Quantitative Economics and Management Studies (QEMS) *ISSN: 2722-6247 (online)*
Vol. 4 No. 4 (2023)
https://doi.org/10.35877/454RI.qems1770

The Effect of E-wom on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products)

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Abstract

The growing public use of social media presents businesses with marketing opportunities. Businesses can use social media activities or e-WOM, as it is more commonly known to increase their promotional network. This study aimed to determine the effect of Electronic Word of Mouth (e-WOM) on purchase intention for Skintific products. This study employed the information adoption model, which was widely used in earlier e-WOM studies, to analyze the effect of e-WOM. The research method used in this study is quantitative. The population in this study comprised Skintific product customers or people who knew the Skintific brand. We asked 202 people to fill out a survey on Google Forms that followed specific rules. We used a tool called Smart PLS to analyze the data, called PLS-SEM. We discovered that when people learn about something, they are more likely to want to buy it.

Keywords: Skintific, e-WOM, Information adoption model, Purchase intention, Electronic word-of-mouth.

Received: 26 May 2023 Revised: 24 July 2023 Accepted: 11 August 2023

1. Introduction

In today's digital era, there are many conveniences that people may access to facilitate their daily activities, An example of this is utilizing various social networking platforms. Convenience is a sentiment experienced by nearly all segments of society, encompassing the student population. Not only making life easier, especially for Generation Z students, social media is also an important part of their lives because they are the first generation who have been exposed to technology from an early (Firamadhina & Krisnani, 2020).

For women students, one way to show their best is to beautify themselves using beauty products (Girindra, Weliangan, & Pardede, 2019). In Indonesia, there are many choices available related to beauty products, ranging from local to international brands. This is a consideration for women students to buy beauty products that suit their wishes. With so many choices of beauty brands, of course, women students will look for information about the products. Seeing that social media is a very important part of their lives, they can find information about beauty products from social media.

Pieces of information on social media can be obtained through electronic Word-of-Mouth (eWOM). EWOM is a form of communication created by word of mouth online regarding information from a particular product (Residona, 2019). The eWOM platform that is most often used is social media because it contains discussions between consumers, endorsement of certain profiles or products, a display of preferences to their networks, likes & comments, content with brands, and others (Erkan & Evans, 2016). (Lee & Choeh, 2020) explained that consumers also present their thoughts regarding a product through eWOM where they can encourage others through their opinions. It is a frequent occurrence for contented consumers to express favorable feedback regarding a particular product, thereby disseminating information concerning the advantages of their procurement experience to other potential purchasers.. The number of people who do reviews or ratings also has a positive impact on the reputation of the product and affects the engagement of the product.

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One example of eWOM is when consumers write reviews of a product on social media (Santoso & Susilowati, 2021). It can be on their social media or in the comments section of the brand's social media. This method can shape the perception of female students regarding the beauty brand because it has been proven that today's consumers prefer to review opinions from other consumers before making a decision (Residona, 2019). Female students engage in this behaviour as a consumer inclination towards purchasing a product or engaging in actions associated with potential buying (Pandjaitan, 2018)

Measurement of purchase intention is the best step to predict purchases because an increase in purchase intention increases the likelihood of purchase (Ariyani & Irawanto, 2014). External factors have an impact on an individual's inclination to purchase or utilize a particular product or service. Buyers' perceptions of a product related to price, quality, appearance, and benefits, can increase one's purchase intention. Several things can be used to measure purchase intention according to (Iswara & Jatra, 2017), namely (1) consideration of product purchase, (2) interest in trying, (3) desire to buy the product, and (4) desire to use the product.

Beauty products are indispensable for humans, both men and women. These beauty products are used repeatedly every day, so it is necessary to have safe requirements to use (Tranggono & Latifah, 2007). Based on data from the Badan Pusat Statistik (BPS) in (CNBC Indonesia, 2022), the cosmetics industry which includes the pharmaceutical, chemical, and traditional medicine industry sectors experienced growth reaching 9.61% in 2021. In addition, BPOM RI noted that the cosmetics industry experienced an increase in the number of companies by up to 20.6%. A total of 819 cosmetic industries increased to 913 industries from 2021 to July 2022. The existence of this number proves that Indonesia is a potential market for beauty industry entrepreneurs both from abroad and domestically.

