings from Iskanto & Rahmalia, (2023), which state that when a product meets a consumer's needs, it fosters a sense of connection, resulting in increased purchase intentions.

## **HYPOTHESIS**

This research adopts the research model proposed by (Mehryar et al., 2020) with the title "The Impact of Electronic Word of Mouth On Consumer Purchasing Intention." The following conceptual framework expands on the research previously discussed:

High-quality eWOM reviews are thought to have a greater impact on purchasing intention. Rani and Shivaprasad (2021) discovered that the quality of eWOM communication messages is frequently a determining factor in their effectiveness. When evaluating product or service reviews from strangers, online users typically use semantic cues to determine the credibility of the source (Pozharliev et al., 2022). According to Indrawati et al. (2023), customer sentiment, whether positive or negative, has a significant impact on the willingness or desire to buy a product online.

H1: TikTok eWOM quality has a significant influence on The purchase intention of The Originote Skincare Product.

The importance of eWOM credibility in influencing consumer behaviour, particularly in online shopping, is paramount. According to Zhu et al. (2020), positive and high-quality online reviews improve their persuasive power, increasing the likelihood of triggering purchase intentions. Similarly,



Indrawati et al. (2023) emphasised that the credibility of information is an important factor in the persuasive process.

H2: The Influence of eWOM credibility on TikTok significantly influences the purchase intention for The Originote skincare products.

The volume of Electronic Word of Mouth (eWOM) is an indicator of a product or service's popularity (Ismagilova et al., 2020). Indrawati et al. (2023) also support this, stating that having more reviews allows consumers to better assess the quality of a brand or product than having fewer reviews. The amount of information available influences customers' intentions to purchase products and services, and negative comments on product review sites are more trusted than positive ones (Mehyar et al., 2020). Furthermore, Hung et al. (2023) discovered that people have a natural tendency to trust and follow normative opinions; when the majority of reviewers hold the same views, consumers are more likely to listen to and accept those opinions.

H3: The Influence of TikTok eWOM quantity has a significant influence on the purchase intention for The Originote skincare products.

Roli et al. (2020) found that Electronic word-of-mouth quality has a significant impact on purchase intention, with information credibility being the most important factor in the persuasion process. Chakraborty (2019) supports this by demonstrating that the credibility of eWOM has a significant impact on consumers' intentions. Leong et al. (2022) discovered that the growing number of consumers sharing their opinions on social media increases the impact of eWOM quantity on purchasing intentions. Mehyar et al. (2020) discovered that online retail platforms allow customers to provide feedback on products or services, which frequently influences purchase intention. Amarullah et al. (2022) emphasise that consumers must consistently evaluate the quality of eWOM before making purchases.

H4: The quality, credibility, and quantity of eWOM on TikTok simultaneously influence the purchase intention of The Originote skincare products.

