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Analyzing eWOM Dimensions on TikTok and Its Impact on First-Time Voters in the 2024 Presidential Election: A Confirmatory Factor Analysis

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ABSTRACT

This paper seeks to examine the dimensions of electric word of mouth (eWOM), namely information quality, information quantity, information credibility, information task-fit, needs of information, and attitude towards information in terms of political marketing. The survey was distributed to 30 respondents who are first-time voters in the 2024 presidential election and seek information on TikTok. It can be concluded that electronic word of mouth through TikTok application affects first-time voters' decision in Presidential Election 2024 through some dimensions. Various studies have compared the effectiveness of eWOM communication, but research on eWOM in the context of political marketing remains limited. The rise of technology has introduced new campaign strategies, such as those on TikTok, making it essential to understand how eWOM influences voting decisions, particularly among first-time voters.

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Introduction

In marketing studies, electronic word of mouth (eWOM) is often examined to understand its impact on purchase intentions. According to Kotler et al. (2022), purchase intention leads to a purchase decision, evaluated through the Buyer Decision Process, which includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In political marketing, Reid (1988) suggests that voters undergo a similar decision-making process, known as the Voter Decision Process, comprising problem recognition, search, alternative evaluation, choice (voting decision), and outcome. The similarities between purchase and voting decisions, as outlined by Kotler et al. (2022) and Reid (1988), include the following:

1. Both involve an information search process before deciding whether to buy or vote.
2. Both require strong brand identity (image and branding).

In political marketing, particularly in presidential elections, the candidate represents the product. Voters select candidates based on their perceptions, aligning with their values, competence, and trust.
This similarity highlights the relevance of studying TikTok as a case study to explore the influence of eWOM on voting decisions. For the eWOM dimension, Bataineh (2015), Indrawati et al. (2022), and Harahap et al. (2023) mention that eWOM is influenced by quality, quantity, and credibility. Goyette et al. (2010) add dimensions such as intensity, valence of opinion, and content. Leong et al. (2022) identify additional dimensions, including Information Quality, Information Credibility, Information Task-Fit, Needs of Information, and Attitude towards Information.

This research adopts the dimensions of Quality, Quantity, Credibility, Task-Fit, Needs, and Attitude in eWOM from the literature. The phenomenon observed in the 2024 presidential election, with the significant percentage of Gen Z voters and the widespread use of social media for information sharing, provides an intriguing context for further study.

In the literature, research on political marketing has primarily focused on offline methods (Moslehpour et al., 2024; Borah et al., 2018; McGuire 2018; Jacobson 2015), with few studies addressing the role of social media in this field. When social media is considered, the focus tends to be more on political aspects than marketing strategies (Bélanger 2019; Marozzo & Bessi 2018; Raymond et al., 2022). Studies examining the role of social media in the political landscape of Indonesia are particularly scarce (Susila et al., 2020; Rahman & Prihatini, 2019; Moslehpour et al., 2024). Comparative research from other countries provides valuable insights. For instance, Dadula (2017) found that political marketing on social media significantly influenced voter behavior and intentions among South African youth, leading to increased political participation. Similarly, Cervi et al. (2021) observed that social media boosted political engagement among young people in Spain. In Sri Lanka, Piyathissa & Ratnayake (2019) highlighted social media's power as a political communication tool among youth. Despite various studies comparing the effectiveness of electronic word of mouth (eWOM) communication, research on eWOM within political marketing remains limited (Iyer et al., 2017; Ramadania & Ya'alfiqih, 2020). Most eWOM research focuses on its impact on commercial product purchase intentions, with only a few studies exploring eWOM in political marketing contexts (Fitriani et al., 2021).

Therefore, this research intends to explore the role of electronic word of mouth (eWOM) on social media in influencing voting decisions, specifically focusing on first-time voters. The objectives of this research is to investigate the current use of eWOM in political campaigns on platforms like TikTok to engage and influence young voters through the dimensions of eWOM, namely information quality, information quantity, information credibility, information task-fit, needs of information, and attitude towards information in terms of political marketing.

