

## E-WOM CREDIBILITY ON TIKTOK AND YOUTUBE: IMPACT ON SKINTIFIC PURCHASE INTENTION



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### Abstract

This research analyzes the role of information credibility in "Electronic Word-of-Mouth (e-WOM)" on TikTok and YouTube platforms and its convincing "effect on the purchase intention of Skintific products. Involving 225 respondents obtained through Google Form, "this study used the PLS-SEM (Partial Least Square Structural Equation Modeling)" method and SPSS-based descriptive statistical analysis to test six hypotheses. The findings indicate that the credibility of information significantly influences its usefulness. The credibility of information substantially impacts its adoption. The usefulness of information notably affects purchasing. Additionally, the usefulness of information significantly influences buying intention. However, the attitude towards information does not significantly affect purchase intention, and information adoption shows that it is positive towards purchase intention. The conclusions of this study provide recommendations and suggestions for businesses to prioritize information quality, source clarity, and relevance of e-WOM content in digital marketing strategies.

**Keywords:** Electronic Word-of-Mouth (e-WOM), Information Credibility, Information Adoption, Information Usefulness, Attitude Toward Information, Purchase Intention

## INTRODUCTION

In the rapidly evolving digital era, technology has covered various aspects of life, including marketing through digital media such as websites, social media, and e-commerce (Tasruddin, 2021). Social media, in particular, has become one of the most popular platforms due to its ease of use and relatively low cost. However, the large selection of products with various advantages often makes it difficult for consumers to make choices that suit their needs. In this context, Electronic Word of Mouth (e-WOM) emerges as one of the effective marketing strategies. e-WOM is a form of marketing that is currently popular by referring to any form of communication and word-of-mouth dissemination of information about a product or brand that is done online (Fadhli Nursal et al., 2023). Online reviews from customers serve to collect and disseminate information from fellow consumers, according to their individual needs (Intansari & Roostika, 2022).

TikTok and YouTube have become very popular platforms for promoting products through Electronic Word of Mouth (e-WOM). TikTok, with its engaging short video feature, allows users to creatively share experiences, reviews, and product recommendations (Endarwati & Ekawarti, n.d.). Additional features such as live streaming and TikTok Shop support online promotional activities more effectively. According to the July 2024 Statistics study, Indonesia has nearly 157.6 million TikTok users, making it the country with the largest number of TikTok users in the world. Besides TikTok, YouTube also plays an important role in the spread of e-WOM through video content that can be watched, shared and reviewed (Duffett, 2022).

While e-WOM has proven to be effective in influencing purchasing decisions, the credibility of the information conveyed is a key factor in its success. Information that is perceived as credible is more likely to be adopted by consumers and influence their purchase intentions (Long, 2022). However, research on the role of information credibility in e-WOM on platforms such as TikTok and YouTube is still limited. In fact, these two platforms have great potential as product promotion media due to their high popularity among social media users. Therefore, this study aims to fill this gap by analyzing the extent to which the credibility of information in e-WOM on TikTok and YouTube can influence consumers'

purchase intentions for Skintific products. This research is also expected to provide insights for marketers in designing more effective marketing strategies in the digital era.

## **REVIEW OF LITERATURE**

### **Information Credibility**

Information credibility refers to the degree of trust that internet users have in individuals or organizations that provide information about certain products or services (Afrizal, 2022). Information credibility relates to the extent to which information is considered trustworthy. Credibility is also related to how much consumers trust the authenticity, reliability, and integrity of information (Rajesh et al., 2019). Source credibility can be built through a combination of experts' expertise in the topic at hand, including in-depth understanding and relevant experience, as well as their integrity and transparency in delivering information accurately (Faizza & Roostika, 2024).

### **Information Usefulness**

The usefulness of information is determined by consumer perceptions of the clarity, added value, and overall benefits obtained from the information presented. (Harahap et al., 2023). Useful information may include recommendations reviews, or opinions shared by other users about a particular product or brand. Apart from consumers, information can also be useful for companies. Information that comes from digital media consumer reviews or comments can be very helpful for businesses to get feedback so that it is useful for improving quality and service (Maduretno & Junaedi, 2021).