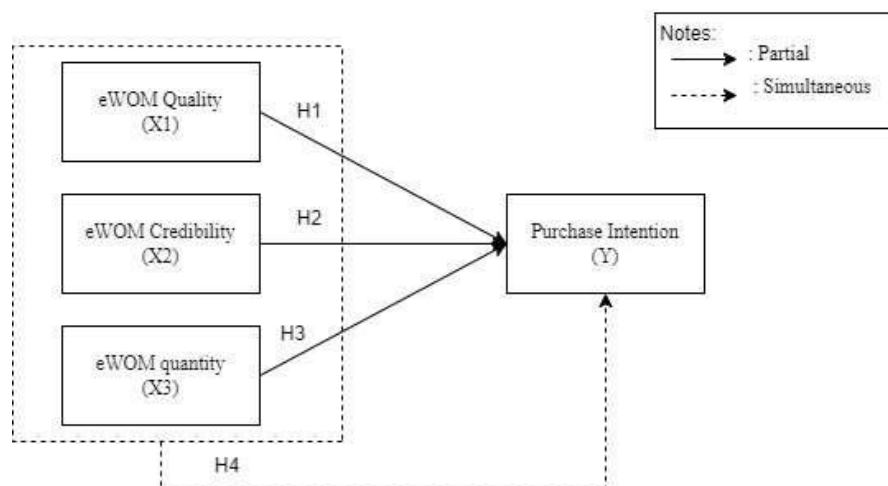


Figure 1. Conceptual Framework of the Study

## METHOD

This study adopts a quantitative research methodology characterized by a causal approach, which aims to discern and elucidate causal relationships between the independent and dependent variables. The demographic of population consists of potential consumers interested in The Originote skincare brand, with the total population being unknown. Using the Cochran formula, the sample size for this study is calculated to be 273. Nonprobability and purposive sampling methods are used. The study employs a

survey methodology, with questionnaires distributed online to participants who meet the sample criteria. SPSS and descriptive analysis are used to analyse the data, which includes validity, reliability, classic assumption test, multiple regression analysis, hypothesis testing, and determination analysis (R square).

## RESULT

The questionnaire devised for this research endeavor is tailored to solicit responses from a specific demographic segment comprising individuals who actively engage with TikTok and exhibit an interest in The Originote skincare products. The comprehensive description outlining the characteristics of the participants is delineated below in Table 1:

**Table 1. Respondent's Description**

	Variables	Respondents	Percentage
<b>Gender</b>	Female	240	87.91%
	Male	33	12.09%
<b>Age</b>	12-25 Years	242	88.64%
	26-45 Years	29	10.62%
	46-65 years	2	0.73%
	Other	0	0%
<b>Occupation</b>	Students	199	72.89%
	Private sector employee	40	14.65%
	Government employee	8	2.93%
	Other	26	9.52%

Table 1 above divides respondents' genders into two groups, females and males. Understanding this breakdown is critical for understanding the composition of the respondent pool and gaining insights into potential gender-related trends that may emerge in the study's findings when analysed by gender, the respondents accounted for 240 of the total 273 respondents, or 87.91%. Meanwhile, male participants accounted for 33 out of 273 responses, or 12.09%. As a result, it is clear that female respondents had the greatest impact on this study.

This study divides age groups into four categories: 10-18 years old, 19-59 years old, 60+ years old, and others not specified. This detailed breakdown enables a thorough analysis of how respondents are distributed across various age groups. Among the 273 respondents, 242 (88.64%) were aged 12 to 25, 29 (10.62%) were aged 26 to 45, and 2 (0.73%) were aged 46 to 65. Other age groups received no responses and contributed 0% to the study. Regarding occupations, the respondents were divided into four categories: students, government employees, private-sector employees, and others. Students contributed the most, accounting for 199 out of 273 respondents 72.89% of the total. Following students, 40 private-sector employees took part, accounting for 14.65% of the sample. The "other" category had 26 respondents, or 9.52% of the total. Government employees made the smallest contribution, accounting for only 8 respondents 2.93% of the sample. When analysed by gender, 87.91% of respondents are female. In terms of age, 88.64% of respondents were between the ages of 12 and 25. Regarding occupation, 72.89% of respondents are students. These demographics are ideal for The Originote's target market since they offer affordable skincare products which align with students and individuals aged 12 to 25.

### Validity And Reliability Test

In the opinion of Sekaran & Bougie (2020), validity is an evaluation that assesses the extent to which the instrument created can measure certain concepts that have been planned to be measured. This means that the higher the validity, the more variables are appropriate for use in the research. This study



collected data using an online questionnaire, with each question using a Likert scale as a measuring tool for this study.

**Table 2. Validity and Reliability Test Outcome**

Variable	Item	Corrected Item Total Correlation (CITC)	Cronbach's Alpha
eWOM Quality (X1)	EQ1	0.709	0.937
	EQ2	0.780	
	EQ3	0.786	
	EQ4	0.737	
	EQ5	0.785	
	EQ6	0.780	
	EQ7	0.779	
	EQ8	0.752	
eWOM Credibility (X2)	EC1	0.729	0.908
	EC2	0.778	
	EC3	0.765	
	EC4	0.787	
	EC5	0.768	
eWOM Quantity (X3)	EQn1	0.663	0.714
	EQn2	0.653	
Purchase Intention (Y)	PI1	0.763	0.896
	PI2	0.698	
	PI3	0.740	
	PI4	0.731	
	PI5	0.736	