Skintific is one of the Canadian brands that managed to rank first in the list of top-rank best-selling facial moisturizers by reaching a sales volume of 20.6%. Behind its success, it turns out that not long ago, the brand went viral on TikTok. Quoting from the website (BEAUTYNESIA, 2022), Skintific went viral because one of its moisturizers that contains ceramide is now booming on Tiktok. According to (Compas, 2022), the success of this brand from Canada to winning the top rank of facial moisturizers in the period is inseparable from the various marketing strategies they implemented. However, this product from Skintific also has bad reviews. This is one of the impacts that can affect the eWom of Skintific products.

Several studies have demonstrated the strength of negative eWOM relative to positive eWOM for various types of items (Haque, Kabir, Tarofder, Rahman, & Almalmi, 2020) Negative hotel evaluations online have a much greater impact on travelers' intent to book than favorable ones, according to Jimmy (Xie, Miao, Kuo, & Lee, 2011).

2. Literature Review

2.1. Purchase Intention

(Kotler & Keller, 2016) define a purchase intention as a type of consumer behavior that involves the desire to select or acquire a product based on one's use of, experience with, and desire for that product. In addition to purchase intention, repurchase intention on customers is also seen as crucial for a company's performance because it indicates the ability of the company to keep clients (Widodo & Utami, 2021).

2.2. Electronic Word of Mouth

Electronic Word-of-Mouth (eWOM) according to (Kotler & Keller, 2016) is defined as a form of marketing that utilizes the internet to create information and news that is conveyed through word of mouth to help a business in marketing activities. Information disseminated through eWOM can encourage consumers to share impressions, reviews, or experiences about a product, service, or brand in the form of video, audio, images, and writing to other people online. The term "eWOM" refers to the exchange of opinions about brands, products, or services among previous, current, and potential customers. These opinions are shared through online platforms and are accessible to everyone (Sulthana & Vasantha, 2019). (Ismagilova, Dwivedi, Slade, & Williams, 2017) provided a definition of eWOM as the continuous and dynamic process of sharing information about a brand, product, company, or service on the internet, which is available to all users. eWOM can take various forms and occur in different contexts, such as blogs, social media, online forums, and review websites. Additionally, eWOM involves the transmission of information that can be influenced by the attitudes and behaviors of the recipients (Erkan & Evans, 2018).

2.3. Information Quality

In today's digital era, people increasingly need the internet to meet their information needs through the media. The quality of the information people find online, which is quickly spreading throughout society in the digital age, is one thing that rationally influences their purchase decisions (Munadie & Widodo, 2019). The original information adoption model study by (Sussman & Siegal, 2003) found that informational influence can occur through both central and peripheral channels. Information quality is the main factor impacting how valuable customers view information in their decision-making. Consumers will be better able to judge the efficacy and caliber of a brand or product if the information is more reliable. The most important factor in assessing whether a piece of information is valuable is its information quality (Filieri, 2015) Information quality has a positive and considerable impact on how helpful a piece of information is, according to a prior study by (Yones & Muthaiyah, 2022)

H1: The Information Quality of Skintific on social media positively and significantly influences Information Usefulness.

2.4. Information Quantity

According to (Filieri, 2015), The concept of information quantity pertains to how frequently or how many times customers are exposed to information, eWOM (electronic word-of-mouth), or reviews. Consumers are better able to assess the quality of a brand or product when there are more reviews or more frequent reviews than when there are fewer reviews or less frequent reviews. Information used to support the notion put forth by (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020) that more information is beneficial for lowering perceived risk will be connected to the quantity of information in this study. The impact of electronic word-of-mouth (eWOM) has been explored in various research studies, including a notable contribution by (Ngarmwongnoi et al., 2020). Researchers have frequently utilized the concept of information quantity to examine its effects which demonstrates that information quantity has been supported and influences the utility of information. Another research done before by (Yones & Muthaiyah, 2022) also revealed that information quantity has a positive and significant impact on how useful a piece of information is.

H2: The Information Quantity of Skintific on social media Enhancing Information Usefulness through Positive and Substantial Factors.

2.5. Information Credibility

The initial stage in the persuasion process, where information may be viewed as persuasive, is information credibility. The credibility of the information can be used to gauge how convincing something is (Erkan & Evans, 2018). According to (Filieri, 2015), the ability to persuade clients that certain information may be believed depends on the credibility or correctness of the information. Information credibility is a side path by which informational influence might spread. The credibility of the source can be used as a quick assessment to judge the usefulness of a communication (Sussman & Siegal, 2003). According to some theories, the first element in the persuasive process is the credibility of the information. A previous study by (Yones & Muthaiyah, 2022) has also revealed that information credibility has a positive and significant impact on how useful a piece of information is.

