

EFFECT OF INFORMATION USEFULNESS AND INFORMATION ADAPTION OF AVOSKIN PRODUCTS ON PURCHASE INTENTION

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ABSTRACT

This study aims to find out how much influence Electronic of Mouth (E-WOM) and its dimensions, namely information quality, information quantity, information credibility, information usefulness, and information adoption on the interest in buying Avoskin skincare products on TikTok social media. Researchers use quantitative methods with the purpose of this study, namely descriptive-causal. Data collection using non-probability sampling method with convenience sampling type as much as 400 respondents user Avoskin. This study used questionnaire data collection techniques with ordinal scales and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. Based on the results of data analysis, it can be concluded that information quality, information quantity and information credibility have a significant and positive effect on information usefulness. In addition, information usefulness has a positive and significant effect on information adoption. The information adoption variable has a positive and significant effect on purchase intention. The suggestions in this study are that the Avoskin company can maintain and improve the quality, quantity and credibility of information about Avoskin products on the TikTok social media platform so that it can increase consumer buying interest in Avoskin products.

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1. INTRODUCTION

Over time, the current development of the internet has made marketing trends change following rapidly changing business developments (Mutia Annur, 2022). Currently technology plays an important role in all aspects of daily life, its progress is seen as a solution to various problems that exist today (Raeisyia Aurellia, 2022). According to a survey conducted by We Are Social the number of internet users in Indonesia is currently increasing by 212.9 million users (Rizaty, 2023). The following is the development of the number of internet users in Indonesia in 2012-2023.

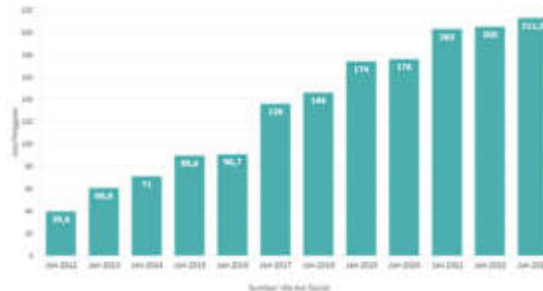


Figure 1. Number of Internet Users in Indonesia in 2012-2023
Source: (Rizaty, 2023)

Based on Figure 1, it can be seen that the number of internet users from January 2012 to January 2023 continues to increase. In January 2023 the number of internet users in Indonesia was 212.9 million users, this number has increased compared to January 2022, which was 205 million users. Currently the number of internet users in 2023 has reached 77% of Indonesia's population.

The current development of the internet has given rise to various types of social media platforms, one of which is social media TikTok. Social media TikTok is one of the most popular platforms at the

moment (Rizaty, 2023). According to a survey conducted by digital literacy status in 2022, the number of TikTok social media users in Indonesia has increased quite rapidly from 2020 to 2022. The following is the number of social media users in Indonesia in 2022.

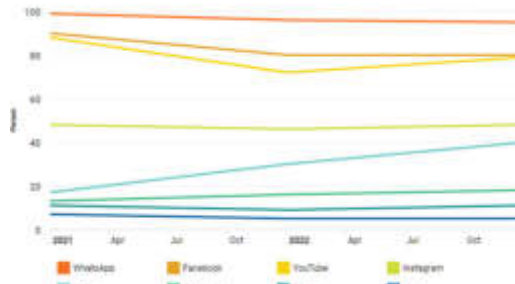


Figure 2. Number of Social Media Users in 2020-2022
Source: (Mutia Annur, 2023)

Based on Figure 2, it can be seen that TikTok social media users have increased quite rapidly in 2020 to 2022. At the beginning of 2020 the percentage of TikTok users in Indonesia was only 17%, then in 2021 it has increased by 17%, and to 40 % in 2022. This means that people using social media TikTok in Indonesia have increased by 207.69% compared to the first year of the pandemic or in 2020.

The development of the number of people using social media has an impact on the functions of social media which are becoming more numerous. Social media currently not only acts as a medium for communication but also acts as a medium for business transactions (Raeisya Aurellia, 2022). Many companies use social media as a medium for communication, promotion and also provide information on the goods or services offered, one of which is in the beauty industry (Asmaradewi, 2019).

A company in the beauty industry that utilizes social media as a medium for communication, promotion and also providing information on a product, namely Avoskin company. Avoskin uses social media to promote its products, one of the social media used is TikTok. The following is the Avoskin company's TikTok social media account.



