

BAB V

PENUTUP

5.1 Kesimpulan

5.1.1 Profil Responden

Berdasarkan pada penelitian yang telah dilakukan, peneliti dapat mengumpulkan 242 responden, untuk profil responden didominasi oleh responden perempuan dengan jumlah 133 responden dan laki-laki 109 responden. Usia yang mendominasi dalam penelitian ini yaitu usia 22 tahun dengan sejumlah 81 responden. Dalam penelitian ini didominasi oleh responden pelajar / mahasiswa dengan jumlah 173 responden, pengeluaran per bulan responden didominasi dengan jumlah Rp.1.000.000,00 sebanyak 117 responden.

5.1.2 Hasil Pengujian Hipotesis

Penelitian ini menggunakan analisis *structural equation modelling* (SEM) menggunakan SmartPLS. Hasil penelitian memberikan hasil yang baik, dan telah melalui uji analisis *mean* aritmatik, *goodness-of-fit inner model* maupun *goodness-of-fit outer model*, sehingga penelitian di dapat diterima dengan hasil:

1. Kualitas informasi berpengaruh positif terhadap kegunaan informasi, dapat disimpulkan bahwa informasi yang memiliki kualitas yang tinggi dapat membantu konsumen dalam memahami isi dari informasi tersebut, dan juga dengan *Information Adoption Model* konsumen bisa mendapatkan informasi yang jelas dan mendetail yang sesuai dengan kebutuhan konsumen.

2. Kuantitas informasi berpengaruh positif terhadap kegunaan informasi, dapat diartikan bahwa konsumen dapat mengandalkan sejumlah informasi yang membantu konsumen dalam menerima dan memahami informasi yang dapat digunakan dalam mengevaluasi produk melalui *Information Adoption Model* (IAM).
3. Kredibilitas informasi berpengaruh positif terhadap kegunaan informasi, dapat disimpulkan bahwa informasi yang kredibel dapat meyakinkan konsumen untuk menerima informasi melalui *Information Adoption Model* (IAM) yang dilihat dan dibaca kemudian dapat mempercayai informasi tersebut.
4. Kegunaan informasi berpengaruh positif terhadap adopsi informasi, dapat diartikan bahwa informasi yang berguna dapat membantu konsumen dalam mengenal dan mengevaluasi produk. Ketika konsumen bisa menerima informasi melalui *Information Adoption Model* (IAM) maka informasi tersebut berguna.
5. Adopsi informasi berpengaruh positif terhadap niat beli, dapat disimpulkan bahwa melalui adopsi informasi konsumen dapat mempelajari hal baru serta menerimanya untuk menjadi rekomendasi dalam memilih produk serta memiliki kemungkinan yang besar untuk dapat melakukan pembelian.

5.2 Implikasi Manajerial

1. Dari hasil penelitian yang menunjukkan kualitas informasi berpengaruh terhadap kegunaan informasi dapat disimpulkan bahwa Azarine Cosmetic perlu memberikan informasi yang memiliki kualitas yang baik seperti konten-konten yang menarik dan kreatif seperti video yang menjelaskan tentang karakteristik dan keunggulan dari produk Azarine Cosmetic agar konsumen dapat memahami dan mendapatkan informasi yang jelas
2. Hasil penelitian yang menunjukkan kuantitas informasi berpengaruh terhadap kegunaan informasi, untuk itu Azarine Cosmetic perlu memperhatikan kuantitas

informasi yang ada di TikTok yaitu seperti membagikan informasi berupa konten-konten yang menarik terkait produk Azarine Cosmetic melalui *Live TikTok Shop* untuk dapat menjelaskan secara langsung kepada konsumen terkait dengan karaktersistik dari produk tersebut.

3. Hasil penelitian yang menunjukkan bahwa kredibilitas informasi berpengaruh terhadap kegunaan informasi ini menunjukkan bahwa Azarine Cosmetic perlu memberikan informasi yang kredibel kepada konsumen seperti memposting testimoni dari konsumen yang sudah pernah memakai produk Azarine Cosmetic.
4. Berdasarkan penelitian yang dilakukan, menunjukkan bahwa kegunaan informasi berpengaruh terhadap adopsi informasi, maka dari itu Azarine Cosmetic dapat selalu memperhatikan ulasan online yang beredar di media sosial dan juga dapat mempercayakan *beauty influencer* untuk mereview produk Azarine Cosmetic dengan tujuan agar konsumen mendapatkan pengenalan akan produk dan dapat mengadopsi informasi tersebut yang digunakan oleh konsumen seperti dalam memilih produk yang sesuai dengan jenis kulit.
5. Hasil penelitian yang menunjukkan bahwa adopsi informasi berpengaruh terhadap niat beli, dapat disimpulkan bahwa Azarine Cosmetic dapat memberikan informasi yang mudah untuk diadopsi oleh konsumen seperti konten-konten yang menarik perhatian juga dapat menggunakan jasa *endorment* untuk meningkatkan *branding* dan memunculkan niat beli konsumen

5.3 Keterbatasan Penelitian

Dalam penelitian ini, peneliti memiliki beberapa keterbatasan, seperti:

1. Hasil data yang diperoleh masih bersifat homogen seperti pada indikator usia, dimana responden didominasi oleh usia 22 tahun.

2. Penelitian ini hanya berfokus pada media sosial TikTok sehingga dapat menghasilkan kesimpulan yang berbeda pada media sosial lainnya.

5.4 Saran Penelitian Selanjutnya

1. Pada penelitian selanjutnya diharapkan peneliti dapat membatasi responden pada satu aspek tertentu seperti usia agar data yang didapatkan tidak homogen.
2. Pada penelitian selanjutnya peneliti dapat menggunakan platform media sosial lainnya seperti Instagram.



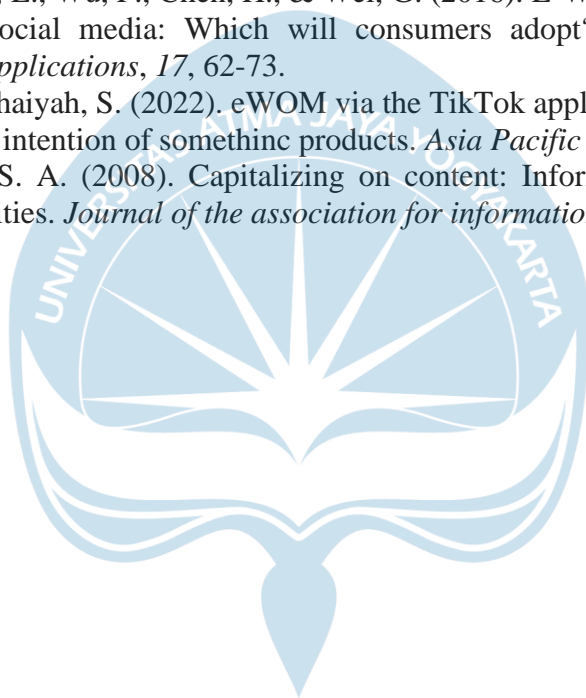
DAFTAR PUSTAKA

- Anas Hidayat, M. B. A. (2022). Pengaruh E-Wom Di Media Sosial Terhadap Minat Beli Konsumen Pada Sepatu Compass: Dengan Pendekatan Adopsi Informasi.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of marketing studies*, 7(1), 126.
- Berry, J. G., Goldmann, D. A., Mandl, K. D., Putney, H., Helm, D., O'Brien, J., ... & Weinick, R. M. (2011). Health information management and perceptions of the quality of care for children with tracheotomy: a qualitative study. *BMC health services research*, 11(1), 1-9.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*, 18(3), 229-247.
- CHRISTIYANI, A. (2020). *Pengaruh Informasi di Media Sosial Pada Niat Beli Konsumen Terhadap Produk Fesyen Merek Lokal* (Doctoral dissertation, Universitas Gadjah Mada).
- Dhewanata, K. (2021). *PENGARUH KREDIBILITAS GETOK TULAR ELEKTRONIK DAN ADOPSI INFORMASI TERHADAP NIAT BELI* (Doctoral dissertation, Universitas Gadjah Mada).
- Efendi, M. D. B., & Cahyaningratri, C. (2023). *THE INFLUENCE OF EWOM VIA TIKTOK APPLICATION TOWARDS PURCHASE INTENTION (STUDY ON ERIGO APPAREL IN INDONESIA)* (Doctoral dissertation, UNDIP: Fakultas Ekonomika dan Bisnis).
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617-632.
- Fathonah, M. L. (2023). *Pengaruh Electronic Word of Mouth Melalui Media Sosial Terhadap Niat Pembelian Produk The Body Shop di Masa New Normal Pandemi COVID-19* (Doctoral dissertation, Universitas Islam Indonesia).
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of business research*, 68(6), 1261-1270.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*.
- Ghozali, I. (2016). Aplikasi analisis multivariete dengan program IBM SPSS 23.
- Halim, C., & Keni, K. (2022, May). The Impact of Country of Origin, Celebrity Endorsement, and Electronic Word of Mouth (eWOM) Towards Purchase Intention. In *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)* (pp. 493-498). Atlantis Press.
- Hidayat, A. T. R., & Astuti, B. (2019). The Influence of Internet Advertising and e-WOM on

- Perception and Purchase Intention of B2C E-Commerce Costumers in Indonesia. *Proceeding UII-ICABE*, 207-218.
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention-the case of Instagram. *Independent Journal of Management & Production*, 12(4), 1019-1033.
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' motivational involvement in eWOM for information adoption: The mediating role of organizational motives. *Frontiers in psychology*, 10, 3055.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Cham: Springer International Publishing.
- Kemp, S. (2021, February 11). Digital 2021: Indonesia. <https://datareportal.com/reports/digital-2021-indonesia>
- Kinasih, C. A. C. (2019). *Model Adopsi Informasi Situs Youtube Di Kalangan Mahasiswa* (Doctoral dissertation, Universitas Airlangga).
- Kotler, P., & Keller, K. L. (2013). Manajemen Pemasaran, Jilid Kedua. *Jakarta: Erlangga*.
- Lkhaasuren, M., & Nam, K. D. (2018). The effect of electronic word of mouth (eWOM) on purchase intention on Korean cosmetic products in the Mongolian market. *Journal of International Trade & Commerce*, 14(4), 161-175.
- López, M., & Sicilia, M. (2014). Determinants of E-WOM influence: The role of consumers' internet experience. *Journal of theoretical and applied electronic commerce research*, 9(1), 28-43.
- Miremadi, A., & Haghayegh, M. (2022). The Competitive Advantage of EWOM in Digital Marketing. *European Journal of Business and Management Research*, 7(2), 258-269.
- Mohamed Fadel Bukhari, S., Ghoneim, A., Dennis, C., & Jamjoom, B. (2013). The antecedents of travellers'e-satisfaction and intention to buy airline tickets online: A conceptual model. *Journal of enterprise information management*, 26(6), 624-641
- Mukhtazar, M. P. (2020). *Prosedur Penelitian Pendidikan*. Absolute Media.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749-759.
- Novi, F. K. (2021). *ADOPSI INFORMASI, ANTESEDEN DAN PENGARUHNYA PADA NIAT BELI: STUDI TENTANG E-WOM DI MEDIA SOSIAL* (Doctoral dissertation, Universitas Atma Jaya Yogyakarta).
- Nuseir, M. T. (2019). The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in the Islamic countries—a case of (UAE). *Journal of Islamic Marketing*.
- Resdana, Z. (2014). *Pengaruh Kegunaan Informasi Pada Adopsi Informasi dan Niat Untuk Berbelanja Online (Studi Pada Anggota Komunitas di Kaskus)* (Doctoral dissertation, Universitas Gadjah Mada).
- Retnowati, N. (2017). *Pengaruh E-Wom (Electronic Word of Mouth) Pada Situs Social Commerce Terhadap Niat Beli Generasi X, Y, dan Z* (Doctoral dissertation, Tesis. Surabaya: Institut Sepuluh November).
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An empirical examination of the impact of eWom information on young consumers' online purchase intention: Mediating role of eWom information adoption. *SAGE Open*, 11(4), 21582440211052547.
- Schaefer, D., & Cheung, W. M. (2018). Smart packaging: Opportunities and challenges. *Procedia Cirp*, 72, 1022-1027.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan*

Pengembangan Keahlian Edisi 6 Buku 2.