H3: The Information Credibility of Skintific on social media positively and significantly influences Information Usefulness.

2.6. Information Usefulness

(Yones & Muthaiyah, 2022) added variables to IAM which was adopted from the study of (Sussman & Siegal, 2003). When consumers do better, information is seen as valuable. When information is regarded as beneficial, it increases the likelihood that a customer will utilize it because they are more inclined to use information that is appropriate for their requirements and goals (Sardar et al., 2021). Additionally, (Filieri, 2015) explained that the main element influencing adoption behavior is information usefulness (expressed as information diagnostics). A previous study by (Yones & Muthaiyah, 2022) has also revealed that information quantity has a positive and significant relationship between information adoption and information usefulness.

H4: The Information Usefulness of Skintific on social media positively and significantly influences Information Adoption.

2.7. Information Adoption

(Sussman & Siegal, 2003) The Information Adoption Model (IAM) is a conceptual framework that aims to clarify the influence of computer-mediated interactions on an individual's actions and intentions by integrating novel information into their cognitive processes.The Information Acceptance Model (IAM) is formulated through the amalgamation of the Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM). The Technology Acceptance Model (TAM) is employed as a means of exploring the manner in which individuals' acceptance of information systems and technology impacts their intention to utilize the same. On the other hand, the Elaboration Likelihood Model (ELM) is directed towards scrutinizing the social influence of information on attitude, as a metric for determining the effectiveness of communication. As per a formulated hypothesis, it has been inferred that consumers who embrace electronic word of mouth (eWOM) information exhibit greater propensities towards their purchase intentions. presented by (Erkan & Evans, 2016) that was later supported. It was also found in a prior study by (Yones & Muthaiyah, 2022) that information adoption positively and significantly affects purchasing intention.

H5: The Information Adoption of Skintific on social media positively and significantly influences Purchase Intention.

The current study model was created by drawing on the findings of previous investigations as well as hypothetically generated propositions.

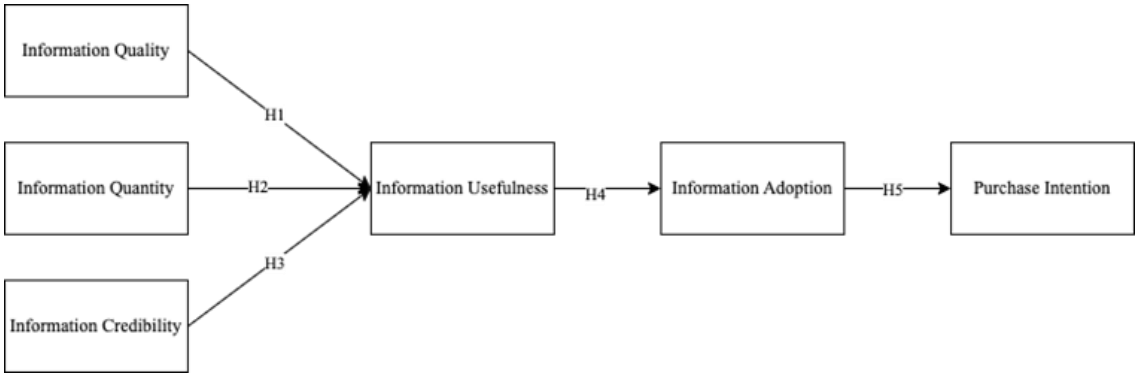

Figure 1. Theoretical Framework

Source: (Indrawati et al., 2022)

3. Research Method and Materials

3.1. Research Object and Analytic Unit

The research methodology employed within this investigation involves the utilization of a non-probability based sampling technique. Non-probability sampling is a sampling approach in which individuals of the population either do not have an equal possibility of being chosen as a sample or it is unknown if they do have an equal chance (Indrawati, 2015). While the research population is social media users in Indonesia who know or have seen content about Skintific products, it means that the population is unknown.

Based on (Hair et al., 2021), in this study, the author used a Pmin of 0.11-0.2 and a significance level of 0.5. Therefore, the minimum number of samples in this study is 155 (Table 1). This study used a survey method, which involved handing out questionnaires to gather primary data. The core data for this study were gathered by exchanging questionnaires created by using Google Forms. To target respondents more effectively, the questionnaire was distributed using social media announcements on all the author's social media sites.

