

ABSTRACT

The development of digital technology has driven the increased use of social media, such as TikTok, as an Electronic Word of Mouth (e-WOM) platform that influences consumer behaviour in the skincare industry in Indonesia, particularly Avoskin products. In the face of fierce competition, online reviews on TikTok have the potential to shape consumer purchase intentions, particularly in Sidoarjo Regency, which has different consumption patterns and digital access. This study aims to analyse the influence of e-WOM on TikTok on purchase intention for Avoskin skincare products using the Information Acceptance Model (IACM) method.

This research model uses variables such as information quality, information credibility, information need, attitude toward information, information usefulness, information adoption, and purchase intention. This study used a sample of 150 Avoskin product users in Sidoarjo Regency. The analysis method in this study was PLS-SEM using the SmartPLS 4.0.9.9 programme.

The results of this study show that e-WOM on TikTok through the IACM model is proven to be effective in increasing the purchase intention of Avoskin skincare products in Sidoarjo Regency. E-WOM variables such as quality, credibility, information needs, and attitudes towards information play an important role in shaping perceptions of usefulness and information adoption, which ultimately lead consumers to make purchasing decisions. These findings have practical implications for Avoskin to optimise e-WOM content on TikTok to strengthen consumer interest and purchase intent, thereby enhancing competitiveness in the skincare market.

Keywords: TikTok, Electronic Word of Mouth (e-WOM), Information Acceptance Model (IACM), Purchase Intention