Figure 3. Avoskin's TikTok Social Media Account
Source: (Tiktok Avoskin, 2023)

Based on Figure 3, Avoskin's social media account with the account name @avoskinbeauty has 518 thousand followers. Avoskin is very active in creating social media content related to product information, educational information containing tips and tricks, information related to skin health and beauty, information about promos, special offers, expanding the reach of business partners, and bonuses are also carried out through social media (Avoskin ., 2021).

The use of social media TikTok used by Avoskin aims to increase buying interest in Avoskin products. According to a survey conducted by Kompas, the Avoskin company is included in the 10 best-selling skincare brands in E-Commerce and occupies fourth position compared to other competitors. Here are the 10 best-selling skincare brands in E-Commerce.



Figure 4. Best Selling Skincare Brands in E-Commerce
Source: (Compas.co.id, 2022)

Based on Figure 4, it can be seen that the skincare brand Avoskin occupies fourth position with total sales of Rp. 28 billion, lower than its competitor, Something with total sales of Rp. 53.2 billion, Scarlett with total sales of Rp. 40.9 billion, and Ms Glow with total sales of Rp. 29.4 Billion.

The low sales of Avoskin compared to its competitors may be due to a lack of consumer buying interest in Avoskin products, this can be seen from the decrease in the number of visitors in December on the Avoskin website to 49.6 visitors. The following is the total Avoskin website visitors in October - December 2022.



Figure 5. Number of Avoskin Website Visitors
Source: (Similiarweb, 2022)

Based on Figure 5, it can be seen that the total consumers who visited the Avoskin website in October amounted to 48.4 thousand visitors and increased in November to 52.2 thousand visitors, then decreased in December to 49.6 thousand visitors. The decrease in the number of consumers visiting the Avoskin website indicates that there is a decrease in buying interest in Avoskin products.

According to Indrawati et al. (2022), there are several factors that can influence purchase intention, namely information usefulness and information adoption. Information usefulness refers to new information, namely information that is informative by providing supporting thoughts on individual perceptions in improving their performance. Information adoption is a process in which recipients internalize information and receive information from outside sources, including how information helps them learn and improve their decision-making processes (Leong et al., 2022).

There are three dimensions that influence the information usefulness used in this study, namely information quality, information quantity, and information credibility (Indrawati et al., 2022). The phenomenon of information credibility in this study is shown by the existence of complaints regarding the incompatibility of information conveyed in one content on Avoskin's TikTok social media. The phenomenon of information adoption, information usefulness and purchase intention in this study is shown by a feeling of confusion caused by information on Avoskin's TikTok social media which is considered uninformative so there is distrust of the product and they are not interested in buying the product. The phenomenon of information quality and quantity in this study is that there are complaints expressing disinterest in buying and also incomplete information provided by Avoskin on its TikTok social media.

2. LITERATURE REVIEW

Marketing Management

Marketing is the mechanism by which businesses connect with customers and build good customer relationships to extract value in return from consumers. Marketing is broadly defined as social and managerial planning to get what is needed and wanted by creating and exchanging something (Kotler & Armstrong, 2014). According to Kotler & Armstrong (2018), marketing is the activity of managing customer

engagement and customer relationships for profit. Marketing aims to gain the interest of new customers by delivering superior values and to retain existing customers by offering value and satisfaction.

Social Media Marketing

Digital and social media marketing includes any use of internet platforms such as websites, social media, advertising and mobile applications, online videos, email, blogs and other digital channels to connect with customers via computers, smartphones, tablets, internet enabled TVs, and other digital devices. Social media is defined as online communication and social networks where people can share and exchange opinions, messages, pictures, videos, etc. (Kotler & Armstrong, 2018).

Electronic Word Of Mouth

Word-of-Mouth is traditionally a form of direct communication between colleagues about a brand or product without commercial intent. Now the internet has developed very rapidly, the internet has made Word-of-mouth electronic, known as Electronic Word-of-Mouth (e-WOM). E-WOM can have different platforms such as social media sites, web logs, communication discussion forums, review sites, newsgroups, or e-Commerce (Cheung & Lee, 2012).

Information Usefulness

According to Leong et al. (2022), information usefulness refers to new information, namely information that is informative by providing supporting thoughts on individual perceptions in improving their performance. Information usefulness refers to the response from consumers that the information obtained is useful and helps in their decision-making process (Indrawati et al., 2022).