### **Attitude Toward Information**

A person's attitude towards information is influenced by how they assess the information provided to them. This includes opinions, both positive and negative, belief in the accuracy of the data, and the level of significance and relevance of the data (Saputra et al., 2024). Individuals seek information through social media platforms, and if the information is considered relevant, then they tend to adopt it (Kudeshia & Kumar, 2017).

### **Information Adoption**

Information adoption is the process by which consumers use relevant information to engage in receiving recommendations or advice provided to assist them in making decisions

(Hussain et al., 2017). Relevance is very important to assess the extent to which the information matches the product being sought. If the information meets the expectations and needs of information seekers, the information will be adopted immediately (Novi & Ellyawati, 2021).

### **Purchase Intention**

Purchase intention is determined as the response or behavior of potential consumers that leads to the desire to take action to purchase a product (Musfira & Astuti, 2024). There is an influence of external stimuli, such as marketing stimuli and stimuli from the surrounding environment, initiating consumer purchases (Handoko & Melinda, 2021). External stimuli, such as celebrity e-WOM, can trigger internal responses, including perceptions of value and enjoyment that subsequently influence consumers' purchase intentions (Nofal et al., 2022).

### **The Effect of Information Credibility on Information Usefulness**

Credible sources can be useful for consumers as a simple form of assessment for decision making, so credible sources of information can help minimize risk and uncertainty in making purchasing decisions (Saputra et al., 2024). This implies that information from reputable sources such as well-known institutions or organizations is more likely to be considered trustworthy and useful.

H1: Information credibility has a positive effect on information usefulness

### **Effect of Information Credibility on Information Adoption**

Retrieved to Jiang et al (2021), consumers will adopt information from the platforms to support decisions if they believe that the information is credible. If not, then they are likely to ignore the information. So that the credibility is a factor that can influence consumers to adopt information before making a purchase decision.

H2: Information credibility has a positive influence on information adoption

### **Effect of Information Credibility on Purchase Intention**

According to a study by Gaber et al (2019), information credibility positively influences consumer views of e-WOM information on social media, which in turn can have a positive impact on consumer purchase intentions. If consumers assess e-WOM information as having a high level of credibility, they will believe the information more, which then encourages them to show loyalty actions such as willingness to make purchases (Aini, 2022).

H3: Information credibility has a positive effect on purchase intention

### **The Effect of Information Usability on Purchase Intention**

The growing technology provides benefits for users to obtain reviews submitted by other users from online media, which is a factor that can influence purchasing decisions (Kinari et al., 2023). Perceived usefulness of information is closely tied to consumer perceptions of the relevance, clarity, and benefits provided by e-WOM, which subsequently affects their purchasing choices (Sutisna & Sutrisna, 2023).

H4: Information usefulness has a positive effect on purchase intention

### **The Effect of Attitude towards Information on Purchase Intention**

Consumer attitudes towards information can be seen through communication interactions, providing answers to questions, building good relationships, shaping consumer perceptions, and having an influence on customer purchasing decisions (Leong et al., 2022). Information originating from e-WOM, where audience attention to content, intensity, positive opinions and negative opinions from previous consumer experiences can increase the impetus for audience intention to make a purchase (Alfred Heriman Setio et al., 2024).

H5: Attitude towards information has a positive effect on purchase intention

### **Effect of Information Adoption on Purchase Intention**

Cheung et al (2008) found that customers' views of a brand or product can be influenced by the adoption of information from e-WOM, which in turn increases their intention to buy. According to (Ismagilova et al., 2020), information adoption occurs when consumers obtain information and use it to make purchasing decisions.