Table 2 shows that the Pearson correlation exceeds 0.119, demonstrating a connection between eWOM quality, credibility, and quantity with purchase intention as the dependent variable. The validity test confirms the soundness of both the independent and dependent variables, allowing for further examination. Additionally, Table 2 indicates that all Cronbach's Alpha values are above 0.6, signifying the reliability of the variables. This outcome confirms that the questionnaires used are trustworthy and can serve as a benchmark for this research.

The application of multiple regression analysis offers a systematic and rigorous means to quantitatively evaluate both the strength and character of the relationships between independent variables and the dependent variable, through this analytical method, researchers are equipped to objectively discern the extent to which independent variables collectively contribute to the prediction of the dependent variable, the regression coefficients derived from this analysis serve as valuable indicators, shedding light on the comparative significance of each independent variable in influencing the variation observed in the dependent variable (Sekaran & Bougie, 2020).



**Table 3. The Multiple Regression Test Result**

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.476	.642		3.856	.000
	eWOM Quality	.150	.039	.238	3.854	.000
	eWOM Credibility	.509	.057	.516	8.968	.000
	eWOM Quantity	.390	.115	.161	3.390	.001

Results of data processing using SPSS, 2024.

The researcher discovered the result of multiple regression in Table 3 as follows:

$$Y = 2.476 + 0.150X_1 + 0.509X_2 + 0.390X_3$$

Table 3 shows that the constant value (a) was determined to be 2.476, implying that when the independent variables eWOM Quality (X1), eWOM Credibility (X2), and eWOM Quantity (X3) are all assumed to be zero, the dependent variable, Purchase Intention (Y) towards The Originote, equals 2.476. The positive regression coefficients for eWOM Quality, eWOM Credibility, and eWOM Quantity show a directional relationship with purchase intention. The regression coefficient for eWOM Quality (X1) was determined to be 0.150, implying that a one-unit increase in eWOM Quality results in a 0.150 increase in Purchase Intention (Y). Similarly, the positive regression coefficient for eWOM Credibility (X2) was calculated as 0.509, indicating that a one-unit increase in eWOM Credibility corresponds to a 0.509-unit increase in Purchase Intention (Y). Finally, the regression coefficient for eWOM Quantity (X3) was found to be 0.390, implying that for every one-unit increase in eWOM Quantity, Purchase Intention (Y) rises by 0.390 units. The primary objective of hypothesis testing lies in the systematic evaluation of statistical evidence to ascertain whether there exists sufficient support to reject the null hypothesis in favor of an alternative hypothesis (Sekaran & Bougie, 2020). The researcher employed hypothesis testing as a methodological tool to investigate the presence or absence of a correlation between the independent variable (X) and the dependent variable (Y). The primary aim of this research endeavor is to delve into the influence exerted by TikTok electronic Word-of-Mouth (eWOM) attributes, namely eWOM Quality (X1), eWOM Credibility (X2), and eWOM Quantity (X3), on the purchase intention towards The Originote skincare products. The hypothesis test analysis in this study is carried out using the T-test and the F test. The utilization of the t-test facilitates the examination of whether the partial regression model incorporating independent variables exerts a statistically significant impact on the dependent variable (Mardiatmoko, 2020). This means that, in this study, independent variables like eWOM Quality, eWOM Credibility, and eWOM Quantity will be proven if it has a partial influence on the dependent variable, Purchase Intention. If  $t_{count} \leq t_{table}$  and  $p \text{ value} > 0.05$ , In such instances, the null hypothesis (H0) is typically retained, signifying that there is insufficient evidence to reject it, while the alternative hypothesis (H1) is consequently dismissed, indicating that the independent variables (X) or individually do not significantly influence the dependent variable (Y). If  $t_{count} > t_{table}$  and  $p \text{ value} < 0.05$ , In such circumstances, the null hypothesis (H0) is typically dismissed, reflecting the absence of sufficient evidence to support its validity, while concurrently, the alternative hypothesis (H1) is affirmed. This outcome signifies robust support for the alternative hypothesis, suggesting that the independent variables (X) exert either partial or distinct significant effects on the dependent variable (Y).