Information Adoption

Information adoption is a process in which recipients internalize information and receive information from outside sources, including how information helps them learn and improves the purchasing decision-making process (Leong et al., 2022). Information adoption occurs after they receive and use this information in the purchasing 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 through E-WOM communication (Indrawati et al., 2022).

Purchase Interest

According to Kotler & Keller (2016), buying interest is a form of behavior from consumers who wish to buy or choose a product based on experience, use and desire for a product. The position of the consumer is increasingly important in relation to the organization. Purchase intention appears between the evaluation and purchase decision stages when consumers make brand ratings and preferences. Purchase intention is defined as the intention of potential consumers to buy a brand or product (Kotler & Armstrong, 2018).

Conceptual Framework

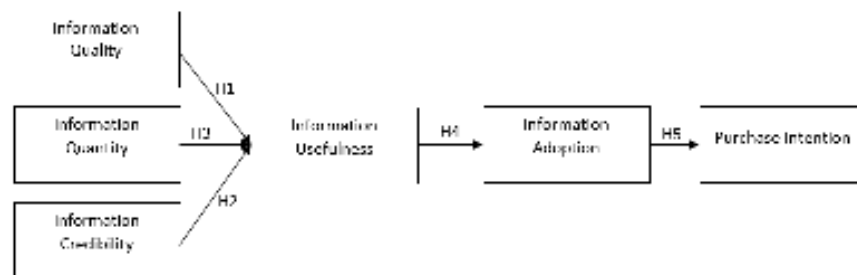


Figure 6. Conceptual Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

H1: Information quality has a significant and positive effect on information usefulness

- H2: Information credibility has a significant and positive effect on information usefulness
- H3: Information quantity has a significant and positive effect on information usefulness
- H4: Information usefulness has a significant and positive effect on information adoption
- H5: Information adoption has a significant and positive effect on purchase intention.

3. METHOD

Types of research

This research uses quantitative methods. Quantitative research is a type of research that produces discoveries that can be achieved or obtained using statistical procedures or other methods of measurement (Sujarweni, 2015). The type of research used in this research is descriptive and causal research.

The type of research based on the strategy used in this study is the survey method, which is research used to obtain data that occurred at the moment or in the past where data collection techniques were carried out by observation (interviews or questionnaires) and research results tend to be generalized (Sugiyono, 2018). This study uses individual types as the unit of analysis because the research is conducted on individuals.

Based on research involvement, namely not intervening in data, it means that researchers do not manipulate existing data (Indrawati, 2015b). This type of research is based on the background, namely using a non-contrived setting, where the research is carried out in a normal and natural environment (Indrawati, 2015b). This research is based on the implementation time, namely cross sectional, which means that if data collection is carried out in one period, then it is processed, analyzed, and then conclusions are drawn (Indrawati, 2015b).

The independent variables in this study are information quality, information quantity, and information. The mediating variables in this study are information usefulness, and information adoption.

This study uses quantitative methods and distributes questionnaires to respondents to collect data. The writer considers using one of the interval scales, namely the ordinal scale for the items. The ordinal scale has the function of distinguishing one condition from another by assigning a rank or rating from higher to lower (Sugiyono, 2013). In this study, researchers used an ordinal scale with five score levels, namely strongly agree to strongly disagree.

4. RESULT AND DISCUSSION

SEM-PLS analysis

Validity and Reliability Test

In this study, the validity and reliability tests were tested using the Structural Equation Modeling (SEM) analysis technique with the help of SmartPLS version 3.0. The validity and reliability test in the Structural Equation Modeling (SEM) analysis technique is known as the evaluation of the measurement model or the outer model. Evaluation of the measurement model or outer model aims to measure the value of the validity and reliability of each indicator used in a variable with parameters, namely the value of the loading factor (I. Ghozali & Latan, 2015).

Validity test

In this study the validity test was carried out using the Structural Equation Modeling (SEM) analysis technique with the help of SmartPLS version 3.0. In this analysis technique, there are two types of validity tests, namely convergent validity and discriminant validity. The following is a validity test in this study:

1) Convergent Validity

The convergent validity test was conducted to determine the validity of each relationship between the indicators and their variables. This validity test has the principle that the gauge of a construct must have a high correlation (I. Ghozali & Latan, 2015). The parameters of the convergent validity test can be seen from the loading factor of each construct indicator which has a value of > 0.7 and an AVE value of > 0.5 (I. Ghozali & Latan, 2015). The following are the results of the convergent validity test in this study.

