

ABSTRAK

Tiffany Kimberley (01011200040)

ANALISIS PENGARUH EWOM MELALUI APLIKASI TIKTOK DAN PENGARUHNYA TERHADAP NIAT BELI PRODUK SKINTIFIC

Penelitian ini bertujuan untuk menganalisis pengaruh positif dan negatif pada variabel *information quality*, *information quantity*, *information credibility*, *information usefulness*, dan *information adoption* terhadap *purchase intention* pada produk Skintific. Peneliti menggunakan SmartPLS3 sebagai pengukuran *outer model* dan *inner model*. Penelitian *outer model* yang mencakup pengujian pada *outer loading*, *composite reliability*, *construct validity*, dan *discriminant validity*. Sedangkan pada penelitian *inner model* mencakup pengujian pada uji multikolinearitas (VIF), *R-Square*, dan *Q-Square*. Penelitian ini menggunakan 50 responden untuk *pretest* dan 227 responden untuk *actual test* dengan kriteria merupakan mahasiswa/I UPH dan menggunakan aplikasi TikTok. Hasil penelitian ini menyatakan bahwa: (1) terdapat pengaruh positif dan signifikan antara *information quality* terhadap *information usefulness*, (2) terdapat pengaruh positif dan signifikan antara *information quantity* terhadap *information usefulness*, (3) terdapat pengaruh positif dan signifikan antara *information credibility* terhadap *information usefulness*, (4) terdapat pengaruh positif dan signifikan antara *information usefulness* terhadap *information adoption*, (5) terdapat pengaruh positif dan signifikan antara *information adoption* terhadap *purchase intention*. Penelitian ini hanya berfokus kepada *purchase intention* pada produk Skintific melalui aplikasi TikTok, sehingga harus dilakukan penelitian lebih lanjut untuk melihat *purchase behaviour* konsumen terhadap produk dan platform lainnya.

Kata kunci: *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase Intention*

ABSTRACT

Tiffany Kimberley (01011200040)

ANALYSIS OF EWOM INFLUENCE THROUGH THE TIKTOK APPLICATION AND ITS INFLUENCE ON INTENTION TO PURCHASE SKINTIFIC PRODUCTS

This research aims to analyze the positive and negative influence of the variables information quality, information quantity, information credibility, information usefulness, and information adoption on purchase intention for Skintific products. Researchers use SmartPLS3 as a measurement of the outer model and inner model. Outer model research which includes testing on outer loading, composite reliability, construct validity, and discriminant validity. Meanwhile, the inner model research includes testing the multicollinearity test (VIF), R-Square, and Q-Square. This research used 50 respondents for the pretest and 227 respondents for the actual test with the criteria being UPH students and using the TikTok application. The results of this research state that: (1) there is a positive and significant influence between information quality on information usefulness, (2) there is a positive and significant influence between information quantity on information usefulness, (3) there is a positive and significant influence between information credibility on information usefulness, (4) there is a positive and significant influence between information usefulness on information adoption, (5) there is a positive and significant influence between information adoption on purchase intention. This research only focuses on purchase intention for Skintific products through the TikTok application, so further research must be carried out to look at consumer purchase behavior towards other products and platforms.

Keywords: *Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption, Purchase Intention*