Literature Review

Electronic Word of Mouth

With the advent of the internet, traditional word-of-mouth (WOM) communication has evolved into electronic WOM (eWOM) within virtual environments. Cheung & Thadani (2012) state that eWOM significantly influences decision-making processes. Information rapidly disseminates across social media platforms, making it easily accessible through eWOM (Setiyaningrum et al., 2015). From a political standpoint, face-to-face communication is no longer feasible for politicians seeking to reach a vast audience and convey messages to millions. Thus, virtual communication, including eWOM, has become crucial and is considered effective in political spheres (İnce & Koçak, 2019). eWOM is a method that can promote a candidate without the need for direct campaigning (Aulia et al., 2020).

Information Quality

Gustavsson and Wänström (2009) define information quality as the ability to meet both explicit and implicit information needs. Stvilia et al. (2007) highlight that information quality is key to decision-making and actions. Information quality is assessed by how well recipients perceive the information to be good, current, appropriate, and useful (Rieh, 2002). High-quality information enhances decision-making accuracy (Machdar, 2016) and can significantly influence the decision-making process (Ball-Rokeach, 1998).

Information Quantity

According to Indrawati et al. (2022), the quantity of information significantly affects its usefulness; more information tends to be more useful. The quantity and credibility of eWOM are pivotal in determining the information's utility (Ngarmwongnoi et al., 2020). A higher quantity of eWOM makes reviews more observable (Cheung & Thadani, 2014). The popularity of a product correlates with the number of reviews it receives (Mariasih & Setiyaningrum, 2021). A customer's decision to purchase a

product depends on the volume of information available (Lee et al., 2008).

Information Credibility

Information credibility is defined as the extent to which individuals perceive information as reliable (McKnight et al., 2007; Li & Suh, 2015). It is a strong predictor of actions taken after receiving information (McKnight & Kacmar, 2015). Li & Suh (2015) identify five key factors determining information credibility, including the credibility of the dissemination medium and the message itself. High information credibility enhances the likelihood of adopting the information (Fan et al., 2013).

Information Task-Fit

Tarkang et al. (2020) suggest that information must meet an individual's needs to positively impact their experience. Information satisfies the Task-Fit category when it meets the person's needs. Leong et al. (2022) note that Information Task-Fit is measured by the informativeness and usefulness of the information in shaping judgments and adoption.

Needs of Information

The Needs of Information dimension serves as a motivator for word-of-mouth relationships (Sundaram et al., 1998). Erkan and Evans (2016) state that those seeking information on social media are more likely to find useful information and adopt it, influencing subsequent decisions.

Attitude towards Information

Research indicates that attitude is a critical factor in an individual's intention to act. According to Erkan and Evans (2016) and Leong et al. (2022), a person's attitude towards information affects its perceived usefulness.

Voting Decision

Voting decision is a novel element in this research, as most eWOM studies in political marketing focus only on voting intention. Ohme et al. (2017) note that all voters experience uncertainty during the voting decision process and require credible, trustworthy information to decide. Kotler et al. (2022) outline a five-stage decision-making process for commercial products and services, which parallels the voter decision-making process in political marketing described by Reid (1988), Peter & Donelly (2013), and McDaniel et al. (2013):

1. The first stage is problem recognition. There is a problem that triggers voters to think about and becomes the first stage of the decision-making process.
2. Next, the voter will search for information about the problem that was previously thought about. The source of the information will help voters to underline their awareness of the issue and influence it.
3. The third stage is alternative evaluation. After considering all the search results from the previous stage, the voter will then evaluate them based on his/her criteria. These criteria can be certain issues and policies, the image of a candidate, current events, the personal situation of the candidate, social image, beliefs, and even the influence of family and other media (Farrag & Shamma, 2013).
4. The fourth stage is choice. The next stage of decision-making is influenced by the previous stages. Even after all three stages have been passed, there will always be influences that come at the end of the election and can affect the choices that have been made before.
5. The fifth stage is outcomes. The final stage that distinguishes political marketing from marketing in general, is that voters must live with the choices that have been made based on the election results (Lock & Harris, 1996), even if they are not in accordance with who was previously chosen.