- Soemarno, A. R. P. (2015). Analisis pengaruh kualitas informasi dan kredibilitas sumber terhadap kegunaan informasi dan dampaknya pada adopsi informasi. *Jurnal Administrasi Bisnis (JAB) Vol, 25*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono, D. (2019). *Statistika untuk Penelitian (Cetakan ke-30)*. Bandung: Cv Alfabeta.
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information systems research, 14*(1), 47-65.
- Tien, D. H., Rivas, A. A., & Liao, Y. (2018). Examining the influence of customer-to customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*.
- Weitzl, W., Weitzl, W., & Berg. (2017). *Measuring electronic word-of-mouth effectiveness*. Wiesbaden: Springer Gabler
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt?. *Electronic Commerce Research and Applications, 17*, 62-73.
- Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*.
- Zhang, W., & Watts, S. A. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the association for information systems, 9*(2), 73-94.



LAMPIRAN

Lampiran I Kuesioner Penelitian

Pertanyaan Jawaban 242 Setelan



Bagian 1 dari 10

Pengaruh *Electronic Word of Mouth* di Aplikasi TikTok terhadap Niat Beli Produk Azarine Cosmetic berdasarkan Teori *Information Adoption Model (IAM)*

Halo!

Perkenalkan nama saya Soraya Ambarura Paembonan dari Universitas Atma Jaya Yogyakarta dengan Program Studi Manajemen, Fakultas Bisnis dan Ekonomika. Saat ini saya sedang melakukan penelitian untuk memenuhi tugas akhir skripsi yang berjudul "**Pengaruh *Electronic Word of Mouth* di Aplikasi TikTok terhadap Niat Beli Produk Azarine Cosmetic berdasarkan Teori *Information Adoption Model (IAM)***".

Berkaitan dengan hal tersebut Saya memohon waktu dan kesediaan Anda untuk dapat mengisi kuesioner ini. Bantuan dari anda untuk mengisi kuesioner ini sangat berarti bagi penelitian yang sedang saya jalankan. Atas perhatian dan partisipasinya saya ucapkan terima kasih. Apabila terdapat pertanyaan mengenai kuesioner ini, silahkan menghubungi sorayapaembonan25@gmail.com

Responden Criteria



Deskripsi (opsional)

Apakah anda mengetahui produk Azarine Cosmetic *

- Ya
- Tidak

Apakah anda pernah melihat atau membaca ulasan online produk Azarine Cosmetic di TikTok

- Ya
- Tidak (Anda bisa berhenti disini)

Apakah anda menggunakan media sosial TikTok *

- Ya
- Tidak (Anda bisa berhenti disini)



Jenis Kelamin *

- Pria
- Wanita



Umur *

- Opsi 1

Status pekerjaan *

- Pelajar / Mahasiswa
- Wiraswasta
- Pegawai Negeri Sipil
- Lainnya



Rata-rata pengeluaran perbulan *

Rp 1.000.000

Rp. 2.000.000- Rp. 3.000.000

>Rp. 3.000.000

Information Quality



Deskripsi (opsional)

Saya dapat memahami informasi Azarine Cosmetic yang ada di TikTok *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Informasi Azarine Cosmetic di TikTok relevan dengan kebutuhan saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Menurut saya informasi Azarine Cosmetic di TikTok sesuai dengan fakta *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Informasi Azarine Cosmetic di TikTok menjelaskan mengenai karakteristik produknya *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Menurut saya informasi Azarine Cosmetic di TikTok sudah jelas *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Menurut saya informasi Azarine Cosmetic di TikTok sudah mendetail *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Informasi Azarine Cosmetic di TikTok sudah lengkap *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Menurut saya informasi Azarine Cosmetic di TikTok memiliki kualitas tinggi

1 2 3 4 5



Information Quantity



Deskripsi (opsional)

Saya dapat mengandalkan jumlah informasi Azarine Cosmetic di TikTok *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Jumlah informasi Azarine Cosmetic di TikTok dapat membantu saya memahami kinerja produknya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Jumlah informasi Azarine Cosmetic di TikTok membantu saya dalam memilih produk yang cocok dengan saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Information Credibility



Deskripsi (opsional)

Informasi Azarine Cosmetic di TikTok meyakinkan

1 2 3 4 5

Sangat tidak setuju Sangat setuju

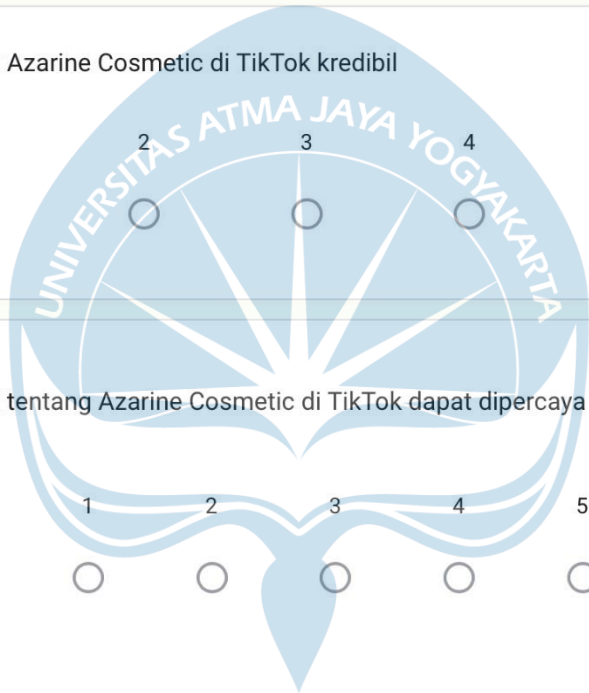
Menurut saya informasi Azarine Cosmetic di TikTok kredibil

1 2 3 4 5

Menurut saya informasi tentang Azarine Cosmetic di TikTok dapat dipercaya

1 2 3 4 5

Sangat tidak setuju Sangat setuju



Menurut saya informasi dari Azarine Cosmetic di TikTok itu benar adanya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Informasi produk Azarine Cosmetic di TikTok mudah untuk di pahami *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Information Usefulness

Deskripsi (opsional)



Informasi tentang Azarine Cosmetic di TikTok berguna bagi saya *

1 2 3 4 5

Sangat tidak setuju Sangat setuju

Menurut saya informasi Azarine Cosmetic di TikTok sudah informatif *

1 2 3 4 5

Sangat tidak setuju Sangat setuju



Informasi Azarine Cosmetic di TikTok dapat membantu saya dalam mengevaluasi produk *

B *I* U  

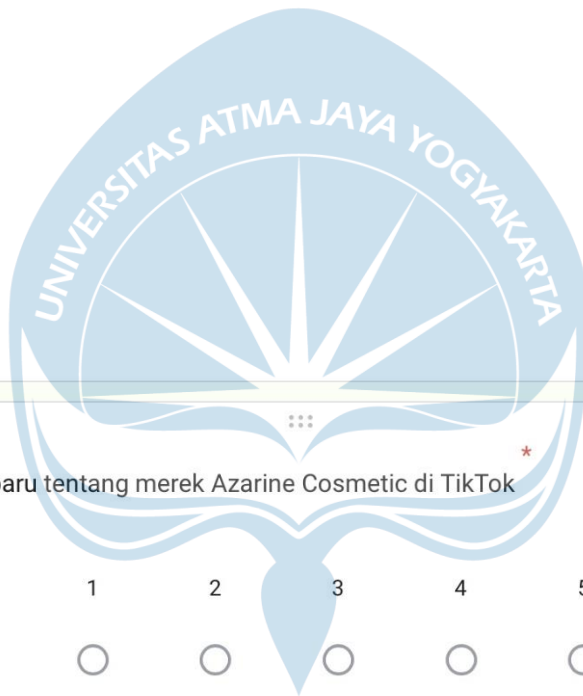
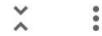
	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Informasi Azarine Cosmetic di TikTok sangat membantu saya untuk mengenali produk tersebut *

Opsi 1

Information Adoption

Deskripsi (opsional)



Saya mempelajari hal baru tentang merek Azarine Cosmetic di TikTok *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya menerima informasi dari Azarine Cosmetic di TikTok *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Saya menerima rekomendasi dari Azarine Cosmetic di TikTok *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



⋮

*

Saat saya membutuhkan perawatan kulit, kemungkinan besar saya akan menggunakan Azarine Cosmetic

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*

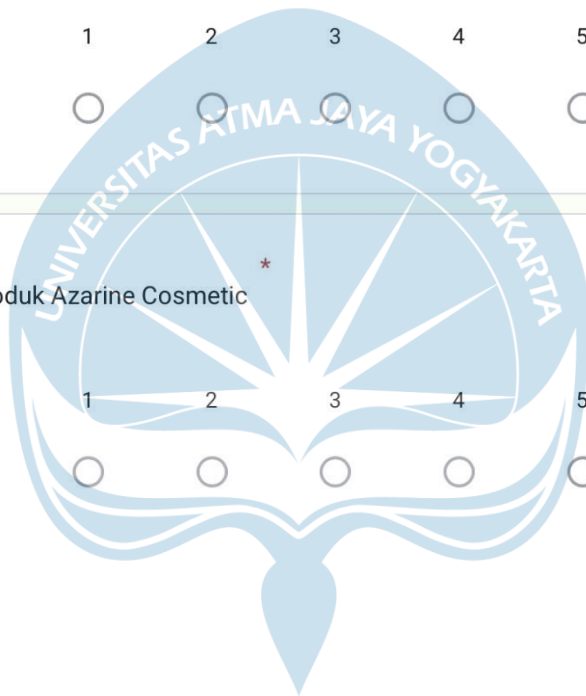
Kemungkinan besar saya akan membeli produk Azarine Cosmetic

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

*

Saya akan mencoba produk Azarine Cosmetic

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Purchase Intention



Deskripsi (opsional)



Saya mempertimbangkan untuk membeli Azarine Cosmetic di masa mendatang *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju

Jika saya membutuhkan perawatan kulit, kemungkinan besar saya akan membeli produk Azarine Cosmetic *

	1	2	3	4	5	
Sangat tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat setuju