3.2. Analysis Techniques and Model Testing

The present investigation employed a quantitative analysis approach, which occurred subsequent to data collection from study participants. According to (Sugiono, 2019), in quantitative research, data analysis techniques are directed at answering problem formulations or testing hypotheses that have been formulated in proposals. Data analysis in quantitative research is also an activity after all respondent data is collected.

Table 1. Minimum sample sizes

Pmin	Significance Level		
	1%	5%	10%
0.05-0.1	1004	619	451
0.11-0.2	251	155	113
0.21-0.3	112	69	51
0.31-0.4	63	39	29
0.41-0.5	41	25	19

This study utilized the smartPLS SEM (Partial Least Square - Structural Equation Modeling) software to analyze statistical data. PLS can both perform analyses in a single test and explain the link between the variables. PLS is used to aid in theory confirmation and to clarify whether there is a relationship between latent variables. (Ghozali, 2016) asserts that the PLS approach can represent latent variables (which are not immediately measurable) and is assessed using indicators. The following table shows the indicators used for each variable:

Table 2. Indicator of Variable

No	Variable	Statement	Indicator
1	Information Quality	I am able to comprehend the information provided by Skintific on Social Media.	IQ1
		The information of Skintific on Social Media is relevant to my needs	IQ1
		I believe that the information shared by Skintific on Social Media is rooted in factual evidence.	IQ3
		The information shared by Skintific on Social Media is presented in a clear and understandable manner.	IQ4
		The data presented by Skintific via Social Media is comprehensive and illustrative.	IQ5
		The information of Skintific on Social Media is complete	IQ6
		In summary, I believe that the information presented by Skintific on Social Media is of excellent quality.	IQ7
2	Information Quantity	I can place my trust in the abundance of information provided by Skintific on Social Media.	IQn1
		The volume of information available from Skintific on Social Media can assist me in comprehending the performance of the product.	IQn2

3	Information Credibility	The information shared by Skintific on social media appears to be trustworthy.	IC1
		In my opinion, the information shared by Skintific on Social Media carries credibility.	IC2
		From my perspective, the information presented by Skintific on Social Media appears to be trustworthy.	IC3
		I believe the information shared by Skintific on Social Media is accurate.	IC4
		The information circulating on Social Media regarding Skintific is reliable and dependable.	IC5
4	Information Usefulness	I find the information provided by Skintific on Social Media to be valuable.	IU1
		I believe that the information shared by Skintific on Social Media is enlightening and educational.	IU2
		The information available on Social Media about Skintific is advantageous in enabling me to assess the product effectively.	IU3
		The information shared on Social Media about Skintific is beneficial in acquainting myself with the product.	IU4
5	Information Adoption	I acquire fresh knowledge about the Skintific brand through Social Media.	IA1
		I acknowledge and accept the information provided by Skintific on Social Media.	IA2
		I am open to accepting the recommendations put forth by Skintific on Social Media.	IA3
6	Purchase Intention	Skintific has become a brand that I am considering for future purchases.	PI1
		When I require skincare products in the future, there is a high probability that I will consider buying from Skintific.	PI2
		When I have a skincare need in the future, it is probable that I will opt for Skintific as my choice.	PI3
		The probability of me purchasing the Skintific product is very high.	PI4
		I intend to give the Skintific product a try.	PI5

The Partial Least Squares Structural Equation Modeling (PLS-SEM) comprises two distinct sub-models, as described by (Ghozali & Latan, 2015), namely the Measurement Model (Outer Model Testing) and the Structural Model (Inner Model Testing).

In order to assess the validity of the study, the Average Variance Extracted (AVE) measure was employed. The AVE, or Average Variance Extracted, is a metric employed to assess the convergence of items measuring a particular variable. The techniques of Component Analysis (CA) and Coefficient Alpha (CR) are frequently employed in assessing reliability. (Indrawati, 2015).

To measure the inner model, this study used Q-square, R-square, and path coefficient (Imam, 2014). By evaluating the parameters' significance and the strength of the relationships between the relevant variables, hypotheses were evaluated in this study. Path coefficient, p-value, and t-value are three important pieces of data that are included in each parameter estimation in smartPLS.

4. Results and Discussion

4.1. Validity and Reliability Testing

Outer models are used to assess the validity and reliability of the model (Ghozali & Latan, 2015). The concept of validity involves the degree of alignment between the data pertaining to the subject of inquiry and the information presented by the researcher. To test the validity, this study used the AVE. The validity test is only valid if each variable has an AVE value larger than 0.5. If the AVE value is more than 0.5, the indicators for a variable can already be unified and can represent the variable (Adriana & Widodo, 2019).