Method

This study utilized quantitative methods of data collection and analysis. The statistical analysis utilized the Second Order Confirmatory Factor Analysis (CFA) model. By using this model, the research was able to investigate the relationship between the exogenous and endogenous latent variables. The software used in the analysis was Smart PLS Version 3. Primary data was acquired through structured questionnaire (surveys) which required the respondents to answer questions related to 32 indicators and

six indicators of eWOM as seen below. There are 30 respondents in total, predominantly women (85.6%) in undergraduate study (88.1%) and being a TikTok user for 3-4 years (47.1%).

Table 1. Questionnaire Items

Variable	Question items from prev. article	Question items	Code
Information Quality	"I can understand the information of Somethinc on TikTok" (Indrawati et al., 2022)	I can understand the information about the 2024 presidential election candidates on TikTok	IQ1
	"The information of Somethinc on TikTok is relevant to my needs" (Indrawati et al., 2022)	Information about the candidates for the 2024 presidential election on TikTok is relevant to my needs	IQ2
	"I think the information of Somethinc on TikTok is based on facts" (Indrawati et al., 2022)	I think the information of candidates for the 2024 presidential election on TikTok is based on facts	IQ3
	"The information of Somethinc on TikTok explains the product attributes" (Indrawati et al., 2022)	The information about the 2024 presidential election candidates on TikTok explains about their attributes (work program plans, vision & mission, promises)	IQ4
	"I think the information of Somethinc on TikTok is clear" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is clear	IQ5
	"I think the information of Somethinc on TikTok is detailed" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is detail	IQ6
	"I think the information of Somethinc on TikTok is complete" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is complete	IQ7
	"In conclusion, I think the information of Somethinc on TikTok is high in quality" (Indrawati et al., 2022)	In conclusion, I think the information about candidates on TikTok is high in quality	IQ8
Information Quantity	"I can rely on the amount of information of Somethinc on TikTok" (Indrawati et al., 2022)	I can rely on the amount of information about the 2024 presidential election candidates from TikTok	IQn1
	"The amount of information of Somethinc on TikTok can help me understand the product performance" (Indrawati et al., 2022)	The amount of information about the candidates of the 2024 presidential election on TikTok can help me understand their performance	IQn2
Information Credibility	"The information of Somethinc on TikTok is convincing" (Indrawati et al., 2022)	The information about the candidates of the 2024 presidential election on TikTok is convincing	IC1
	"I think the information of Somethinc on TikTok is credible" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is credible	IC2
	"I think the information of Somethinc on TikTok is believable" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is believable	IC3
	"I think the information of Somethinc on TikTok is true" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is true	IC4

	"The information on TikTok about Somethinc is trustworthy" (Indrawati et al., 2022)	The information about the 2024 presidential election candidates on TikTok is trustworthy	IC5
Information Task-Fit	"I believe they are pretty much what I need to buy the bubble milk tea" (Leong et al., 2021)	I believe the information on TikTok is what I need to choose candidates in the 2024 presidential election	ITF1
	"In my opinion, they are adequately meet my information needs" (Leong et al., 2021)	I think the information on TikTok about the 2024 presidential election candidates is what I need	ITF2
Needs of Information	"I like to apply them when I consider consuming a new bubble milk tea flavour" (Leong et al., 2021)	I like to apply them when I choose candidates for the 2024 presidential election	NI1
	"I usually refer them to choose best alternative for me" (Leong et al., 2021)	I usually refer them to choose best alternative for me	NI2
Attitude towards Information	"They are helpful for my decision making when I buy a bubble milk tea" (Leong et al., 2021)	They are helpful for my decision making when I choose the best 2024 presidential election candidate	ATT1
	"They make me confident in purchasing a bubble milk tea" (Leong et al., 2021)	They make me confident in voting a 2024 presidential election candidate	ATT2
Information Usefulness	"I think the information of Somethinc on TikTok is useful" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is useful	IU1
	"I think the information of Somethinc on TikTok is informative" (Indrawati et al., 2022)	I think the information about the 2024 presidential election candidates on TikTok is informative	IU2
	"The information on TikTok about Somethinc is helpful for me to evaluate the product" (Indrawati et al., 2022)	The nformation about the 2024 presidential election candidates on TikTok helps me evaluate the candidates	IU3
	"The information on TikTok about Somethinc is helpful for me to be familiar with the product" (Indrawati et al., 2022)	The information on TikTok about 2024 presidential election is helpful for me to be familiar with the candidates	IU4
Information Adoption			
"I learn something new about Somethinc brand on TikTok" (Indrawati et al., 2022)			
"I accept the information of Somethinc on TikTok" (Indrawati et al., 2022)			
I learn something new about 2024 presidential election candidates on TikTok			
I accept the information of candidates for the 2024 presidential election on TikTok			
IA1			
Voting Decision			
"I accept the recommendation of Somethinc on TikTok" (Indrawati et al., 2022)Problem recognition: "In the political process, something triggers the recognition that there is a problem on which the voter must dwell. By-elections, announcement of or			
I accept the recommendation of candidates for the 2024 presidential election on TikTok			
The candidate's work program plan and vision and mission attract my attention			
IA3			
VD1			
	speculation regarding a general election could act as such triggers." (Reid, 1988)		
	Search: "The voter will search among certain information sources which are	I want to know more about the candidate's work program plan and vision and	VD2