Lampiran II Data Dan Jawaban Responden

1	Apakah anda mengetahui produk Azarine Cosmetic	Apakah anda menggunakan media sosial TikTok	Apakah anda pernah melihat atau membaca ulasan online produk Azarine Cosmetic di TikTok	Jenis Kelamin	Umur	Status pekerjaan	Rata-rata pengeluaran perbulan
2	Ya	Ya	Ya	Pria	21	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
3	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
4	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
5	Ya	Ya	Ya	Wanita	25 tahun	Lainnya	Rp1,000,000
6	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
7	Ya	Ya	Ya	Pria	24	Lainnya	Rp. 2.000.000- Rp. 3.000.000
8	Ya	Ya	Ya	Pria	22	Pegawai Negeri Sipil	Rp1,000,000
9	Ya	Ya	Ya	Pria	20	Pelajar / Mahasiswa	Rp1,000,000
10	Ya	Ya	Ya	Wanita	24	Lainnya	Rp1,000,000
11	Ya	Ya	Ya	Wanita	21 tahun	Pelajar / Mahasiswa	Rp1,000,000
12	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp1,000,000
13	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
14	Ya	Ya	Ya	Wanita	24	Lainnya	Rp. 2.000.000- Rp. 3.000.000
15	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
16	Ya	Ya	Ya	Wanita	20 tahun	Pelajar / Mahasiswa	>Rp. 3.000.000
17	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	>Rp. 3.000.000
18	Ya	Ya	Ya	Wanita	24 tahun	Lainnya	Rp1,000,000
19	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
20	Ya	Ya	Ya	Pria	22	Pegawai Negeri Sipil	Rp1,000,000
21	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
22	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
23	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
24	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
25	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
26	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
27	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
28	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
29	Ya	Ya	Ya	Wanita	22 tahun	Pelajar / Mahasiswa	Rp1,000,000
30	Ya	Ya	Ya	Wanita	23	Lainnya	Rp1,000,000
31	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
32	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
33	Ya	Ya	Ya	Pria	18	Pelajar / Mahasiswa	Rp1,000,000
34	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
35	Ya	Ya	Ya	Pria	25	Wiraswasta	Rp. 2.000.000- Rp. 3.000.000
36	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	>Rp. 3.000.000
37	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
38	Ya	Ya	Ya	Pria	25	Wiraswasta	Rp. 2.000.000- Rp. 3.000.000
39	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
40	Ya	Ya	Ya	Pria	20	Lainnya	Rp1,000,000
41	Ya	Ya	Ya	Pria	21	Lainnya	Rp. 2.000.000- Rp. 3.000.000
42	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
43	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
44	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
45	Ya	Ya	Ya	Wanita	20 tahun	Pelajar / Mahasiswa	Rp1,000,000
46	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
47	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
48	Ya	Ya	Ya	Pria	21	Lainnya	Rp1,000,000
49	Ya	Ya	Ya	Pria	23	Lainnya	>Rp. 3.000.000
50	Ya	Ya	Ya	Pria	19	Lainnya	>Rp. 3.000.000
51	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
52	Ya	Ya	Ya	Pria	21	Lainnya	Rp. 2.000.000- Rp. 3.000.000

53	Ya	Ya	Ya	Pria	20	Pegawai Negeri Sipil	Rp1,000,000
54	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
55	Ya	Ya	Ya	Pria	21	Pegawai Negeri Sipil	Rp1,000,000
56	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
57	Ya	Ya	Ya	Pria	20	Pelajar / Mahasiswa	Rp1,000,000
58	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
59	Ya	Ya	Ya	Wanita	21	Wiraswasta	Rp. 2.000.000- Rp. 3.000.000
60	Ya	Ya	Ya	Pria	19	Lainnya	>Rp. 3.000.000
61	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
62	Ya	Ya	Ya	Wanita	22	Tahun Pelajar / Mahasiswa	Rp1,000,000
63	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
64	Ya	Ya	Ya	Wanita	18	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
65	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
66	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
67	Ya	Ya	Ya	Pria	22	Lainnya	Rp1,000,000
68	Ya	Ya	Ya	Wanita	28	Wiraswasta	>Rp. 3.000.000
69	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
70	Ya	Ya	Ya	Pria	22	Wiraswasta	>Rp. 3.000.000
71	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
72	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
73	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
74	Ya	Ya	Ya	Wanita	20	tahun Pelajar / Mahasiswa	Rp1,000,000
75	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
76	Ya	Ya	Ya	Pria	20	Pelajar / Mahasiswa	Rp1,000,000
77	Ya	Ya	Ya	Pria	23	Lainnya	>Rp. 3.000.000
78	Ya	Ya	Ya	Pria	20	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
79	Ya	Ya	Ya	Wanita	23	Lainnya	Rp1,000,000
80	Ya	Ya	Ya	Pria	25	Pelajar / Mahasiswa	Rp1,000,000
81	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
82	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
83	Ya	Ya	Ya	Pria	18	Lainnya	>Rp. 3.000.000
84	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
85	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
86	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
87	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
88	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
89	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
90	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
91	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
92	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
93	Ya	Ya	Ya	Pria	29	Lainnya	Rp1,000,000
94	Ya	Ya	Ya	Pria	22	Lainnya	Rp. 2.000.000- Rp. 3.000.000
95	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
96	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
97	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
98	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
99	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	>Rp. 3.000.000
100	Ya	Ya	Ya	Wanita	29	Lainnya	>Rp. 3.000.000
101	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp1,000,000
102	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
103	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
104	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
105	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp1,000,000
106	Ya	Ya	Ya	Wanita	26	Lainnya	Rp1,000,000
107	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
108	Ya	Ya	Ya	Pria	17	Pelajar / Mahasiswa	Rp1,000,000
109	Ya	Ya	Ya	Wanita	25	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
110	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
111	Ya	Ya	Ya	Pria	23	Wiraswasta	>Rp. 3.000.000
112	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
113	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
114	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
115	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
116	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
117	Ya	Ya	Ya	Wanita	19	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
118	Ya	Ya	Ya	Wanita	21	Lainnya	Rp. 2.000.000- Rp. 3.000.000
119	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
120	Ya	Ya	Ya	Wanita	21	Lainnya	Rp. 2.000.000- Rp. 3.000.000
121	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
122	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
123	Ya	Ya	Ya	Wanita	25	Lainnya	Rp1,000,000

124	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
125	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
126	Ya	Ya	Ya	Wanita	19	Pelajar / Mahasiswa	Rp1,000,000
127	Ya	Ya	Ya	Wanita	22 tahun	Pelajar / Mahasiswa	Rp1,000,000
128	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
129	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
130	Ya	Ya	Ya	Wanita	21 thn	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
131	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	>Rp. 3.000.000
132	Ya	Ya	Ya	Wanita	28 tahun	Wiraswasta	>Rp. 3.000.000
133	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
134	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp1,000,000
135	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp1,000,000
136	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
137	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
138	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
139	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
140	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
141	Ya	Ya	Ya	Wanita	22 tahun	Pelajar / Mahasiswa	Rp1,000,000

142	Ya	Ya	Ya	Pria	20	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
143	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
144	Ya	Ya	Ya	Pria	22	Wiraswasta	>Rp. 3.000.000
145	Ya	Ya	Ya	Pria	23	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
146	Ya	Ya	Ya	Wanita	22	Lainnya	Rp1,000,000
147	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
148	Ya	Ya	Ya	Wanita	21 tahun	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
149	Ya	Ya	Ya	Pria	25	Lainnya	Rp. 2.000.000- Rp. 3.000.000
150	Ya	Ya	Ya	Wanita	24	Lainnya	Rp. 2.000.000- Rp. 3.000.000
151	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
152	Ya	Ya	Ya	Wanita	20 tahun	Pelajar / Mahasiswa	Rp1,000,000
153	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	>Rp. 3.000.000
154	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	>Rp. 3.000.000
155	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
156	Ya	Ya	Ya	Pria	27	Lainnya	Rp1,000,000
157	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
158	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	Rp1,000,000
159	Ya	Ya	Ya	Wanita	26	Lainnya	>Rp. 3.000.000

160	Ya	Ya	Ya	Wanita	21 Tahun	Pelajar / Mahasiswa	Rp1,000,000
161	Ya	Ya	Ya	Wanita	22	Lainnya	Rp. 2.000.000- Rp. 3.000.000
162	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
163	Ya	Ya	Ya	Wanita	22 tahun	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
164	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
165	Ya	Ya	Ya	Wanita	19	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
166	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
167	Ya	Ya	Ya	Pria	tidak ada	Pelajar / Mahasiswa	Rp1,000,000
168	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
169	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
170	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	>Rp. 3.000.000
171	Ya	Ya	Ya	Wanita	21 tahun	Pelajar / Mahasiswa	Rp1,000,000
172	Ya	Ya	Ya	Wanita	21 tahun	Pelajar / Mahasiswa	Rp1,000,000
173	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
174	Ya	Ya	Ya	Wanita	21 tahun	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
175	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp1,000,000
176	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
177	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000

178	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
179	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
180	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
181	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
182	Ya	Ya	Ya	Wanita	22	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
183	Ya	Ya	Ya	Pria	20	Lainnya	Rp. 2.000.000- Rp. 3.000.000
184	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
185	Ya	Ya	Ya	Pria	20 tahun	Pelajar / Mahasiswa	Rp1,000,000
186	Ya	Ya	Ya	Pria	24	Pelajar / Mahasiswa	Rp1,000,000
187	Ya	Ya	Ya	Pria	19	Pelajar / Mahasiswa	Rp1,000,000
188	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
189	Ya	Ya	Ya	Pria	22	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
190	Ya	Ya	Ya	Pria	25	Lainnya	Rp1,000,000
191	Ya	Ya	Ya	Wanita	24	Lainnya	Rp. 2.000.000- Rp. 3.000.000
192	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
193	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
194	Ya	Ya	Ya	Pria	22	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
195	Ya	Ya	Ya	Pria	23 tahun	Pelajar / Mahasiswa	Rp1,000,000

196	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
197	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	>Rp. 3.000.000
198	Ya	Ya	Ya	Pria	23	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
199	Ya	Ya	Ya	Pria	24	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
200	Ya	Ya	Ya	Pria	23 Tahun	Pegawai Negeri Sipil	Rp. 2.000.000- Rp. 3.000.000
201	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
202	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
203	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
204	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
205	Ya	Ya	Ya	Pria	22	Lainnya	Rp. 2.000.000- Rp. 3.000.000
206	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
207	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
208	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp1,000,000
209	Ya	Ya	Ya	Wanita	30 tahun	Lainnya	Rp. 2.000.000- Rp. 3.000.000
210	Ya	Ya	Ya	Pria	25	Lainnya	Rp1,000,000
211	Ya	Ya	Ya	Pria	24	Wiraswasta	Rp1,000,000
212	Ya	Ya	Ya	Pria	20	Pelajar / Mahasiswa	>Rp. 3.000.000
213	Ya	Ya	Ya	Pria	19	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000