Common techniques to assess reliability include Cronbach's Alpha (CA) and Composite Reliability (CR). The minimum CA and CR value is 0.70, which is regarded as having rather high reliability (Indrawati, 2015).

Table 3. Results of the Validity and Reliability Tests

Variable	Indicator	Loading Factor	AVE	Cronbach Alfa	Composite Reliability	Result of Test
Information Quality	IQ1	0,859	0,788	0,955	0,963	Valid and Reliable
	IQ2	0,862				Valid and Reliable
	IQ3	0,872				Valid and Reliable
	IQ4	0,897				Valid and Reliable
	IQ5	0,904				Valid and Reliable
	QI6	0,912				Valid and Reliable
	IQ7	0,908				Valid and Reliable
Information Quantity	IQn1	0,949	0,903	0,892	0,949	Valid and Reliable
	IQn2	0,951				Valid and Reliable
Information Credibility	IC1	0,903	0,847	0,955	0,965	Valid and Reliable
	IC2	0,912				Valid and Reliable
	IC3	0,932				Valid and Reliable
	IC4	0,927				Valid and Reliable
	IC5	0,927				Valid and Reliable
Information Usefulness	IU1	0,909	0,829	0,931	0,951	Valid and Reliable
	IU2	0,910				Valid and Reliable
	IU3	0,896				Valid and Reliable
	IU4	0,928				Valid and Reliable
Information Adoption	IA1	0,899	0,83	0,897	0,936	Valid and Reliable
	IA2	0,928				Valid and Reliable
	IA3	0,905				Valid and Reliable

Purchase Intention	PI1	0,937	0,873	0,963	0,972	Valid and Reliable
	PI2	0,942				Valid and Reliable
	PI3	0,937				Valid and Reliable
	PI4	0,933				Valid and Reliable
	PI5	0,922				Valid and Reliable

From Table 3, it is known that all items or indicators for each variable show convergent validity because the loading factors value exceeds 0.5, which is the limit. Another indicator used to assess convergent validity is the Average Variance Extracted (AVE). AVE on social media influencer variables has valid results because the value is >0.5. This means that the variance of each indicator can be explained by each construct. It can be concluded that the measurement model used for this study has met the criteria for convergent validity.

For the reliability test, Cronbach's alpha and composite reliability values are >0.7. This means that all indicators are consistent in measuring each construct in the purchase intention variable.

The Discriminant Validity value was then calculated using the Fornell-Larcker Criterion analysis. By contrasting the root value of the AVE (Fornell-Larcker Criterion) with the correlation value of latent variables, the Fornell-Larcker Criterion determines whether an idea is legitimate (Hair et al., 2011). It is necessary for the latent variable correlation to exceed the AVE root value.

Table 4. Result of the Fornell-Larcker Criterion Test

	IA	IC	IQ	IQn	IU	PI
IA	0,911					
IC	0,807	0,92				
IQ	0,874	0,917	0,888			
IQn	0,822	0,848	0,872	0,95		
IU	0,903	0,884	0,919	0,883	0,911	
PI	0,804	0,867	0,87	0,806	0,852	0,934

From Table 3, it can be seen that the correlation between a latent variable and its latent variable is larger than the correlation with other latent variables in terms of the square root of AVE. It is concluded that all the latent variables have discriminant validity.

4.2. Hypothesis Testing

The inner model is a model that shows the causal relationship between latent variables to predict the relationship between variables (Imam, 2014). The inner model intends to describe the relationship between variables through the entity's theoretical basis. The test is run using the dependent variable, R-square. Q-square acts as predictive relevance to determine the significance of the structural path parameter coefficients.

Hypothesis testing using the inner model, getting the T-value and path coefficient parameters as shown in the attached figure. Figure 2a shows the results of the t value in both the outer model and the inner model. Figure 2b shows the path coefficient.

According to (Indrawati, 2015), the path coefficients and t-values of the model can be used to observe hypothesis testing. If the path coefficient is significant, the results are consistent with the hypothesis. P-values can also be thought of as a determinant in hypothesis testing. (Joseph Hair Jr et al., 2017) explained the p-value is the chance of rejecting a true null hypothesis incorrectly. If the p-values are <0.05, the null hypothesis can be rejected. The following is a table for hypotheses testing results.