Table 1. Convergent Validity

Variabel	Indikator	Outer Loading (>0.7)	Information
Information	IQ1	0.917	Valid
	IQ2	0.943	Valid
Quality	IQ3	0.956	Valid

	IQ4	0.965	Valid
	IQ5	0.957	Valid
	IQ6	0.945	Valid
	IQ7	0.964	Valid
	IQ8	0.965	Valid
Information Quantity	IQN1	0.964	Valid
	IQN2	0.965	Valid
	IQN3	0.957	Valid
Information Credibility	IC1	0.958	Valid
	IC2	0.964	Valid
	IC3	0.968	Valid
	IC4	0.966	Valid
	IC5	0.923	Valid
Information Usefulness	IU1	0.976	Valid
	IU2	0.973	Valid
	IU3	0.971	Valid
	IU4	0.975	Valid
Information Adoption	IA1	0.955	Valid
	IA2	0.974	Valid
	IA3	0.958	Valid
Purchase Intention	PI1	0.923	Valid
	PI2	0.957	Valid
	PI3	0.965	Valid
	PI4	0.967	Valid
	PI5	0.944	Valid

Based on Table 1, it can be seen that the outer loadings values for each variable indicator in this study already meet the criteria of the convergent validity test, namely the outer loadings value > 0.7 . In the information quality variable, there are eight indicators, where all of these indicators are declared valid. The information quantity variable has three indicators and all of these indicators are valid. In the information credibility and purchase intention variables, there are five indicators, where all of these indicators are stated to be valid. Information adoption has three indicators, where all of these indicators are declared valid.

Furthermore, the convergent validity test value can also be seen from the Average Variance Extracted (AVE) value. The Average Variance Extracted (AVE) value is needed in conducting a convergent validity test (P. . D. H. I. Ghazali & Latan, 2015). The recommended Average Variance Extracted (AVE) value is at least > 0.5 to show that the convergent validity test that was carried out was good (P. . D. H. I. Ghazali & Latan, 2015). The following is a table of Average Variance Extracted (AVE) values for each variable.

Table 2. AVE

Variabel	Average Variance Extracted (AVE)
Information Adoption	0.927
Information Credibility	0.914
Information Quality	0.906
Information Quantity	0.925
Information Usefulness	0.948
Purchase Intention	0.905

Based on Table 2, it can be seen that the Average Variance Extracted (AVE) value for all variables in this study has met the predetermined criteria, namely the AVE value > 0.50 , therefore it can be stated that each variable in this study has met the convergent validity test criteria.

2) Discriminant Validity

This discriminant validity has attachment to different constructs and does not have a high correlation with other constructs. In conducting this validity test, it should be noted that the cross loading value for each variable must have a value > 0.70 (I. Ghazali & Latan, 2015). In addition, a different way can be done, namely by looking at the comparison of the Square Root of Average Variance (AVE) values, where

each variable that correlates with other variables does not have a higher value than the correlation variable with its construct (I. Ghozali & Latan, 2015). The following are the results of the discriminant validity test in this study.

Table 3. Discriminant Validity

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
IA1	0.955	0.756	0.662	0.702	0.715	0.781
IA2	0.974	0.757	0.676	0.706	0.730	0.831
IA3	0.958	0.753	0.686	0.722	0.723	0.830
IC1	0.759	0.958	0.823	0.862	0.857	0.664
IC2	0.752	0.964	0.838	0.858	0.867	0.680
IC3	0.759	0.968	0.837	0.864	0.863	0.690
IC4	0.776	0.966	0.833	0.860	0.870	0.727
IC5	0.704	0.923	0.892	0.906	0.861	0.656
IQ1	0.659	0.794	0.917	0.842	0.847	0.590
IQ2	0.694	0.828	0.943	0.876	0.877	0.640
IQ3	0.715	0.870	0.956	0.886	0.884	0.660
IQ4	0.653	0.830	0.965	0.880	0.873	0.609
IQ5	0.645	0.845	0.957	0.882	0.875	0.601
IQ6	0.634	0.831	0.945	0.872	0.850	0.593
IQ7	0.667	0.872	0.964	0.898	0.871	0.625
IQ8	0.666	0.855	0.965	0.924	0.874	0.632
IQN1	0.733	0.891	0.874	0.964	0.893	0.679
IQN2	0.701	0.861	0.883	0.965	0.894	0.644
IQN3	0.694	0.874	0.921	0.957	0.888	0.644
IU1	0.723	0.869	0.894	0.905	0.976	0.665
IU2	0.727	0.896	0.887	0.907	0.973	0.660
IU3	0.731	0.880	0.889	0.904	0.971	0.669
IU4	0.743	0.873	0.887	0.896	0.975	0.655
PI1	0.806	0.685	0.611	0.663	0.667	0.923
PI2	0.782	0.679	0.630	0.652	0.643	0.957
PI3	0.810	0.665	0.605	0.637	0.634	0.965
PI4	0.834	0.697	0.637	0.658	0.659	0.967
PI5	0.789	0.674	0.609	0.631	0.632	0.944