214	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp1,000,000
215	Ya	Ya	Ya	Pria	23	Pegawai Negeri Sipil	>Rp. 3.000.000
216	Ya	Ya	Ya	Pria	22	Pegawai Negeri Sipil	>Rp. 3.000.000
217	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
218	Ya	Ya	Ya	Pria	22	Lainnya	>Rp. 3.000.000
219	Ya	Ya	Ya	Pria	24	Pegawai Negeri Sipil	>Rp. 3.000.000
220	Ya	Ya	Ya	Pria	20	Lainnya	Rp. 2.000.000- Rp. 3.000.000
221	Ya	Ya	Ya	Pria	21	Pelajar / Mahasiswa	>Rp. 3.000.000
222	Ya	Ya	Ya	Pria	24	Pelajar / Mahasiswa	Rp1,000,000
223	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
224	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
225	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
226	Ya	Ya	Ya	Wanita	25	Lainnya	Rp. 2.000.000- Rp. 3.000.000
227	Ya	Ya	Ya	Pria	24	Wiraswasta	Rp1,000,000
228	Ya	Ya	Ya	Pria	23	Pelajar / Mahasiswa	Rp1,000,000
229	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
230	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	>Rp. 3.000.000
231	Ya	Ya	Ya	Pria	27	Wiraswasta	Rp1,000,000

232	Ya	Ya	Ya	Pria	23	Lainnya	Rp. 2.000.000- Rp. 3.000.000
233	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
234	Ya	Ya	Ya	Wanita	23	Pelajar / Mahasiswa	Rp1,000,000
235	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
236	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
237	Ya	Ya	Ya	Wanita	20	Pelajar / Mahasiswa	Rp1,000,000
238	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	>Rp. 3.000.000
239	Ya	Ya	Ya	Wanita	22	Pelajar / Mahasiswa	Rp1,000,000
240	Ya	Ya	Ya	Wanita	21	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000
241	Ya	Ya	Ya	Pria	22	Lainnya	Rp1,000,000
242	Ya	Ya	Ya	Pria	22	Pelajar / Mahasiswa	Rp. 2.000.000- Rp. 3.000.000

221	5	4	4	5	4	4	5	4	5	4	5	5	4	4	5	4	5	5	4	4	4	4	5	5	4	5	4	5
222	4	4	4	4	4	5	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4
223	4	5	4	5	5	4	5	4	5	5	4	4	5	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5
224	5	5	5	5	5	5	5	5	4	5	5	4	5	5	4	5	5	4	5	5	5	5	4	4	4	4	5	5
225	5	4	4	4	4	5	5	4	5	4	4	5	4	4	4	4	5	4	4	4	5	5	5	5	4	4	4	4
226	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	5	4	5
227	4	5	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	5	4	4	5	4	5	4	5	4	5	5
228	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
229	4	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	5	5	4	5	5	4	4
230	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	4	5	5	5	4	5	4
231	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
232	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
233	4	4	4	5	5	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	4	4	5
234	4	3	3	4	4	4	4	2	4	4	4	3	3	3	3	4	4	4	4	4	2	2	1	3	3	3	3	3
235	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
236	4	5	5	5	5	4	4	5	4	4	5	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5
237	5	4	4	5	5	5	5	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	5	5	4	4	4	5
238	4	4	5	5	4	4	5	4	5	5	5	5	5	5	4	4	4	4	4	5	5	5	4	5	5	5	5	
239	4	4	4	3	2	2	2	4	3	4	3	3	4	2	4	3	4	3	4	4	4	4	4	4	4	3	3	3
240	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
241	3	2	3	3	4	3	3	4	3	3	3	3	3	3	3	2	3	2	2	4	3	3	3	3	3	3	3	3
242	5	4	4	5	4	5	4	4	4	3	4	5	4	4	5	4	5	5	4	5	4	5	4	5	4	4	4	4
243																												



Lampiran III Hasil Structural Equation Modelling

Outer Loading

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
AI_2	0.882					
IA_1	0.883					
IA_3	0.877					
IC_1		0.852				
IC_2		0.744				
IC_3		0.828				
IC_4		0.800				
IC_5		0.778				
IQ_1				0.866		
IQ_2			0.761			
IQ_2				0.877		
IQ_3			0.846			
IQ_3				0.852		
IQ_4			0.798			
IQ_5			0.821			
IQ_6			0.837			
IQ_7			0.826			
IQ_8			0.737			
IU_1					0.812	
IU_2					0.825	
IU_3					0.835	
IU_4					0.842	
PI_1						0.703
PI_2						0.879
PI_3						0.866
PI_4						0.887
PI_5						0.802
IQ_1			0.725			

Cross Loading

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
AI_2	0.882	0.629	0.549	0.501	0.610	0.605
IA_1	0.883	0.658	0.599	0.613	0.664	0.632
IA_3	0.877	0.705	0.551	0.551	0.602	0.650
IC_1	0.607	0.852	0.714	0.701	0.702	0.655
IC_2	0.580	0.744	0.567	0.564	0.555	0.564
IC_3	0.648	0.828	0.639	0.619	0.657	0.593
IC_4	0.616	0.800	0.622	0.595	0.662	0.597
IC_5	0.575	0.778	0.664	0.655	0.681	0.528
IQ_1	0.567	0.672	0.639	0.866	0.609	0.559
IQ_2	0.498	0.565	0.761	0.569	0.625	0.624
IQ_2	0.544	0.684	0.670	0.877	0.698	0.550
IQ_3	0.519	0.671	0.846	0.684	0.660	0.599
IQ_3	0.528	0.681	0.641	0.852	0.715	0.600
IQ_4	0.448	0.591	0.798	0.583	0.583	0.457
IQ_5	0.503	0.645	0.821	0.563	0.619	0.465
IQ_6	0.512	0.660	0.837	0.580	0.688	0.504
IQ_7	0.548	0.666	0.826	0.599	0.633	0.496
IQ_8	0.600	0.745	0.737	0.655	0.649	0.606
IU_1	0.585	0.643	0.754	0.637	0.812	0.620
IU_2	0.539	0.704	0.644	0.675	0.825	0.555
IU_3	0.569	0.681	0.618	0.695	0.835	0.586
IU_4	0.658	0.679	0.622	0.679	0.842	0.651
PI_1	0.503	0.530	0.613	0.479	0.592	0.703
PI_2	0.640	0.692	0.601	0.627	0.659	0.879
PI_3	0.676	0.641	0.562	0.544	0.637	0.866
PI_4	0.606	0.657	0.576	0.612	0.607	0.887
PI_5	0.513	0.498	0.438	0.453	0.520	0.802
IQ_1	0.453	0.546	0.725	0.535	0.590	0.511

Construct Reliability dan Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Information Adoption	0.855	0.856	0.912	0.776
Information Credibility	0.860	0.865	0.900	0.642
Information Quality	0.916	0.918	0.932	0.632
Information Quantity	0.832	0.832	0.899	0.749
Information Usefulness	0.848	0.848	0.898	0.687
Purchase Intention	0.885	0.897	0.917	0.689

R-Square

	R-square	R-square adjusted
Information Adoption	0.505	0.503
Information Usefulness	0.765	0.762
Purchase Intention	0.510	0.508

Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Information Quality -> Information Usefulness	0.273	0.276	0.06	4.271	0,000
Information Credibility -> Information Usefulness	0.355	0.353	0.08	4.686	0,000
Kredibilitas Informasi -> Kegunaan Informasi	0.318	0.317	0.09	3.703	0,000
Information Usefulness -> Information Adoption	0.711	0.71	0.05	14.192	0,000
Information Adoption -> Purchase Intention	0.714	0.715	0.04	16.875	0,000



Lampiran IV Jurnal Utama

HOSTED BY



ELSEVIER

Contents lists available at ScienceDirect

Asia Pacific Management Review

journal homepage: www.elsevier.com/locate/apmr

eWOM via the TikTok application and its influence on the purchase intention of something products

Indrawati ^{a,*}, Prily Calista Putri Yones ^a, Saravanan Muthaiyah ^b

^a School of Economics and Business Telkom University, Indonesia

^b Faculty of Management, Multimedia University, Malaysia

ARTICLE INFO

Article history:

Received 13 August 2021

Received in revised form

19 June 2022

Accepted 31 July 2022

Available online xxx

Keywords:

eWOM

Information adoption model

Purchase intention

Electronic word-of-mouth

TikTok

ABSTRACT

Global data has indicated prevalent growth of online purchases of consumer goods where multiple purchase decisions have been influenced by peer reviews by web users particularly from the influence of social media. Social media has replaced traditional word-of-mouth and introduced a new phenomenon i.e. electronic word-of-mouth (eWOM). TikTok has become one of the trending social media platforms with beauty content within its application. Something is one of the brands that is being viewed mostly on this application. This study aims to better understand the influence of eWOM by virtue of the TikTok application on purchase intention of Something. To understand the influence of eWOM, we applied the information adoption model as the model had been widely used in previous eWOM studies. The information quantity variable was added to the information adoption model. We collected data from 403 respondents administered through a Google Form survey that had several criteria. PLS-SEM using Smart PLS was chosen for data analysis. We found that information adoption positively and significantly influences purchase intention. The model was able to predict the purchase intention of Something accurately by 21.1%.

© 2022 The Authors. Published by Elsevier B.V. on behalf of College of Management, National Cheng Kung University. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

1. Introduction

The social media phenomenon has shifted and transformed the way conventional marketing works, creating digital marketing. Digital marketing can be in the form of website marketing, email marketing, and social media marketing (Pineiro-Otero & Martínez-Rolán, 2016). Previous studies have revealed that customers now rely on social media as an information source in the purchasing process (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Teng, Khong, Chong, & Lin, 2016). According to Indonesia Digital Report 2020, e-Commerce activities in Indonesia showed that around 93% of internet users searched for products online, and 88% of internet users have ever purchased products online (Kemp, 2021). From this data, we can see the importance of digital marketing in running a business online, such as using social media.

eWOM has become an essential part of people's considerations when making purchasing decisions (Elseidi & El-Baz, 2016; Hussain, Ahmed, Jafar, & Rabnawaz, 2017). Social media has frequently influenced the reputation of brands both positively and negatively and we observe customer online reviews as one of the major factors that determine the success of brands (Taylor, 2018). The importance of customer online review has been widely researched to find its influences on determining business performances, customer's tendency to recommend the brands or products, forecasting customer's purchase intention (Goyette, Richard, Bergeron, & Marticotte, 2010), product sales and marketing plans as well as customer decision making (Chen, Fay, & Wang, 2011).

Consumers' attitude toward eWOM is important to be analyzed to better understand consumers' behavioral intentions (Gvili & Levy, 2015). It is also important to observe how consumers' attitudes towards its products may vary because of eWOM. Marketers must learn the tendency of consumers' attitudes toward brands or products, which can either be positively or negatively impacted by its influence (Schiffman & Wisenblit, 2015). A survey by marketing chart shows that 'recommendations' is placed at the highest rank, making sentiment analysis significant towards brand selection. The data shows that recommendations scored 46% out of the 15

* Corresponding author.

E-mail addresses: indrawati@telkomuniversity.ac.id (Indrawati), prilycalista@student.telkomuniversity.ac.id (P.C. Putri Yones), saravanan.muthaiyah@mmu.edu.my (S. Muthaiyah).

Peer review under responsibility of College of Management, National Cheng Kung University.