available" (Reid, 1988)	mission	
Alternative evaluation: "The voter must harness the information he/she has succeeded in accumulating and then weigh it against a set of evaluative criteria" (Reid, 1988)	I am most interested in voting for this candidate compared to other candidates	VD3
Choice: "Even after a decision process has been followed, last-minute influences may still affect the choice which has been made" (Reid, 1988)	I will vote for the 2024 presidential election candidate without hesitation	VD4

Results and Discussion

Below is the path diagram of the Confirmatory Factor Analysis (CFA) at two levels, along with the parameter of result estimation, which describes connections between indicators and the dimensions of eWOM (electronic word of mouth). These dimensions include information quality, quantity, credibility, task-fit, needs for information, and attitude towards information. The diagram aims to show the connections between the 32 indicators and the six dimensions of eWOM. An indicator is deemed valid if its loading score exceeds 0.5; if it is below 0.5, the indicator will be excluded as it cannot be incorporated into the construct it represents (Abdillah & Hartono, 2015; Amalia, 2019).

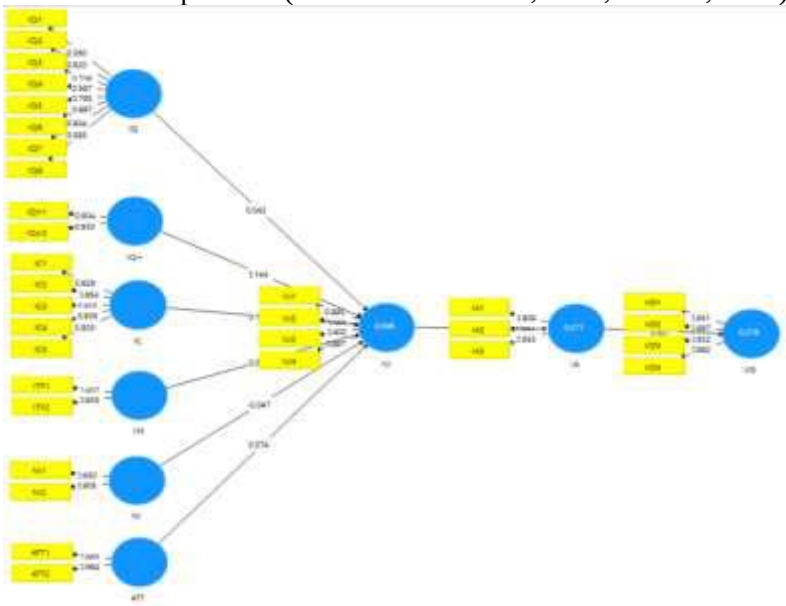

Figure 1. Path diagram results of estimation parameter

As shown in Figure 1, there are four indicators with a loading factor score less than 0.5, namely IQ1, IQ2, IQ4, and IQ8. Thus, these indicators are invalid for the first-order CFA and must be removed from the analysis. At the second-order CFA, all items have a loading factor score above 0.5, indicating that all the dimensions of eWOM (information quality, quantity, credibility, task-fit, needs for information, and attitude towards information) are valid. Therefore, the observation variables are able to measure the constructs well. The reliability and validity of the measurement model are tested through the outer model from the latent variables and the indicators. The conclusion is that all latent variables exhibit good reliability as measuring instruments, and the average variance extracted (AVE) scores are above the rule of thumb of 0.5. Thus, it can be concluded that the indicators of each construct are consistent in measuring the construct.