H6: Information adoption has a positive effect on purchase intention

## **RESEARCH METHOD**

This study employed a quantitative approach. Data collection was conducted through online questionnaire distribution created using Google Form. For sample selection, the author uses convenience sampling technique, which is to select individuals or units that are easy to reach or contact, making it more practical and fast by distributing questionnaires to individuals who meet the respondent's criteria randomly through various online networking platforms, such as Instagram and WhatsApp. The use of this technique aims to facilitate the

author in obtaining the sample needed for the study. The measurement of the value of the question variables in this research questionnaire uses a Likert scale to measure object responses in a 7-point range (from 1 to 7)

No.	Description	Points
1.	“Strongly Disagree”	“1”
2.	“Disagree”	“2”
3.	“Somewhat Disagree”	“3”
4.	“Neutral”	“4”
5.	“Somewhat Agree”	“5”
6.	“Agree”	“6”
7.	“Strongly Agree”	“7”

The population that is the object of this research is Indonesian citizens who actively use social media in the form of TikTok and YouTube. The number of research samples was approximately 225 respondents, consisting of men and women, with ages ranging from less than 20 years to over 40 years. The independent variable in this study is information credibility. Then there is a dependent variable, namely purchase intention, as well as three mediating variables, namely perceived information value, attitude toward data, and information acceptance.

The instrument to be used in research needs to “be tested for feasibility through validity and reliability tests; therefore, the researcher carried out a pilot study to confirm the validity and reliability of the research” instrument by administering online questionnaires to 40 respondents who fit the research criteria. In the validity test, the significance level used is 0.05. The test criteria applied are: if  $r_{count} > r_{table}$ , then the measuring instrument used is valid, whereas if  $r_{count} < r_{table}$ , then it indicates that the measuring instrument is invalid (Janna & Herianto, 2021). The most commonly used measure of reliability is the “Cronbach Alpha coefficient. if the Cronbach's Alpha value  $>$  of 0.60, then the items in the questionnaire can be considered reliable, while if the Cronbach's Alpha” value is less than 0.60, then the items are considered unreliable (Taherdoost & Hamta, 2017). The analysis employed includes descriptive and statistical methods. Statistical analysis was conducted using the “Partial Least Squares-Structural Equation Modeling (PLS-SEM)” modeling method through “SmartPLS software.”

## **RESULTS AND DISCUSSION**

### **Descriptive Analysis of Respondent Profile**

In this study, there was an almost equal distribution between male and female respondents in knowing the Skintific brand through the TikTok and YouTube applications, namely 52.4% women and 47.6% men. Most respondents in this study were between 20 and 29 years old, around 72% of all respondents. For education, the most dominant is the high school / equivalent level as much as 61.8%. the most respondents with expenses less than Rp. 2,000,000 amounting to 51.1%. The dominant group among respondents consists of students at 46.2%. The use of TikTok and YouTube mostly lasts more than four hours per day by 31.1% with the most length of use of more than 3 years, namely 56.9% of 225 respondents.

### **Descriptive Analysis of**

In the analysis of Information Credibility, respondents tend to agree somewhat with an average score of 5.289 including the interval 4.44 - 5.29. For analysis related to information usability (IFU) with an average value of 5.8 which is classified under the agreed category since it is within the range 5.30 - 6.15. In the Attitude towards information analysis, the average value is 5.780, which means agree. Information adoption (information adoption) the score value is 5.684 which is included in the agreed category. And in the Purchase intention analysis, the average score is 5.466. which shows that it is included in the agreed category.

### **Statistical Analysis**

Statistical analysis in this study was carried out “using SmartPLS 3.0 software with a Structural Equation Modeling (SEM) approach. In SEM, data is analyzed through two main models: The outer (measurement) model and inner (structural) model. The measurement model undergoes validity and reliability testing, whereas the structural model is analyzed based on the R-Square value.”

### **Measurement Model (Outer Model)**

“In the Measurement Model (Outer Model) There are two main things that must be considered in this test, namely Outer Loading and Average Variance Extracted (AVE).”