**Table 4. The outcome of the t-test analysis**

Model		Unstandardized B	Coefficients Std. Error	t	Sig.	Result
1	(Constant)	2.476	.642	3.856	.000	
	eWOM Quality	.150	.039	3.854	.000	Valid
	eWOM Credibility	.509	.057	8.968	.000	Valid
	eWOM Quantity	.390	.115	3.390	.001	Valid

Results of data processing using SPSS, 2024.





Table 4 indicates that the researcher used a distribution table with  $DF = N - K - 1$  ( $273 - 3 - 1 = 269$ ) and an error rate of 0.05 to determine the study's t-table value, which was 1.969. According to Table 4 above, eWOM Quality (X1), eWOM Credibility (X2), and eWOM Quantity (X3) have a total of T table more than 1.969, and the significance value of less than 0.05, hence it can be concluded that the independent variables eWOM Quality (X1), eWOM Credibility (X2), and eWOM Quantity (X3) have a partial effect on the dependent variable, Purchase Intention (Y). In the realm of statistical analysis, the F test assumes a pivotal role as a tool for discerning the collective impact and consequential significance of the amalgamated independent variables upon the dependent variable (Mardiatmoko, 2020). In this study, the researcher must prove if the independent variables, such as eWOM Quality, Credibility, and Quantity, will all have a significant impact on the dependent variable, Purchase Intention.

If  $F_{count} > F_{table}$  or  $sig\ value < 0.05$ , then  $H_0$  (null hypothesis) is rejected while  $H_1$  is accepted, indicating that the independent variables (X) partially or individually have a significant influence on the dependent variable (Y). If  $F_{count} < F_{table}$  or  $sig\ value > 0.05$ , then  $H_0$  (null hypothesis) is accepted while  $H_1$  is rejected, indicating that the independent variables (X) partially or individually do not have a significant influence on the dependent variable (Y).

**Table 5. The outcome of f-test analysis**

Model		Sum of Squares	df	Mean Square	F	Sig.	Result
1	Regression	2952.081	3	984.027	223.494	.000	Valid
	Residual	1184.384	269	4.403			
	Total	4136.465	272				

Results of data processing using SPSS, 2024.

Table 5 shows that the researcher discovered  $223.494 > 3.03$  ( $F_{count} > F_{table}$ ) and the significance value is  $0.000 < 0.05$  ( $sig\ value < 0.05$ ). can be concluded that the independent variables (X) have a simultaneous significant effect on the Purchase Intention (Y) for The Originote skincare products.

R-squared, commonly denoted as  $R^2$ , serves as a statistical metric elucidating the extent to which the variance in the dependent variable is accounted for or elucidated by the variances observed in the independent variables within a given regression model (Sekaran & Bougie, 2020). Within the framework of this research endeavor, a meticulous application of determination analysis has been undertaken to meticulously evaluate the substantive impact and significance of a range of independent variables, namely eWOM Credibility, eWOM Quality, and eWOM Quantity, on their collective contribution toward the dependent variable under scrutiny.

**Table 6 The Analysis of Determination R Square Result**

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.845	0.714	0.710	2.098

Results of data processing using SPSS, 2024.

Table 6 shows an R-squared value of 0.714, it can be interpreted that the independent variables, such as eWOM Quality, eWOM Credibility, and eWOM Quantity on TikTok, collectively influence 71.4% of the dependent variable, purchase intention for The Originote skincare products. The remaining 28.6% of the variability is due to other factors not investigated in this study. Another study, which looked at different independent variables but the same dependent variable, discovered similar results. Shamsudin et al. (2020) discovered that independent variables such as brand association and awareness have a significant positive effect on purchase intention. Similarly, Boon et al. (2020) discovered that

attitudes, previous experiences, and value for money factors exhibits a notable and statistically significant positive influence on the intention to purchase. Furthermore, Putri and Hidayah (2023) indicate that the construct of brand image, when treated as an independent variable, demonstrates a substantial and positive impact on the intention to purchase.