The next step is to evaluate the relationship between the dimensions by assessing the inner model using the R-squared and Q-squared (predictive relevance) values. A variable with an R-squared above 0.75 is

considered strong, 0.5-0.74 is moderate, and 0.25-0.49 is weak (Hair et al., 2011). The R-squared scores for each variable are as follows: information adoption (0.556), information usefulness (0.616), and voting decision (0.252). The Q-squared scores for each variable are: information adoption (0.322), information usefulness (0.479), and voting decision (0.212). The R-squared results were obtained through Bootstrapping in Smart PLS 3, and the Q-squared results were obtained through Blindfolding.

In summary, the CFA analysis demonstrates that most indicators are valid and reliable, and the dimensions of eWOM are well-measured. The inner model evaluation provides insight into the strength of the relationships between dimensions, supporting the overall robustness of the analysis.

Table 2 below presents the loading factor scores for the dimension of eWOM, specifically information quality. The indicator making the highest contribution to information quality is item IQ6, with a score of 0.942, while the lowest contribution comes from IQ3, with a score of 0.798. The average variance extracted (AVE) score is 0.783, indicating that all applied indicators collectively explain 78% of the information quality dimension.

Table 2. Standardized Loading Factor Score on Information Quality Dimension

Dimension	Item	Indicators	Score
Information quality	IQ3	I think the information of candidates for the 2024 presidential election on TikTok is based on facts	0.798
	IQ5	I think the information about the 2024 presidential election candidates on TikTok is clear	0.902
	IQ6	I think the information about the 2024 presidential election candidates on TikTok is detail	0.942
	IQ7	I think the information about the 2024 presidential election candidates on	0.890

Source. SMART PLS 3

TikTok is complete

Table 3 below presents the loading factor scores for the dimension of eWOM, specifically information quantity. The indicator making the highest contribution to information quantity is item

IQn2, with a score of 0.930, while the lowest contribution comes from IQn2, with a score of 0.904. The average variance extracted (AVE) score is 0.841, indicating that all applied indicators collectively explain 84% of the information quantity dimension.

Table 3. Standardized Loading Factor Score on Information Quantity Dimension

Dimension	Item	Indicators	Score
Information quantity			
IQn1	I can rely on the amount of information about the 2024 presidential election candidates from TikTok		
IQn2	The amount of information about the candidates of the 2024 presidential election on TikTok can help me understand their performance		
0.930			
0.904			

Source. SMART PLS 3

Table 4 below presents the loading factor scores for the dimension of eWOM, specifically information credibility. The indicator making the highest contribution to information credibility is item

IC4, with a score of 0.939, while the lowest contribution comes from IC1, with a score of 0.828. The average variance extracted (AVE) score is 0.806, indicating that all applied indicators collectively explain 80% of the information credibility dimension.

Table 4. Standardized Loading Factor Score on Information Credibility Dimension

Dimension	Item	Indicators	Score
Information credibility	IC1	The information about the candidates of the 2024 presidential election on TikTok is convincing	0.828
	IC2	I think the information about the 2024 presidential election candidates on TikTok is credible	0.854
	IC3	I think the information about the 2024 presidential election candidates on TikTok is believable	0.935
	IC4	I think the information about the 2024 presidential election candidates on TikTok is true	0.939
	IC5	The information about the 2024 presidential election candidates on TikTok is trustworthy	0.925

Source. SMART PLS 3

Table 5 below presents the loading factor scores for the dimension of eWOM, specifically information task-fit. The indicator making the highest contribution to information task-fit is item ITF1, with a score of 0.957, while the lowest contribution comes from ITF2, with a score of 0.935. The average variance extracted (AVE) score is 0.895, indicating that all applied indicators collectively explain 89% of the information task-fit dimension.