<https://doi.org/10.1016/j.apmr.2022.07.007>

1029-3132/© 2022 The Authors. Published by Elsevier B.V. on behalf of College of Management, National Cheng Kung University. This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Please cite this article as: Indrawati, P.C. Putri Yones and S. Muthaiyah, eWOM via the TikTok application and its influence on the purchase intention of something products, Asia Pacific Management Review, <https://doi.org/10.1016/j.apmr.2022.07.007>

categories listed. While 'positive online reviews from other users were placed on the second highest rank at 41% (Marketing Chart, 2020). On the other hand, in Indonesia Digital Report 2021, consumer reviews ranked as the third primary channel for brand research (Kemp, 2021).

According to the report by Research and Markets (2022), in recent years, the skincare market has surpassed the global cosmetics industry. This also includes categories such as face and body care, cleansers, and sun protection. This statement is supported by Research and Markets which reported that the global market for Cosmetic Skin Care, was predicted to be worth US\$145.3 billion in 2020 and is expected to increase at a CAGR of 3.6 percent from 2020 to 2027, to reach US\$185.5 billion (Research & Markets, 2021). In line with global cosmetic market growth, Indonesia is also experiencing significant growth in recent years. In 2020, exports of Indonesian cosmetic products amounted to USD 784.9 thousand, which is an increase of 1.5% compared to exports in 2019 (Atase Perdagangan KBRI Tokyo, 2021). Fig. 1, highlights the best-selling item categories in the Indonesian e-Commerce sector in 2020. Beauty care products have become significantly dominant in the local Indonesian e-commerce market and have now secured second place (5.7 million) overall among seven categories listed on e-commerce total sales in 2020.

As explained in the abstract, Somethinc is a local cosmetic brand in Indonesia. The brand has won several awards and defeated many of its competitors. Among the awards won secured are Best Newcomer Cosmetic Brand (Watsons HWB Awards 2021), Best Serum (Tokopedia Beauty Awards 2021), #1 in Top 10 Best-Selling Toner in Shopee and Tokopedia in 2021, highest Market Share (59%) in Face Treatment category in 2021 and #1 Top Views on Tiktok in 2021. This accomplishment can be considered significant for Somethinc to be studied as it is a relatively new brand that was only established in 2019 compared to many of its competitors. Table 1 is the comparison of several competitors with Somethinc with regards to the year of establishment and number of followers on TikTok.

One of the most popular social media platforms in 2020 was TikTok. As of January 2021, it was revealed that TikTok has ranked fourth among the top five platforms. The ranking was based on cumulative time spent by users averaging about 13.8 h per month (Kemp, 2021). One of the most popular contents on Tik Tok is beauty products such as makeup and skincare. In Indonesia itself, based on data from Statistics Indonesia, in the first quarter of 2020, the chemical, pharmaceutical and traditional medicine industries (including cosmetics) experienced positive growth of around 5.59% (Yuliatuti, 2020). The National Industrial Development Master Plan (2015–2035) states that the pharmaceutical industry,

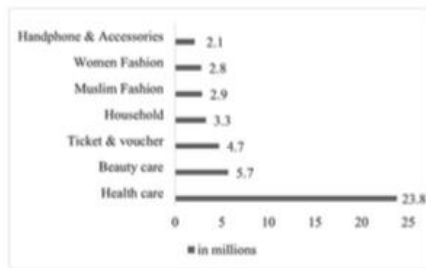


Fig. 1. Best-selling Item Categories in e-Commerce 2020
Source: Indonesian digital marketing association (2021, April 13)

Table 1
Local skincare brands comparison.

Brand Name	Year of Establishment	Followers on TikTok
Somethinc	2019	587K
Lacoco	2017	423.5K
Scarlett Whitening	2017	266.1K
Avoskin	2014	207.7K
Ms Glow	2016	96.9K
Wardah	1995	12.2K

pharmaceutical ingredients and cosmetics will remain leading sectors in driving the economy of the future, thus making competition between market players more intense (IDN Financials, 2020).

Seeing the fact that TikTok is becoming a popular social media, local skincare brands have started using TikTok for their marketing strategy. This is increasing marketing competition on TikTok (Azizah, Gunawan, & Sinansari, 2021). As recommendations and online reviews or eWOM have a high influence on consumers, hence, it is interesting to study the influence of eWOM on TikTok towards purchase intention of local skincare. This motivated our study on Somethinc. The aim is to help business players better understand the benefit of eWOM's phenomenon in marketing efforts.

The focus is to also understand the impact and popularity of the platform that has 1,1 M followers and how it relatively became more popular compared to competitors on the same platform since its first establishment in 2019. We aimed to conduct this study to further examine the purchase intention of local skincare, as purchase intention is considered one of the main effects of eWOM, which will eventually lead to improved sales (Ismagilova, Dwivedi, Slade, & Williams, 2017) and the growth of cosmetics that allows competition between brands in Indonesia.

2. Literature review and research framework

2.1. Theoretical background for research framework

This research initially adopted the information adoption model (IAM) by Sussman and Siegal (2003), as shown in Fig. 2. According to Sussman and Siegal (2003), the information adoption model (IAM) is used to portray the process of how information can be adopted by people and influence their behavior and intention through computer-based communications. IAM is a combination of the Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM).

In the original research by Erkan and Evans (2016), the study built a new research framework called the Information Acceptance Model (IAM) which added consumer behavior aspects towards eWOM information such as "Needs of Information" and "Attitudes towards Information". In this study, it was indicated that IAM was flexible and could be extended. IAM is also supported by Wang (2016) that shows several previous studies combined or added new variables to IAM to enhance its explanatory power. The

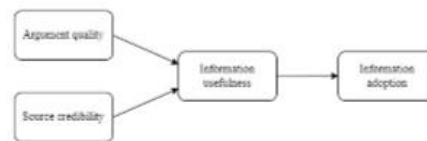


Fig. 2. Information adoption model.
Source: Sussman and Siegal (2003).

consideration of adding new variables, models, or perspectives is to emphasize the needs of the research and what researchers want to observe. In the original IAM work of Sussman and Siegal (2003), informational influence can occur through central and peripheral routes. Abedi, Ghorbanzadeh, and Rahehagh (2019) also suggested that the peripheral route of information such as quantity can be analyzed in future research on information adoption. Teng and Khong (2015) also referred to argument quantity as a relevant attribute of peripheral cues. Ismagilova et al. (2017), also agree that eWOM volume influences eWOM helpfulness. Based on the previous explanation, this research considers using variables of IAM such as "information quality", "information credibility", "information usefulness", and "information adoption" as the primary model by adding information quantity to the model. This research aims to find out the influence of eWOM on purchase intention and to predict its influence.

2.2. Electronic word-of-mouth

Word-of-Mouth is traditionally a form of direct communication between peers about brands or products without any commercial intention. Now that internet has grown very rapidly, the internet has made word-of-mouth electronic, becoming known as Electronic Word-of-Mouth (eWOM). EWOM includes numerous platforms such as social media sites, weblogs, community discussion forums, review websites, newsgroups, and e-commerce (Cheung & Lee, 2012). Another definition of eWOM includes the negative and/or positive aspects of a brand, product, or services made by former, present, and potential consumers, which are shared on the internet and accessible to anyone (Sulthana & Vasantha, 2019). Ismagilova et al. (2017) formed a definition of eWOM as the exchanging process of dynamic and continuous information of a brand, product, company, or service made by former, present, and potential consumers and being shared on the internet and is accessible to anyone. EWOM can take place in different forms and settings, for example, blogs, social media, discussion forums, and review websites. EWOM is explained as information transfer which the influence may vary among the receivers based on their attitudes and behavior (Erkan & Evans, 2018). EWOM is perceived as more influential due to its independence from the company. This is because consumer reviews represent personal experiences. EWOM has been highly related to consumer purchasing decisions and lowering purchasing decision risks (Miremadi & Haghayegh, 2022). In eWOM studies, the information adoption model is commonly used, as in studies by Filieri (2015), Tien, Rivas, and Liao (2018) and Zhu, Chang, and Luo (2015).

2.3. Information adoption of eWOM

Information adoption was first suggested by Sussman and Siegal (2003). According to Sussman and Siegal, the information adoption model (IAM) is defined as a model to portray the process of how information can be adopted by people and influence their behavior and intention through computer-based communications. IAM is a combination of the Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM). TAM is used to understand the people's acceptance of information systems and technology on their intention for usage, while ELM emphasizes the social aspect of the influence of information on attitudes to measure the effectiveness of the communications. By considering both TAM and ELM, IAM offers four components in its model, namely Argument Quality, Source Credibility, Information Usefulness, and Information Adoption.

2.4. Information quality

Information quality as defined by Filieri (2015) refers to the quality of the contents in the eWOM. From a consumer's point of view, information quality influences them in the process of decision-making. As stated in the research of Sussman and Siegal (2003), which is the original information adoption model study, informational influence can occur through central and peripheral routes. The central route indicates that recipients pay attention to the contents of the message, which is represented by argument quality. Customer likes and dislikes (also known as sentiment) of products purchased online have a great bearing on the sentiment or urge to purchase a product or not, especially if the product must deal with personal healthcare or cosmetics. In this regard, the researchers included information quality as a significant variable. The peripheral route indicates that recipients make simple decision rules to evaluate the message, which can be represented in terms of source credibility. The quality of eWOM information has been identified in certain characteristics, such as completeness, timeliness, relevance (Cheung, Lee, & Rabjohn, 2008), detail, factuality (Filieri, 2015), clarity, objectivity, understandability, and high quality (Park, Lee, & Han, 2007). The relationship between information quality and information usefulness has been previously studied. Information quality is the main factor that influences consumers' perceived usefulness of the information in their decision-making process. The higher the information quality, the more the information will help consumers in evaluating the quality and performance of the brand/products. Filieri (2015) found that information quality is the most important factor of information diagnostic or usefulness, previous studies also found that information quality has a positive and significant influence on information usefulness. Zhu et al. (2015), however, argue that argument quality, which represents information about products, influences product usefulness evaluation.

Thus, the hypothesis can be defined as follows:

H1. The information quality of Somethinc on TikTok positively and significantly influences the information usefulness.