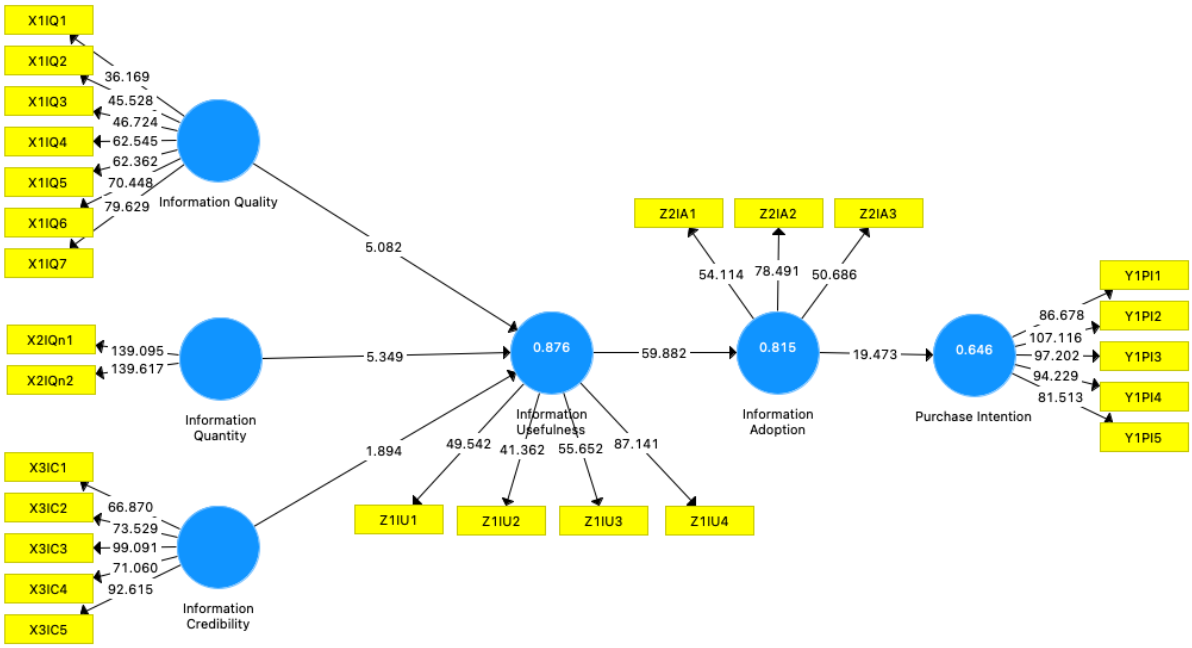

Figure 2a. T-Value Test Results

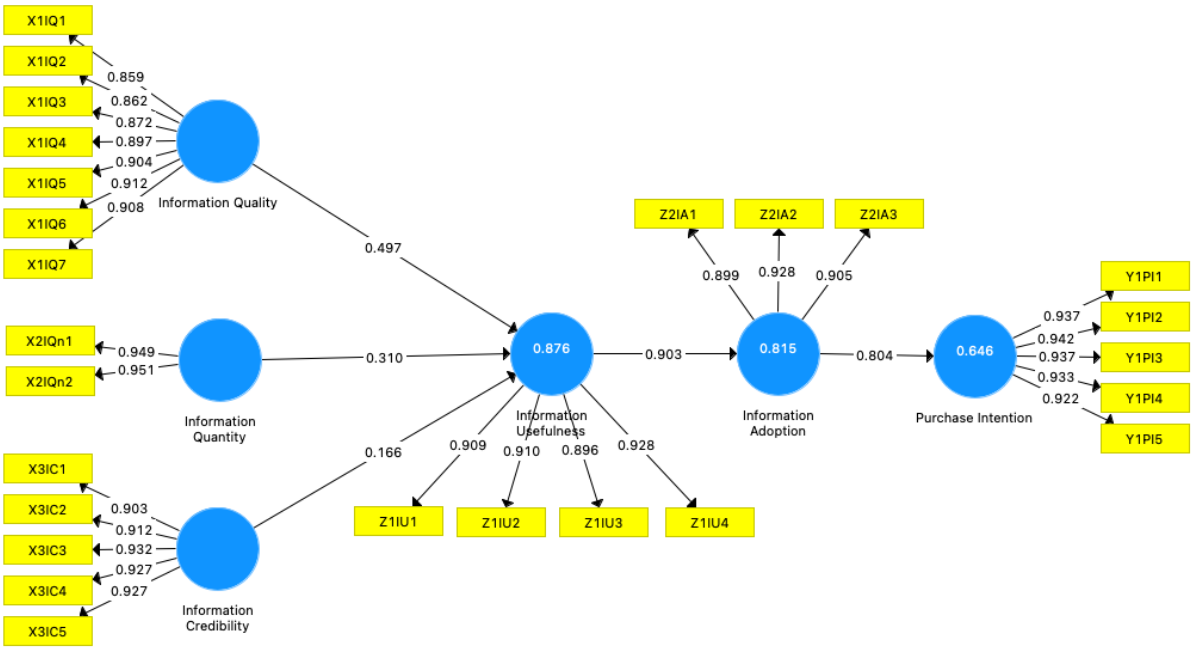

Figure 2b. Path coefficient

The t-value must be greater than 1.65 because the one-tailed test's significance level is 5% for this study. As can be seen from Table 7, all of the path coefficients are significant because the t-values are higher than 1.65. The null hypothesis can be rejected if the path is significant. The p-values also show that they are higher than 0.05, indicating that the null hypothesis is not accepted. As a result, it may be stated as follows.

1) H1: This research reveals that the coefficient for the p-value of Information Quality's effect on Information Usefulness is smaller than 0.05, and the t-statistics is greater than 1.65, measuring 5.003. This indicates that Information Quality has a considerable and beneficial impact on Information Usefulness, thus confirming the acceptance of H1. An indication of how strongly Information Quality affects Information Usefulness can be

seen in the path coefficient value of 0.497. This figure can be interpreted that if Information Quality changes by one unit, Information Usefulness will change by 0.497 units in the same direction. For example, if Information Quality changes 10% positively / increases, Information Usefulness will increase by 4.97%.

2) H2: The findings of this study indicate that there exists a statistically significant relationship between the quantity of information and its usefulness, as evidenced by a p-value coefficient of 0 which is less than the commonly accepted threshold of 0.05. Furthermore, the t-statistics value of 5.189 is greater than the critical value of 1.65, further supporting the assertion of statistical significance. The findings suggest that the magnitude of information available exhibits a noteworthy and favorable influence on the efficacy of information, thereby validating the acceptance of hypothesis H2. The extent of the impact exerted by the quantity of information on its usefulness is denoted by the path coefficient metric of 0.31. This figure can be interpreted that if Information Quantity changes by one unit, Information Usefulness will change by 0.31 units in the same direction. For example, if Information Quantity changes 10% positively / increases, Information Usefulness will increase by 3.1%.

Table 5. Hypothesis Testing