Table 5. Standardized Loading Factor Score on Information Task-Fit Dimension

Dimension	Item	Indicators	Score
Information task-fit			
	ITF1	I believe the information on TikTok is what I need to choose candidates in the 2024 presidential election	0.957
	ITF2	I think the information on TikTok about the 2024 presidential election candidates is what I need	0.935

Source. SMART PLS 3

Table 6 below presents the loading factor scores for the dimension of eWOM, specifically needs of information. The indicator making the highest contribution to needs of information is item NI1, with a score of 0.950, while the lowest contribution comes from NI2, with a score of 0.905. The average variance extracted (AVE) score is 0.860, indicating that all applied indicators collectively explain 86% of the needs of information dimension.

Table 6. Standardized Loading Factor Score on Needs of Information Dimension

Dimension	Item	Indicators	Score
Needs of information			
	NI1	I like to apply them when I choose candidates for the 2024 presidential election	0.950
	NI2	I usually refer them to choose best alternative for me	0.905

Source. SMART PLS 3

Table 7 below presents the loading factor scores for the dimension of eWOM, specifically attention towards information. The indicator making the highest contribution to attention towards information is item ATT1, with a score of 0.965, while the lowest contribution comes from ATT2, with a score of 0.964. The average variance extracted (AVE) score is 0.931, indicating that all applied indicators collectively explain 93% of the attention towards information dimension.

Table 7. Standardized Loading Factor Score on Attention towards Information Dimension

Dimension	Item	Indicators	Score
Attention towards			
ATT1	They are helpful for my decision making when I choose the best 2024 presidential election candidate		
0.965			
information	ATT2	They make me confident in voting a 2024 presidential lection candidate	0.964

Source. SMART PLS 3

The result of the loading factor from each indicator indicates that the factors of eWOM along with its indicators and contributions are able to develop the first-time voters' decision, as seen in Table 8.

Table 8. Factors of eWOM Indicators and Contributions

Construct	Highest Indicators	Lowest Indicators
Information quality	IQ6 (I think the information about the 2024 presidential election candidates on TikTok is detail) contributes 0.942 to the dimension of information quality	IQ6 (I think the information of candidates for the 2024 presidential election on TikTok is based on facts) contributes 0.798 to the dimension of information quality
Information quantity	IQn1 (I can rely on the amount of information about the 2024 presidential election candidates from TikTok) contributes 0.930 to the dimension of information quantity	IQn2 (The amount of information about the candidates of the 2024 presidential election on TikTok can help me understand their performance) contributes 0.904 to the dimension of information quantity
Information credibility	IC3 (The information about the candidates of the 2024 presidential election on TikTok is convincing) contributes 0.939 to the dimension of information credibility	IC1 (The information about the candidates of the 2024 presidential election on TikTok is convincing) contributes 0.828 to the dimension of information credibility
Information task-fit	ITF1 (I believe the information on TikTok is what I need to choose candidates in the 2024 presidential election) contributes 0.957 to the dimension of information task-fit	ITF2 (I think the information on TikTok about the 2024 presidential election candidates is what I need) contributes 0.935 to the dimension of information task-fit
Needs of information	NI1 (I like to apply them when I choose candidates for the 2024 presidential election) contributes 0.950 to the dimension of needs of information	NI2 (I usually refer them to choose best alternative for me) contributes 0.905 to the dimension of needs of information
Attention towards information	ATT1 (They are helpful for my decision making when I choose the best 2024 presidential election candidate) contributes 0.965 to the dimension of attitude towards information	ATT2 (They make me confident in voting a 2024 presidential election candidate) contributes 0.964 to the dimension of attitude towards information

Conclusions and Recommendations

In this study, to evaluate how indicators within the dimensions of eWOM contribute to first-time voters' decision is being conducted using the Confirmatory Factor Analysis (CFA) using SMART PLS version 3. The result shows that six out of six dimensions can measure eWOM in political marketing impact towards first-time voters' decision making. This research can be used to provide guiding reference for formulating policies related to eWOM in TikTok and even other social media platforms using its six dimensions for further political marketing actions. In summary, the CFA analysis demonstrates that most indicators are valid and reliable, and the dimensions of eWOM are well-measured. The inner model evaluation provides insight into the strength of the relationships between dimensions, supporting the overall robustness of the analysis.

Research Limitations

This research only includes six major dimensions of eWOM, namely information quality, information quantity, information credibility, information task-fit, needs of information and attention towards information. Future research can use different dimensions, such as intensity, valence of opinion, and content as proven by Goyette et al. (2010).

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