It can be seen in Table 3, the cross loading value of each variable in this study is in accordance with the required rule of thumb, namely the cross loading value > 0.70 and the indicator correlation value to the construct is higher than the indicator correlation value with other constructs. In the information quality variable, there are eight statement items, where all of these statement items have a higher value than other indicators. The information quantity variable has three statement items, where all of these statement items have a higher value than the other indicators.

The information credibility variable consists of five statement items, where all of these statement items have a higher value than the other indicators. In the information usefulness variable, there are four statement items, where all of these statement items have a higher value than the other indicators. The information adoption variable has three statement items, where all statement items have a higher value than other indicators and the purchase intention variable has five statement items, where all statement items have a higher value than other indicators.

Furthermore, the discriminant validity test can be seen through the value of the Fornell-Larcker test, where a construct can be said to be valid by comparing the roots of the AVE (Fornell-Larcker Criterion) with the correlation between latent variables. The following is the Fornell-Larcker test.

Table 4. Fornell-Larcker Test

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption	0.963					

Information Credibility	0.785	0.956				
Information Quality	0.701	0.884	0.952			
Information Quantity	0.737	0.910	0.928	0.962		
Information Usefulness	0.751	0.903	0.913	0.927	0.974	
Purchase Intention	0.846	0.715	0.650	0.682	0.680	0.951

Based on Table 4, each variable in this study complies with the required rule of thumb, namely the construct value is greater than the correlation with other variables. The correlation on the information quality variable has a higher correlation when compared to the correlation of other variables. The correlation on the information quantity variable has a higher correlation when compared to the correlation of other variables. The correlation on the information credibility variable has a higher correlation when compared to the correlation of other variables.

The correlation on the information usefulness variable has a higher correlation when compared to the correlation of other variables. The correlation on the information adoption variable has a higher correlation when compared to the correlation of other variables. The correlation on the purchase intention variable has a higher correlation when compared to the correlation of other variables.

Based on the results of the cross loading value test and the Fornell-Larcker Critetion test, it was found that the discriminant validity test in this study was valid because the results of each test fulfilled the rule of thumb discriminant validity test.

Reliability Test

The reliability test in this study used the Structural Equation Modeling (SEM) analysis technique with the help of SmartPLS version 3.0. Reliability test can be used with two methods, namely by using Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha was carried out with the aim of assessing the lower limit of the reliability value of a construct and the Composite Reliability (CR) value was carried out with the aim of measuring the actual reliability value of a construct (I. Ghozali & Latan, 2015). The parameters used to carry out the reliability test in this study are the Composite Reliability and Cronbach's Alpha values, namely > 0.6.

Table 5. Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability	Hasil
Information Adoption	0.960	0.974	Reliabel
Information Credibility	0.976	0.982	Reliabel
Information Quality	0.985	0.987	Reliabel
Information Quantity	0.960	0.974	Reliabel
Information Usefulness	0.982	0.987	Reliabel
Purchase Intention	0.974	0.979	Reliabel

It can be seen in Table 5, the Cronbach's Alpha value and the Composite Reliability (CR) value of each variable in this study has a value exceeding 0.7. This is in accordance with the criteria of Cronbach's Alpha and Composite Reliability (CR) values, which are greater than 0.7 so that it can be said that all variables in this study can be declared reliable.

Model Fit Test

The goodness of fit (GoF) test is used to find out how good and suitable a model is used in describing the covariance matrix for the indicators used in this study (Widodo, 2017). A model can be said to be good fit if it has a GoF value of 0.38, it is said to be marginal fit if it has a value of 0.25, and it is said to have a small fit if it has a value of 0.1 (Ghozali, 2014). In the model fit test analysis is done manually. This test uses the following formula:

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.919 \times 0.724}$$

$$GoF = \sqrt{0,665}$$

$$GoF = 0.81$$

Based on the results of the model fit test that has been carried out, the model fit test value is greater than 0.38, which is equal to 0.81, therefore it can be concluded that the model used in this study has a good model fit test.