**Table 1.**  
**Outer Loading**

	<b>Attitude towards Information (ATI)</b>	<b>Information Adoption (IFA)</b>	<b>Information Credibility (IC)</b>	<b>Information Usefulness (IFU)</b>	<b>Purchase Intention (PI)</b>
ATI1	0,910				
ATI2	0,937				
ATI3	0,891				
ATI4	0,931				
ATI5	0,935				
IC2			0,887		
IC3			0,905		
IC4			0,926		
IC5			0,895		
IFA1		0,914			
IFA2		0,935			
IFA3		0,953			
IFA4		0,933			
IFA5		0,931			
IFU1				0,932	
IFU2				0,924	
IFU3				0,933	
IFU4				0,919	
IFU5				0,884	
PI1					0,915
PI2					0,870
PI3					0,938
PI4					0,927
PI5					0,917
IC1			0,848		

**Source:** SmartPLS Data Processing (2024)

Based on the data obtained from Outer Loading, more than ( $> 0.50$ ). Thus, it can be concluded that all indicators exhibit a good loading factor value.

**Table 2.**  
**Average Variance Extracted (AVE)**

	<b>“Average Variance Extracted (AVE)”</b>
Attitude towards Information (ATI)	0,848
Information Adoption (IFA)	0,871
Information Credibility (IC)	0,797
Information Usefulness (IFU)	0,844
Purchase Intention (PI)	0,834

**Source:** SmartPLS Data Processing (2024)

Based on the “Average Variance Extracted (AVE) value obtained, it has a value > 0.50.” This shows that each variable is good and valid.

**Table 3**  
**Cross Loading**

	<b>AT</b>	<b>IC</b>	<b>IFA</b>	<b>IFU</b>	<b>PI</b>
<b>AT1</b>	<b>0.910</b>	0.670	0.815	0.808	0.766
<b>AT2</b>	<b>0.937</b>	0.702	0.843	0.828	0.766
<b>AT3</b>	<b>0.891</b>	0.780	0.818	0.817	0.785
<b>AT4</b>	<b>0.931</b>	0.685	0.830	0.813	0.731
<b>AT5</b>	<b>0.935</b>	0.697	0.843	0.804	0.740
<b>IC1</b>	0.635	<b>0.848</b>	0.645	0.627	0.643
<b>IC2</b>	0.626	<b>0.887</b>	0.669	0.624	0.668
<b>IC3</b>	0.723	<b>0.905</b>	0.738	0.734	0.727
<b>IC4</b>	0.711	<b>0.926</b>	0.719	0.697	0.698
<b>IC5</b>	0.724	<b>0.895</b>	0.760	0.728	0.742
<b>IFA1</b>	0.844	0.743	<b>0.914</b>	0.813	0.838
<b>IFA2</b>	0.844	0.753	<b>0.935</b>	0.833	0.849
<b>IFA3</b>	0.847	0.755	<b>0.953</b>	0.837	0.846
<b>IFA4</b>	0.833	0.727	<b>0.933</b>	0.821	0.806
<b>IFA5</b>	0.839	0.724	<b>0.931</b>	0.820	0.811
<b>IFU1</b>	0.809	0.747	0.816	<b>0.932</b>	0.797
<b>IFU2</b>	0.807	0.719	0.827	<b>0.924</b>	0.795
<b>IFU3</b>	0.812	0.723	0.810	<b>0.933</b>	0.754
<b>IFU4</b>	0.818	0.653	0.800	<b>0.919</b>	0.732
<b>IFU5</b>	0.819	0.675	0.807	<b>0.884</b>	0.730
<b>PI1</b>	0.745	0.753	0.813	0.743	<b>0.915</b>
<b>PI2</b>	0.701	0.671	0.749	0.701	<b>0.870</b>
<b>PI3</b>	0.759	0.735	0.832	0.773	<b>0.938</b>
<b>PI4</b>	0.737	0.722	0.809	0.755	<b>0.927</b>
<b>PI5</b>	0.817	0.686	0.856	0.813	<b>0.917</b>

**Source:** SmartPLS Data Processing (2024)

The results of the cross-loading assessment showed that each indicator loaded more strongly on its intended construct than on any other construct. In addition, all cross-loading values were above 0.70. This pattern suggests that the measurement model is valid and fulfills the requirements for discriminant validity.