Hypothesis Number	Causalities	P-Value	T-Value	Path Coefficient	Result
H1	Information Quality -> Information Usefulness	0,000	5,003	0,497	H1 Accepted
H2	Information Quantity -> Information Usefulness	0,000	5,189	0,31	H2 Accepted
H3	Information Credibility -> Information Usefulness	0,028	1,919	0,166	H3 Accepted
H4	Information Usefulness -> Information Adoption	0,000	56,842	0,903	H4 Accepted
H5	Information Adoption -> Purchase Intention	0,000	20,848	0,804	H5 Accepted

3) H3: The study reveals that Information Credibility significantly and positively affects Information Usefulness, as indicated by a p-value coefficient of 0.028 < 0.05 and t-statistics of 1.919 > 1.65. This suggests that H3 is accepted. The strength of this influence is demonstrated by a path coefficient value of 0.166. This means that a one-unit change in Information Credibility leads to a corresponding change of 0.166 units in the same direction in Information Usefulness. For instance, if Information Credibility increases by 10%, Information Usefulness will also increase by 1.66%.

4) H4: This study reveals that Information Usefulness has a significant and positive effect on Information Adoption, as indicated by a p-value coefficient of 0, which is less than 0.05, and t-statistics of 56.842, which is greater than 1.65. Therefore, H4 is accepted. The strength of the influence of Information Usefulness on Information Adoption is represented by the path coefficient value of 0.903. This value suggests that a one-unit change in Information Usefulness corresponds to a 0.903 unit change in the same direction in Information Adoption. For example, if Information Usefulness increases by 10%, Information Adoption will also increase by 9.03%.

5) H5: The study reveals that Information Adoption significantly and positively affects Purchase Intention, as evidenced by a p-value coefficient of 0, which is less than the threshold of 0.05, and t-statistics of 20.848, which exceeds the critical value of 1.65. Therefore, H5 is accepted. The strength of the influence of Information Adoption on Purchase Intention is indicated by the path coefficient value of 0.804. This figure suggests that a one-unit change in Information Adoption leads to a corresponding change of 0.804 units in the same direction in Purchase Intention. For example, if Information Adoption increases by 10%, Purchase Intention will also increase by 8.04%.