2.5. Information credibility

Information credibility is the first step in the persuasion process, in which the information may be perceived as persuasive. The perception of persuasiveness can be seen in information's trustworthiness (Erkan & Evans, 2018). Filieri (2015) states that the credibility of information or its accuracy affects the capability of convincing customers on which information can be trusted. According to Nan (2009), credibility is often supported. Weitzl (2014), credibility is closely related to believability, which has characteristics such trustworthy, convincing, and credibility. Information credibility has been proven to have a positive impact on information usefulness. EWOM that has been perceived as credible by consumers will be more likely to be accepted and help them in adopting information (Filieri, 2015). Information that is perceived as accurate, reliable, authentic, and persuasive has increased credibility (Ho, Phan, & Le-Hoang, 2021). As said in the research of Sussman and Siegal (2003), informational influence can be passed through a peripheral route which is source credibility. Source credibility can be used as a simple evaluation to make a decision that determined the usefulness of a message. Information credibility has been said to be the initial factor in the persuasion process. Information credibility is also found to be having a positive impact on information usefulness. In research by Ngarmwongnoi, Oliveira, AbedRabbo, and Mousavi (2020), eWOM credibility is influential towards eWOM usefulness based on the interviews. Thus, the second hypothesis is formed as follows:

H2. Information credibility of Somethinc on TikTok positively and significantly influences the Information Usefulness

2.6. Information quantity

Information quantity, as explained by Filieri (2015), refers to the frequency or the number of times that the information, eWOM, or reviews are exposed to the consumers. A high frequency or number of reviews helps consumers in evaluating the quality of the brand or product than a small frequency or a small number of reviews do. In the context of information quantity for this research, information quantity will be connected to information used to support the theory of (Ngarmwongnoi et al., 2020) that says information quantity is useful for reducing the perceived risk. Information quantity can help with the consistency of the reviews. A product or service review is typically written by multiple reviewers and presented to readers as a whole. As a result, readers may quickly obtain confirmation from other users and analyze the consistency of these online communications (Ismagilova et al., 2017). Information quantity also represents the number of people who provide reviews about products, meaning that the products have good sales and good reputations, which reduces doubt when purchasing products (Ho et al., 2021). In research by López and Sicilia (2013) and Ngarmwongnoi et al. (2020), information quantity was represented by popularity, reliability, and product performance. Several previous researchers such as Abedi et al. (2019), Wang (2016), and Teng and Khong (2015) have also suggested considering other factors that can be added to the information adoption model. Information quantity has been used in research about eWOM influences such as the research by Ngarmwongnoi et al. (2020), Hong and Kim (2016), and Yan et al. (2016) that show information quantity has been proved to be supported and has an influence towards information usefulness. Thus, the third hypothesis is formed as follows:

H3. Information quantity of Somethinc on TikTok positively and significantly influences the Information Usefulness

2.7. Information usefulness

This variable is dependent on information quality (completeness, clarity, relevance, understandability, and details), information quantity (correctness of the information), and information credibility (trustworthiness of information). Thus, we can construe that information usefulness is highly dependent or has a direct relationship to one or more of these variables. Information usefulness refers to the response from consumers that the information obtained is useful and helpful in their decision-making process. Information usefulness is the first step in adopting information (Erkan & Evans, 2018). Information usefulness is described as offering useful, informative, valuable, and helpful indicators as stated in Hussain, Song, and Niu (2020). Information is perceived as useful when consumers' performance is enhanced. A consumer's probability of adopting information is increased when the information is perceived as useful because the consumer will be more likely to use information that is suitable to their needs and objectives (Sardar, Manzoor, Shaikh, & Ali, 2021). Filieri (2015) also explains that information usefulness (displayed as information diagnostics) is the key factor in adoption behavior. Later, it was found that information usefulness is positively and significantly related to information adoption. Tien et al. (2018) also researched the influence of eWOM usefulness on eWOM adoption. The latter is proven to show a positive influence on eWOM adoption. Thus, the fourth hypothesis is as follows:

H4. Information Usefulness of Somethinc on TikTok positively and significantly influences the Information Adoption.

2.8. Information adoption

Information adoption is explained by Shen, Zheng, and Zhao (2014) as a receiver's process of internalizing information and accepting the information from external sources, including how the information helps them in gaining their knowledge and improving their decision-making process. Previous studies have shown that information usefulness influences information adoption. This has been frequently observed and analyzed in terms of influence on purchase intention. Information adoption happens after they accept and use the information in the purchase decision-making process (Ismagilova et al., 2017). The information adoption model is mostly used to develop a better understanding of how intentions are formed through messages received via eWOM communication (Sardar et al., 2021). Kemp (2020) explained that purchase intention arises between the evaluation stage and purchase decision when consumers create brand ranks and preferences. A flow then forms once consumers adopt information in the purchase decision-making process, thus it can affect their consideration which eventually leads to purchase intention. Erkan and Evans (2016) developed a hypothesis in which consumers who adopt eWOM information are more likely to have purchase intention, which later proved to be supported. Hence, the fifth hypothesis is formed as follows:

H5. Information Adoption of Somethinc on TikTok positively and significantly influences Purchase Intention.

The authors derived the proposed research framework for this study, as shown below in Fig. 3.

3. Research methodology

Based on the purpose of the research, this research uses a descriptive causal with quantitative method approach. The research strategy for this study is a survey strategy, which means the data collection used a questionnaire to gather quantitative data from the respondents.

3.1. Data collection and analysis technique

The measurement scale used the Likert scale (1 as strongly disagree to 5 as strongly agree). This research is using non-probability sampling technique with purposive sampling because the respondents' characteristics are focused and specified so the samples can better represent the relevant information for this research. To determine the sample size, the authors applied the Slovin formula and used a significance level of 5% ($\alpha = 0.05$ for one tail test). According to Indrawati (2015), the sample is a member of the population selected to be involved in the research, either to be observed, given treatment, or be asked for their opinion about what is being researched. Questionnaires were distributed to targeted respondents or samples with certain conditions to collect the responses. The distribution of the questionnaires was using social media announcements on all the authors' social media platforms and informing about respondents' criteria to better obtain targeted respondents. To determine the minimum sample size using the Slovin formula, Somethinc followers on TikTok have been chosen as the population, which resulted in the minimum sample size of 398 responses. The characteristics of the samples are Indonesian TikTok users (on daily basis) that know or have ever encountered Somethinc contents on TikTok; like to search for skincare product references on TikTok and follow or do not follow Somethinc on TikTok. To conduct this research, a sample size of 403 respondents was collected. The characteristics of the respondents were discussed in Table 2.



Fig. 3. Research framework

This research modifies the theoretical framework and some of the indicators of its variables, this research aims to do theory development and predict the constructs, as well as to analyze the influence of eWOM by using a modified information adoption model on purchase intention. Therefore, this research uses partial least square, which is the variance-based technique of structural equation modeling also known as VB-SEM. SmartPLS 3.0 software (Ringle et al., 2015) was used to process and analyzed the collected data.

4. Results & discussion

Data were analyzed using SmartPLS 3.0 software to analyze the data needs to steps, namely measurement model evaluation, and Structural Model Evaluation.

4.1. Measurement model evaluation

To assess the measurement model, it can be seen by the convergent validity by using factor loading (FL) and average variance extracted- (AVE) values, reliability by using Cronbach Alpha (CA) and composite reliability (CR) values, and discriminant validity by using Heterotrait-Monotrait (HTMT) ratio which is a more accurate measurement when using SmartPLS 3 (Ab Hamid, Sami, & Mohamad Sidek, 2017; Henseler, Ringle, & Sarstedt, 2015). According to Indrawati (2015), convergent validity has been used to measure whether the items that represent the same variable are highly correlated. FL indicator shows that the higher the loading of items to a variable, it means that the items are assigned in the variable in other words it fulfills convergent validity. The value for an FL should be at least 0.5 to show that it has a convergent validity. For this research, the minimum limit is 0.6. According to Indrawati (2015), AVE is a value that shows whether the items that measure a variable converge or not. The value of AVE should be more than 0.5

to be convergent. CA and CR are common techniques used for testing reliability. The minimum value of CA and CR is 0.70 which is considered quite good reliability (Indrawati, 2015). HTMT ratio represents the maximum value of each associated variable. The associated variable's HTMT ratio must be less than 0.85 for there to be a detectable difference between the two variables, according to Kline (2015), Mansoor and Paul (2022), and Indrawati, Ramantoko, Tri Widarmanti, Aziz, and Khan (2022). The PLS method also needs no bias to data from a composite model population (Sarstedt, Hair, Kingle, Thiele, & Gudergan, 2016), while Kock (2015) stated that variance inflation of all items (VIFs) resulting from a full collinearity test should equal to or below 3.3 to the model to be free from bias. The following are the tables for measurement model evaluation results:

Based on Table 3 and Table 4, the measurement model evaluation for validity and reliability is in a satisfactory state, according to the values for convergent validity (FL is above 0.7 and AVE is above 0.5), discriminant validity (HTMT ratio results show the values are below 0.85), and the reliability test (CA and CR are above 0.7). The VIFs scores are also less than 3.3 representing no biased data.

4.2. Structural Model Evaluation

The bootstrapping technique was employed to assess the structural paths. To test the hypotheses, 5000 sub-samples were used.

Fig. 4 shows the result of bootstrapping technique that indicates the β Values of all the paths and the R-square values of the model.

In the results shown in Fig. 4 and Table 5, all suggested hypotheses are supported, and the confidence interval results of the structural model do not cross the confidence intervals, implying that the results are significant. For the first hypothesis, the influence of information quality on information usefulness was found to be positive and significant ($\beta = 0.321$, T-value = 5.658). This result is relevant to the findings of the previous research that found information quality has a positive influence on information usefulness. This finding can be supported and related to the theory of Filieri (2015), which states that the more high-quality criteria information has, the more it helps consumers in assessing a product's quality and performance. It can be indicated that the information of Something on TikTok has the characteristics of information quality that explain Something to its recipients or viewers.

The second hypothesis, the influence of information credibility on information usefulness, was found to be positive and significant ($\beta = 0.249$, T-value = 4.672). This result is relevant to the findings of previous research that concurred the same. This finding can be supported and related to the work of Tien et al. (2018) that states,

Table 2
Respondents' characteristics.

Description		Percentage
Gender	Male	6%
	Female	94%
Age	16–21 Years Old	63%
	22–27 Years Old	36%
	28–33 Years Old	1%
	>40 Years Old	1%
	Middle High	2%
Education	Senior High	56%
	Bachelor's Degree	42%

Table 3
FL, AVE, CA, and CR results.

Latent Variable	Item Code	FL	VIF	CA	CR	AVE
Information Quality (Cheung et al., 2008); (Filieri, 2015); (Park et al., 2007)	IQ1	0.765	2.025	0.906	0.924	0.603
	IQ2	0.779	2.147			
	IQ3	0.715	1.723			
	IQ4	0.758	1.977			
	IQ5	0.783	2.187			
	IQ6	0.822	2.664			
	IQ7	0.779	2.304			
	IQ8	0.807	2.171			
Information Quantity (López & Sicilia, 2013);	IQn1	0.876	1.567	0.751	0.889	0.800
	IQn2	0.912	1.567			
Information Credibility (Erkan & Evans, 2018); (Filieri, 2015); (Weitzl, 2014)	IC1	0.805	1.919	0.906	0.930	0.727
	IC2	0.815	2.104			
	IC3	0.878	2.864			
	IC4	0.883	3209			
	IC5	0.878	3124			
Information Usefulness (Hussain et al., 2020)	IU1	0.875	2.457	0.894	0.927	0.759
	IU2	0.869	2.353			
	IU3	0.852	2.293			
	IU4	0.889	2.748			
Information Adoption (Shen et al., 2014)	IA1	0.816	1.452	0.779	0.871	0.693
	IA2	0.863	1.954			
	IA3	0.818	1.714			
Purchase Intention (Erkan & Evans, 2016); (Ismagilova et al., 2017, p. 80)	PI1	0.919	2.910	0.901	0.938	0.834
	PI2	0.918	2.879			
	PI3	0.903	2.678			

Notes: FL = Factor Loading; CA = Cronbach's alpha; CR = Composite reliability; AVE = Average variance extracted.

Table 4
Heterotrait-monotrait ratio (HTMT).

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption	0.617					
Information Credibility	0.617	0.811				
Information Quality	0.671	0.771	0.801			
Information Quantity	0.801	0.774	0.774	0.81		
Information Usefulness	0.747	0.745	0.639	0.575	0.683	
Purchase Intention	0.541	0.609	0.639	0.575	0.683	0.683

Notes: The bold results are the values for discriminant validity.