**Table 4**  
**Cronbach's Alpha and Composite Reliability**  
**Construct Reliability and Validity**

	Cronbach's Alpha	Composite Reliability
Attitude towards	0,955	0,965
Adoption	0,963	0,971
Credibility	0,936	0,951
Usefulness of	0,954	0,964
Purchase Intention	0,950	0,962

**Source:** SmartPLS Data Processing (2024)

As shown in Table 3, the reliability test results indicate a Cronbach's Alpha value greater than 0.6. This shows that the test results are accepted, because the higher Cronbach's Alpha and Composite Reliability values indicate that there is high reliability.

**Structural Model Testing (Inner Model)**

Structural model testing is conducted to examine the relationships between variables. This is done by analyzing the R-square ( $R^2$ ) value of the dependent variable, while the independent variables are evaluated through the path coefficient.

**Table 5**  
**R-Square Results**

	R Square	R Square Adjust
Information Adoption (IFA)	0,630	0,628
Information Usefulness (IFU)	0,588	0,586
Purchase Intention (PI)	0,811	0,808

**Source:** SmartPLS Data Processing (2024)

From the table, it can be assessed that information credibility is good in relation to information adoption (IFA), information usability (IFU) and purchase value (PI) because R Square gives a greater influence. Q-Square is an indicator that shows how well the structural model can predict data that is not included in the sample, and is not used in model estimation (Hair et al., 2021)

**Table 6**  
**Q-Square Results**

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Attitude towards Information (ATI)	1125,000	1125,000	
Information Adoption (IFA)	1125,000	512,506	0,544
Information Credibility (IFC)	1125,000	1125,000	

Information Usefulness (IFU)	1125,000	572,279	0,491
Purchase Intention (PI)	1125,000	372,983	0,668

**Source:** SmartPLS Data Processing (2024)

From the table, it is evident that the variables of information adoption (IFA), information usefulness (IFU), and purchase intention (PI) have a Q-square greater than zero ( $Q^2 > 0$ ), while the variables of attitude towards information (ATI) and information credibility (IC) have a Q-square of 0. Nonetheless, these results are normal. The path coefficient is a step in conducting hypothesis testing.

**Table 7**  
**Path Coefficient Results**  
**Mean, STDEV, T-Values, P-Values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Information Credibility -> Usefulness of Information	0,767	0,767	0,037	20,585	0,000	H1 Supported
Credibility -> Information Adoption	0,793	0,794	0,035	22,510	0,000	H2 Supported
Information Credibility -> Purchase Intention	0,177	0,180	0,067	2,648	0,008	H3 Supported
Information Usefulness -> Purchase Intention	0,147	0,145	0,070	2,100	0,036	H4 Supported
Information attitude -> Purchase intention	-0,001	-0,001	0,073	0,008	0,994	H5 Not Supported
Information Adoption -> Purchase Intention	0,620	0,618	0,101	6,131	0,000	H6 Supported

**Source:** SmartPLS Data Processing (2024)

As shown by the bootstrapping results in the table, all hypotheses with direct relationships are accepted and significant, except for the direct connection between attitude toward information and purchase intention (H5), which is rejected and insignificant (Hair et al., 2021)

## CONCLUSION

Following this research, it was found that all hypotheses with direct relationships were accepted and significant, except for the direct effect of attitude toward information on purchase intention (H5), which was rejected and insignificant. This research concludes that the credibility of information in e-WOM on social media, especially TikTok and YouTube, exerts a considerable influence on consumer purchase intentions concerning Skintific products. To increase the effectiveness of e-WOM, it is recommended that Skintific presents more interesting and informative content, such as a complete explanation of the product's functions, benefits, and effectiveness, and actively responds to consumer comments or questions. In addition, working with credible influencers can help build consumer trust and strengthen the brand's position in the market. This study also identified some limitations, such as the limited number of respondents and focus on only two social media platforms, so it is hoped that future research can involve a larger sample and explore other platforms to provide more representative results. These efforts will not only increase the credibility of the information but also strengthen the relationship between brands and consumers, encourage customer loyalty, and increase overall purchase intention.

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