4.3. R-Square

R-square is a number that shows how good a model fits the data. Each value has a category: weak (0. 19), medium (033), and strong (0. 67). It is good if the prediction model has a large R-square value compared to the proposed research model. R-square functions as a benchmark for evaluating the influence of independent latent variables on dependent variables, regardless of whether these variables have a substantial influence (Ghozali, 2014).

Table 6. Result of the R-Square Test

	R-Square
Information Adoption	0,815
Information Usefulness	0,876
Purchase Intention	0,646

According to Table 5, information usefulness, information quality, information quantity, and information credibility account for 81.5% of the variance in information adoption, or R-square, which is 0.815. The quality, quantity, and credibility of information are very important for making it useful. This explains a considerable portion (87.6%) of the information's helpfulness, as evidenced by an R-square score of 0.876. Similarly, the R-square for purchase intention indicates that 64.6% of the factors influencing people's decision to buy something include how they gather information, perceive its value, assess its quality, consider its availability, and verify its authenticity.

4.4. Q-Square

The precision of the model's parameter estimations of variables, dimensions, and indicators was evaluated using the Q-square test. The model is predictive if the Q-square value is greater than zero (CHANDRA, 2023).

Table 7. Result of the Q-Square Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
Information Adoption	606	199.092	0.671
Information Credibility	1010	1010	
Information Quality	1414	1414	
Information Quantity	404	404	
Information Usefulness	808	228.039	0.718
Purchase Intention	1010	444.671	0.56

Table 6 demonstrates that every endogenous variable receives a Q-square value of >0 or has predictive significance. It follows that the same set of conditions and measurement suppositions can be employed with this model again.

4.5. Goodness of Fit (GoF)

The Standardized Root Mean Residual (SRMR) represents the discrepancy between the observed correlation and the correlation matrix that is inferred by the theoretical model. The mean value of the discrepancies between observed and anticipated correlations may be utilized as a means of assessing the adequacy of the model's fitting criterion. A value of 0.1 is regarded as a satisfactory fit in a more conservative form (Hu & Bentler, 1998).

Table 8. Goodness of Fit

Saturated Model	
SRMR	0.031

The information conveyed in Table 7 indicates that the GoF value has been determined to be 0. 031 Furthermore, through examination of the aforementioned table, it can be ascertained that the model is appropriately fitted as suggested by the SRMR score of less than 0. 10.

5. Conclusion

Two of the most powerful sources for consumers are internet reviews and referrals from other customers. Due to its importance and effect on the marketing industry, the online eWOM phenomenon has attracted the attention of numerous researchers and marketers in recent years. The information adoption model has been employed as a theoretical framework to comprehend the impact of electronic word-of-mouth (eWOM) on consumer behavior. It is possible to draw the conclusion that Information Usefulness and Information Adoption have a positive and significant influence in mediating eWOM variables (Information Quality, Information Quantity, and Information Credibility) on Purchase Intention based on the findings of the study "The Effect of eWOM on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products)".

By producing briefings for reviews completed by influencers, marketers may step in and provide amplified eWOM based on the straight path of information adoption to buy intention. Marketers can better control the subject of the message by doing this. Marketers may need to better understand their clients in order to control influencer content dissemination. Second, learning from and studying consumer feedback can offer recommendations This study is focused on examining the direct correlation between the utility of information and its adoption, whether it comes from their own clients or the clients of competitors. Reviews can encourage the development of new items or even assist firms enhance their current offerings. These results will make it easier for copywriters to satisfy customer needs. It is possible to improve management and marketing activities Given the variables of information quality, information credibility, and information quantity, an analysis can be conducted.

Suggestions for skincare companies are developed Drawing on the conclusions and the corroborated supposition to address the research's stated problem. As evidence supports the information adoption theory on purchase intention, it is advised that skincare brands begin utilizing social media as a component of their marketing strategy. The rise in social media users aids businesses in locating their target market. New market participants can begin exposing their businesses to massive social media consumers. Additionally, skincare brands can use ‘Social Media for Business’ to launch their campaigns. It is crucial for social media posts to include information about the product's qualities. To expand the amount of information, it is also worthwhile to investigate how customers and influencers contribute to the spread of eWOM. In order to enhance the veracity of the information, it is recommended to opt for extremely reputable influencers and beauty bloggers to evaluate products.

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