Fig. 4. Path model results.

that credibility helps consumers reduce perceived risk and uncertainty in the decision-making process. For an online presence, source credibility is crucial in judging the online information. On TikTok itself, people may persuade or convince others to try Somethinc, because the former and existing consumers claim that the products work on them.

The third hypothesis, the influence of information quantity on information usefulness, was found to be positive and significant ($\beta = 0.296$, T-value = 6.040). This finding is relevant to the research of Ngarmwongnoi et al. (2020), Hong and Kim (2016), and Yan et al. (2016) that have found that information quantity influences information usefulness. Ngarmwongnoi et al. (2020) found the

Table 5
Evaluation of structural model results.

Hypothesis	Relationship	β Value	T-Statistics	P-Values	Confidence Interval		R ²	Q ²	F ²
					5%	95%			
H5	IA → PI	0.455	8.647	0.000*	0.370	0.543	0.207	0.169	0.261
H4	IU → IA	0.630	16.892	0.000*	0.569	0.691	0.397	0.268	0.657
H3	IQn → IU	0.296	6.040	0.000*	0.214	0.376	0.591	0.442	0.109
H2	IC → IU	0.249	4.672	0.000*	0.161	0.335			0.063
H1	IQ → IU	0.321	5.658	0.000*	0.229	0.417			0.100

Notes: IQ = Information Quality, IQn = Information Quantity, IC = Information Credibility, IU = Information Usefulness, IA = Information Adoption, PI = Purchase Intention.
*Significant.

effectiveness of information quantity towards information usefulness by 30 interviewees. Filieri (2015) states that information quantity or a high volume of eWOM allows recipients/viewers to find helpful information that they are looking for a small number of reviews also supports the finding. This finding can be relevant to the way the TikTok algorithm works to show recommendation videos based on the viewers. Viewers who usually like beauty content videos on TikTok would be more likely to be shown the same content by TikTok. TikTok videos about Somethinc are also usually trending, therefore it can show on many people's For You Page.

In the fourth hypothesis, the influence of information usefulness on information adoption was found to be positive and significant ($\beta = 0.630$, T-value = 16.892). This result also concurs with previous work done in this domain. This finding can be supported and related to the theory that state information usefulness is the first step in adopting information Hussain et al. (2020). According to Ngarmwongnoi et al. (2020), information usefulness is measured by its contribution to giving information or knowledge. While Lee and Hong (2019) explained that review helpfulness indicates that it helps people in evaluating the products. As the information on TikTok about Somethinc usually shows the reviews from a lot of former and existing consumers about the products, it helps the recipients/viewers to know the products more and familiar with them, thus increasing the recipients/viewers' knowledge and acceptance.

For the fifth hypothesis, the influence of information adoption on purchase intention was found to be positive and significant ($\beta = 0.455$, T-value = 8.647). This finding is relevant to the theory of consumer attitude, which is the cognitive component that has characteristics of knowledge, opinions, beliefs, and awareness. Information adoption, as represented by acceptance and knowledge indicators, affects the conative component (the likelihood of taking a specific action or behaving in a certain way), which in this case is an intention to buy. This indicates that the information of Somethinc has contributed to the knowledge of its recipients, then they accepted the information and recommendation of Somethinc. This increases the possibility that recipients gain interest and intention to purchase because of available information and recommendations.

For predictive relevance of the structural model, it was found that the exogenous variables have predictive relevance for the endogenous variables because Q² values are all bigger than zero. From F² it is seen that the effect size of each predictor variable is considered small for Information Credibility, Information Quality, Information Quantity, and Information adoption, and Large for Information usefulness.

According to Indrawati (2015), another analysis for evaluating the correctness of the proposed model is R-squared, which is used for measuring the construct's percentage variation. In this research,

R-squared is used to tell whether the model explains the variance in the information usefulness, information adoption, and purchase intention of Somethinc by TikTok users. Based on Table 5, it can be known that the R-square of information usefulness is 0.591, or 59.1% of information usefulness's variance is explained by information quality, information quantity, and information credibility. The R-square of information adoption is 0.397, such that 39.7% of information adoption's variance is explained by information usefulness. The R-square for purchase intention is 0.207, so 20.7% of purchase intention's variance is explained by information usefulness, information adoption, information quality, information quantity, and information credibility. According to Malhotra (2010), the R-Squared value which is higher than 0.60 is preferable. Garson (2016) states that 0.67 indicates strong, 0.33 indicates moderate, and 0.19 indicates weak correlation. Based on that classification, information usefulness has the strongest prediction power, while information adoption is considered moderate, and purchase intention has the weakest prediction power.

4.3. Predictability of the model

Recently, scholars suggested using PLSpredict to measure the predictability of a model besides using the R-square value and Q-square value. The R-square value only assesses a model's explanatory power but provides no indication of its out-of-sample predictive power in the sense of an ability to predict the values of new cases not included in the estimation process. Assessing a model's out-of-sample predictive power involves estimating the model on a training (analysis) sample and evaluating its predictive performance on data other than the training sample (Shmueli et al., 2019). The Q-square value does not draw on holdout samples, but for single omitted and imputed data points, this metric is a combination of in-sample and out-of-sample prediction without clearly indicating whether the model has a good explanatory fit or exhibits predictive power (Sarstedt, Ringle, & Hair, 2017). PLSpredict offers a means to assess a model's out-of-sample predictive power, as well as the model's accuracy when predicting the outcome value of new cases (Shmueli et al., 2019). This study compares the RMSE, MAE, and the MAPE value of the PLS Model with the LM value of each indicator in the model, as shown in Table 6.

Table 6 shows that the result of the PLS-SEM analysis compared to the LM indicates lower prediction errors in terms of RMSE, MAE, and MAPE because a minority of the dependent construct's indicators produces lower PLS-SEM prediction errors compared to the naive LM benchmark (see only the bold number).

The prediction power of purchase intention of this study model is weak; hence it is important to improve the explanatory power by finding alternative path models. Shmueli et al. (2019) and Myung (2000) stated that increasing the complexity of a model could improve explanatory power in terms of R². Shmueli et al. also

Table 6
PLS model vs LM model.

	PLS MODEL				LM MODEL			
	RMSE	MAE	MAPE	Q ² _predict	RMSE	MAE	MAPE	Q ² _predict
IA1	0.710	0.544	16,886	0.317	0.697	0.523	15,853	0.342
IA3	0.846	0.658	22,324	0.239	0.859	0.655	22,063	0.214
IA4	0.883	0.682	24,408	0.233	0.894	0.674	24,060	0.215
IJ1	0.558	0.437	11,524	0.450	0.558	0.435	11,400	0.451
IJ3	0.535	0.416	11,232	0.493	0.550	0.421	11,315	0.465
IJ4	0.635	0.498	13,179	0.374	0.653	0.514	13,609	0.337
IJ5	0.568	0.454	11,737	0.442	0.564	0.440	11,405	0.450
PI1	0.808	0.633	19,821	0.185	0.737	0.553	16,831	0.321
PI2	0.803	0.629	19,298	0.178	0.754	0.574	17,194	0.276
PI5	0.834	0.694	20,585	0.170	0.775	0.587	17,247	0.283

stated that researchers can use PLSpredict which includes out-of-sample prediction as an integral element of model assessment in PLS-SEM and as a way to assess their model's practical relevance. To analyze the predictability of the model by using PLSpredict, an alternative model should be formulated. Fig. 5 is an alternative path model (model 2) which will be compared with the tested model (model 1. See Fig. 3) in this study.

Table 7 shows the comparing models' results in terms of composite score-based prediction errors by using the RMSE and the MAE statistic to identify a model that has higher predictive power.

Table 7 shows that the alternative model (model 2) particularly stands out because its RMSE and MAE are lower in the Information Adoption and Purchase Intention constructs than the original model (model 1). From Q²_predict scores, it can be seen that the scores for the Information Adoption and Purchase Intention constructs of the alternative model are higher than the original model. Those scores show that the alternative model (model 2) has a higher predictive ability than the original model (model 1). Model 2 has a better chance of being scientifically replicable and explainable than model 1 (Shmueli et al., 2019).

5. Conclusion and implications

Customer online reviews and recommendations are two of the most influential sources for consumers. This eWOM phenomenon online has been studied by many researchers and marketers in the past few years due to its influence and role in the marketing field. The information adoption model has been used as a reference for

better understanding eWOM influences on consumers. In this research, information adoption is developed by adding information quantity based on a previous study's suggestion by Abedi et al. (2019). The suggested hypotheses are all found to be supported. With the findings of supported hypotheses, however, the information adoption model prediction ability which is the R-Squared value on purchase intention was found to be in a weak category. This indicates that other factors influence the purchase intention of Something which should be studied in future research.

5.1. Managerial implications

Based on the direct path of information adoption on purchase intention, marketers can interfere and make an amplified eWOM by making their briefing for reviews done by the influencers. This helps marketers' control what the content is about. Marketers might understand more of their customers so the content shared by influencers can be under the control of the management. Second, the suggestion based on the direct path of information usefulness on information adoption can be taken from learning and analyzing the reviews by the customers themselves, be it from their customers or competitors' customers. Reviews can be useful for improving their products or even be an inspiration for developing a new product. This finding will offer benefits in copywriting to better target consumers' needs. Information quality, information credibility, and information quantity variables can be taken into consideration to improve management and marketers' activities.

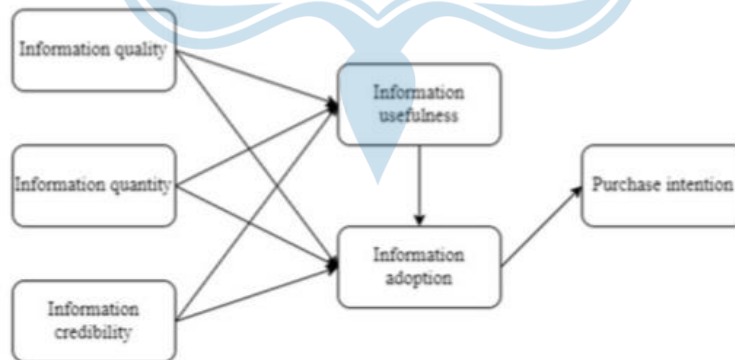


Fig. 5. Alternative path model (Model2).

Table 7
Model comparison result using PLSpredict.

Construct	Original Model (Model 1)		
	Statistics		
	RMSE	MAE	Q ² _predict
Information Adoption	0.790	0.612	0.385
Information Usefulness	0.651	0.505	0.582
Purchase Intention	0.895	0.710	0.213
Construct	Alternative Model (Model 2)		
	0.766	0.583	0.420
	0.651	0.505	0.582
	0.872	0.687	0.251

Note: Minimum values per construct are printed in bold.

5.2. Suggestions for local skincare brands

Based on the findings and the supported hypothesis, suggestions for local skincare brands are formed to solve the research problem statement. As the information adoption hypothesis on purchase intention is supported, it is suggested for local skincare brands start using TikTok as part of their marketing platform. The increasing number of users on TikTok helps the business to find its target users. New market players can start introducing their brands to the wide audiences of TikTok. Local skincare brands can also start making their campaigns with the help of TikTok for Business. Information about the product attributes is also important to be stated in TikTok contents. The role of influencers and customers in spreading eWOM is also worth trying to increase the information quantity. Finally, it is suggested to choose highly credible influencers and beauty bloggers to review products to increase the information credibility.