## **DISCUSSION**

Despite being extensively employed within the skincare product industry, the influence exerted by electronic word-of-mouth (eWOM) on consumer behaviour remains a topic requiring further investigation and understanding since it has a mixed result, particularly purchase intentions, has a mixed result, Zahratu and Hurriyati (2020) found that the quality of eWOM has no significant effect on purchase intention. Similarly, Iqbal et al. (2022) discovered that neither the credibility nor the quantity of eWOM had a significant impact on purchase intentions. This assertion contradicts the conclusions drawn by Batjo et al. (2022), who discovered that the quality, credibility, and quantity of eWOM both collectively and individually influence purchase intention.

The study's findings confirm Hypothesis 1 (H1), which states that the quality of eWOM on TikTok has a significant impact on purchase intention for The Originote skincare products. This finding is consistent with the findings of Mehyar et al. (2020), who found that The quality components embedded within eWOM exert a notable and statistically significant impact on the intentions to purchase. Furthermore, This assertion aligns with the conclusions drawn by Zhu et al. (2020) in their research, which show that positive and high-quality online reviews increase their persuasiveness, directly stimulating purchase intentions. This suggests that higher-quality eWOM is linked to increased purchase intention.

The study supports Hypothesis 2 (H2), which states that The level of credibility attributed to electronic eWOM shared on the TikTok platform plays a significant role in shaping consumers' intentions to purchase towards The Originote skincare products. This finding agrees with previous research. Amarullah et al. (2022) discovered that eWOM credibility significantly influences intention to purchase . Similarly, Leong et al. (2022) stated that the credibility of information is critical in consumer decision-making. This suggests that the increased credibility of eWOM leads to higher purchase intent.

The study lends support to Hypothesis 3 (H3), which states that The quantity of eWOM content present on the TikTok platform plays a role in shaping consumers' intentions to make purchases for The Originote skincare products. This finding is consistent with previous research. According to Indrawati et al. (2023), consumers tend to possess enhanced capabilities in assessing the quality of a brand or product in situations where a greater abundance of reviews is available for reference. Additionally, Albayrak and Ceylan (2021) discovered that the quantity of eWOM has a significant impact on purchase intention. This implies that a higher level of eWOM influences purchase intention.

This study supports Hypothesis 4 (H4), which states that the quality, credibility, and quantity of TikTok eWOM simultaneously influence purchase intentions for The Originote skincare products. This discovery aligns with the outcomes of prior studies in the field conducted by Batjo et al. (2022), which found that eWOM quality, credibility, and quantity all influence purchase intention. Thus, it appears that higher levels of eWOM quality, credibility, and quantity correlate with greater influence on intention to purchase.

## **CONCLUSION**

It is apparent that the quality of eWOM on TikTok impacts the purchase intention for The Originote skincare products, as does the credibility of eWOM on TikTok. Moreover, the quantity of eWOM on TikTok also influences the purchase intention for The Originote skincare products. Additionally, the quality, credibility, and quantity of eWOM on TikTok collectively exert simultaneous and partial influences on The Originote skincare products. To increase the efficacy of eWOM marketing on TikTok for The Originote skincare products, a comprehensive approach is required. This includes investing in strategies to improve the quality of eWOM content by creating engaging, informative materials. Furthermore, establishing credibility is critical, which can be accomplished by encouraging open communication, demonstrating genuine user experiences, and responding quickly to consumer inquiries. Furthermore, encouraging and facilitating more eWOM interactions and reviews of The Originote skincare products on TikTok will boost quantity. This could include incentivizing satisfied



customers to share content or launching promotional campaigns to build anticipation for new product launches. Recognising the interdependence of eWOM quality, credibility, and quantity, a combined strategy is required. Implementing initiatives that address these aspects simultaneously will maximise their collective impact on purchase intention, ultimately fostering brand success in the competitive skincare market

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