5.3. Limitations and future research directions

Some limitations apply to this study. This study is focusing on the beauty product industry, leading to the respondents being primarily women. The social media platform that is being studied is TikTok, so, it might result in different conclusions on different social media platforms. The information adoption model has been proven to support the hypothesis, but other factors such as product quality, brand equity, and marketing mix can be studied in the future to better understand the purchase intention of local skincare brands on TikTok.

Appendix

The variables and the items of the questionnaire.

Variable	Items
Information Quality (Cheung et al., 2008); (Filieri, 2015); (Park et al., 2007)	IQ1 I can understand the information of Somethinc on TikTok IQ2 The information of Somethinc on TikTok is relevant to my needs IQ3 I think the information of Somethinc on TikTok is based on facts IQ4 The information of Somethinc on TikTok explains the product attributes IQ5 I think the information of Somethinc on TikTok is clear IQ6 I think the information of Somethinc on TikTok is detailed IQ7 I think the information of Somethinc on TikTok is complete IQ8 In conclusion, I think the information of Somethinc on TikTok is high in quality
Information Quantity (López & Sicilia, 2013)	IQn1 I can rely on the amount of information of Somethinc on TikTok IQn2 The amount of information of IQn3 Somethinc on TikTok can help me understand the product performance
Information Credibility (Erkan & Evans, 2018); (Filieri, 2015); (Weitzl, 2014)	IC1 The information of Somethinc on TikTok is convincing IC2 I think the information of Somethinc on TikTok is credible IC3 I think the information of Somethinc on TikTok is believable IC4 I think the information of Somethinc on TikTok is true IC5 The information on TikTok about Somethinc is trustworthy
Information Usefulness (Hussain et al., 2020)	IU1 I think the information of Somethinc on TikTok is useful IU2 I think the information of Somethinc on TikTok is informative IU3 The information on TikTok about Somethinc is helpful for me to evaluate the product IU4 The information on TikTok about Somethinc is helpful for me to be familiar with the product
Information Adoption (Shen et al., 2014)	IA1 I learn something new about Somethinc brand on TikTok IA2 I accept the information of Somethinc on TikTok IA3 I accept the recommendation of Somethinc on TikTok
Purchase Intention (Erkan & Evans, 2016); (Ismagilova et al., 2017)	P1 Somethinc becomes my consideration to buy in the future P2 Next time I need a skincare, it is likely I consider purchasing Somethinc P3 Next time I need a skincare, it is likely I will use Somethinc P4 It is very likely that I will buy the P4 Somethinc product P5 I will try Somethinc product

References

- Ab Hamid, M. R., Sami, W., & Mohamad Sidek, M. H. (2017). Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion. *Journal of Physics: Conference Series*, 890(1). <https://doi.org/10.1088/1742-6596/890/1/012163>
- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR-04-2019-0058>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing. *Telematics and Informatics*, 34(7), 1177–1190.
- Atase Perdagangan KBRI Tokyo. (2021). *Business intelligence analysis report: Cosmetic products (skincare) HS: 330499*. <https://itpc.or.jp/wp-content/uploads/2021/11/4-Kosmetik-Skincare-FINAL.pdf>
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2), A438–A443.
- Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 25(2), 85–94.
- Cheung, C. M., Lee, M. K., & Rajohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247.
- Cheung, M. K., & Lee, K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53, 218–225.
- Elsedi, R., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: An empirical study in Egypt. *Business and Management Review*, 7(5), 514–522.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 24(6), 617–632.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in eWOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Garson, D. G. (2016). *Partial least square, Regression, & structural equation models*. Asheboro: Statistical Associates Publishing.
- Goyette, I., Richard, L., Bergeron, J., & Martocchio, F. (2010). eWOM scale: Word-of-Mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
- Gvili, Y., & Levy, S. (2015). Antecedents of attitudes toward eWOM communication: Differences across channels. *Internet Research*, 26(5), 1030–1213.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hong, H., & Kim, H. (2016). Impact of review characteristics on female consumer perceptions of review usefulness and patronage intent of online stores hosting the reviews. *Journal of the Korean Society of Clothing and Textiles*, 40(6). <https://doi.org/10.5850/JKSCT.2016.40.6.994>
- Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention - the case of Instagram. *Independent Journal of Management & Production*, 12(4). <https://doi.org/10.14807/ijmp.v12i4.1336>
- Hussain, S., Ahmed, W., Jafar, R., & Rabeen, A. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, 66, 96–102.
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' motivational involvement in eWOM for information adoption: The mediating role of organizational motives. *Frontiers in Psychology*, 10, 3055. <https://doi.org/10.3389/fpsyg.2019.03055>
- IDN Financials. (2020, Agustus 3). *Kemenperin dorong kinerja industri kosmetik*. <https://www.idnfinancials.com/id/news/35516/industry-industry-boost-performance-cosmetics-industry>
- Indonesian digital marketing association. (2021, April 13). *40 best selling product categories on marketplace 2020*. <https://digimind.id/40-kategori-produk-paling-laris-di-marketplace-2020-3/>
- Indrawati. (2015). *Metode penelitian Manajemen dan bisnis*. Bandung: Refika Aditama.
- Indrawati, I., Ramantoko, C., Tri Widarmanti, T., Aziz, I. A., & Khan, F. U. (2022). Utilitarian, hedonic, and self-esteem motives in online shopping. *Spanish Journal of Marketing - ESC Emerald Publishing Limited*. https://doi.org/10.1108/SJME-06-2021-0113_2444-9709 <https://www.emerald.com/insight/search?q=Utilitarian%2C+hedonic%2C+and+self-esteem+motives+in+online+shopping>
- Ismaglova, E., Dwivedi, Y., Slade, E., & Williams, M. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Cham: Springer.
- Kemp, S. (2020, February 18). *Digital 2020: Indonesia*. <https://datareportal.com/reports/digital-2020-indonesia>
- Kemp, S. (2021, February 11). *Digital 2021: Indonesia*. <https://datareportal.com/reports/digital-2021-indonesia>
- Kline, R. B. (2015). *Principles and practice of structural equation modeling*. Guilford publications.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–30. <https://doi.org/10.4018/ijec.2015100101>
- Lee, J., & Hong, I. (2019). Consumer's electronic word-of-mouth adoption: The trust transfer perspective. *International Journal of Electronic Commerce*, 23(4). <https://doi.org/10.1080/10864415.2019.1655207>
- López, M., & Sicilia, M. (2013). Determinants of eWOM influence: The role of consumers' internet experience. *Journal of Theoretical and Applied Electronic Commerce Research*, 9(1), 28–43. <https://doi.org/10.4067/S0718-18762014000100004>
- Malhotra, N. K. (2010). *Marketing research: an applied orientation*. New Jersey: Prentice Hall.
- Manusor, M., & Paul, J. (2022). Impact of energy efficiency-based ICT adoptions on prosumers and consumers. *Journal of Cleaner Production*, 331, Article 130008.
- Marketing Chart. (2020, April 15). *Which ad touchpoints give the most positive brand impression?* (retrieved on: 5th Jan 2022) <https://www.marketingcharts.com/advertising-trends/creative-and-formats-112650>
- Miremadi, A., & Haghayegh, M. (2022). The competitive advantage of eWOM in digital marketing. *European Journal of Business and Management Research*, 7(2). <https://doi.org/10.24018/ejbrmr.2022.7.2.966>
- Myung, I. J. (2000). The importance of complexity in model selection. *Journal of Mathematical Psychology*, 44(1), 190–204.
- Nan, X. (2009). The influence of source credibility on attitude certainty: Exploring the moderating effects of timing of source identification and individual need for cognition. *Psychology and Marketing*, 26(4), 321–332.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Park, D., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce/Summer*, 11(4), 125–148. https://doi.org/10.2753/IJEC1086-4415110405_2007
- Piñero-Otero, T., & Martínez-Rolán, X. (2016). Understanding digital marketing—basics and actions. *Management and Industrial Engineering*. https://doi.org/10.1007/978-3-319-28254-7_2
- Research, & Markets. (2021). *Cosmetic Skin care - global market trajectory & analytics*. <https://www.researchandmarkets.com/reports/5141056/cosmetic-skin-care-global-market-trajectory-and-analytics-post-1>
- Research, & Markets. (2022). *Skincare products market - growth, trends, COVID-19 impact, and forecasts, 2022 - 2027*. <https://www.researchandmarkets.com/reports/5312396/skincare-products-market-growth-trends-covid>
- Ringle, C. M., Wende, S., & Becker, J. (2015). *SmartPLS 3. Boenningstedt: SmartPLS GmbH* (Retrieved from SmartPLS.com).
- Sardar, A., Manzoor, A., Shaikh, K., & Ali, I. (2021). An empirical examination of the impact of eWOM information on young consumers' online purchase intention: Mediating role of eWOM information adoption. *Sage Open*.
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies. *Journal of Business Research*, 69(10), 3998–4010. <https://doi.org/10.1016/j.jbusres.2016.06.007>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of market research*. Heidelberg: Springer.
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior* (11th ed.). New Jersey: Pearson.
- Shen, X., Zheng, K., & Zhao, S. (2014). *Understanding information adoption in online review communities: The role of herd factors*. 2014 47th Hawaii International Conference on System Science.
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, h., Vaithilingam, s., et al. (2019). Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict, 2019. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>. © Emerald Publishing Limited 0309-0566.
- Sulthana, A., & Vasantha, D. (2019). Influence of electronic word of mouth eWOM. *International Journal of Scientific & Technology Research*.
- Sussman, S., & Siegal, W. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Taylor, C. (2018). The new era of electronic word of mouth (eWOM): 'Be more chill' overrules the critics. *International Journal of Advertising*, 37(6), 849–851.
- Teng, S., & Khong, K. (2015). Conceptualising cues in social media. *International Journal of Internet Marketing and Advertising*, 9(3), 233–253.
- Teng, S., Khong, K., Chong, A., & Lin, B. (2016). Examining the impacts of electronic word-of-mouth message on consumers' attitude. *Journal of Computer Information Systems*, 57(3), 1–14.
- Tien, D. H., Rivas, A. A., & Liao, Y. (2018). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmr.2018.06.003>

- Wang, Y. (2016). Information adoption model, a review of the literature. *Journal of Economics, Business and Management*, 4(11).
- Weitzl, W. (2014). *Measuring electronic word-of-mouth effectiveness: Developing and applying the eWOM trust scale*. Vienna: Springer.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, C. (2016). EWOM from e-commerce websites and social media: Which will consumers adopt? *Electronic Commerce Research and Applications*, 17, 62–73. <https://doi.org/10.1016/j.jelerap.2016.03.004>
- Yuliatuti, N. (2020 August 2). *Kemenperin "percantik" kinerja industri kosmetik*. Retrieved from <https://www.antaranews.com/berita/1644998/kemenperin-percantik-kinerja-industri-kosmetik>.
- Zhu, H. D., Chang, P. Y., & Luo, J. J. (2015). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8–16. <https://doi.org/10.1016/j.tele.2015.06.001>, 2015.