Hypothesis testing

The hypothesis test aims to see the significance value and how much influence the interrelated variables have (Indrawati, 2015b). In this study, hypothesis testing was carried out with the help of SmartPLS software, where there were three parameters used, namely the regression coefficient, P-Value, and T-Value. The significance value used in this study is one tailed with a minimum sample of 400 and a significance level of 5% or 0.05, so the T-Value is 1.64.

Table 5. Hypotesis Test

Hipotesis	Koefisien Regresi	T Value	P Values	result
H1: Information Quality -> Information Usefulness	0.301	2.076	0.038	Accepted
H2: Information Credibility -> Information Usefulness	0.279	2.457	0.014	Accepted
H3: Information Quantity -> Information Usefulness	0.394	3.266	0.001	Accepted
H4: Information Usefulness -> Information Adoption	0.751	18.628	0.000	Accepted
H5: Information Adoption -> Purchase Intention	0.846	24.261	0.000	Accepted

Based on Table 5, answer the questions contained in this study, namely by looking at the significance value between variables, namely the T-value > 1.64. The relationship between the variables information quality, information credibility, and information quantity with the information usefulness variable has a T-value > 1.64, therefore the results H1, H2, and H3 are proven. The relationship between the information usefulness variable and the information adoption variable has a T-value > 1.64, therefore the H4 results are proven, and the relationship between the information adoption variable on purchase intention has a T-value > 1.64, therefore it is obtained H5 results are evident.

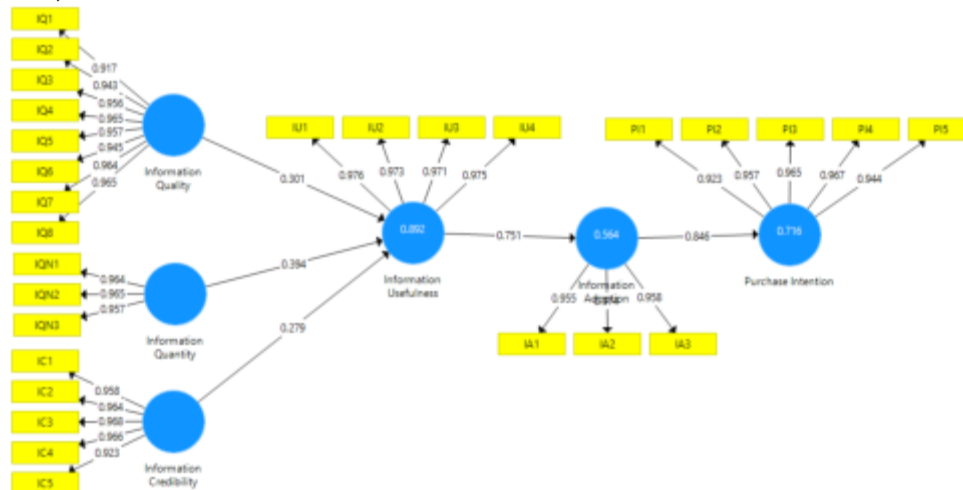


Figure 7. Conceptual Framework

Based on Figure 7, it shows the value of the regression coefficient for each relationship between variables in this study. The path coefficient of the hypothesized variable can be shown by the magnitude of the regression coefficient value. This value also shows the strength of the influence of the independent variable on the dependent variable. It can be seen, for example, that in the first hypothesis the relationship

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between the information quality variable and the information usefulness variable has a regression coefficient of 0.301, this value means that the information quality variable has an influence of 30.1% on the information usefulness variable.

Furthermore, in determining the value of the structural model using SmartPLS. The difference in the R-Square value can be used in the ability to explain an independent variable on the dependent variable having a significant influence (P. . D. H. I. Ghazali & Latan, 2015). Following are the results of R-Square estimation using SmartPLS. A model can be considered strong if it has an R-Squares value of 0.75, moderate if it has an R-Squares value of 0.50 and is considered weak if it has an R-Squares value of 0.25. The difference in R-Squares values can be used to explain the effect of an exogenous latent variable on endogenous latent variables having a significant effect. The R-Square value in this study can be seen in the following table:

Table 6. R Square

Variabel	R Square	Hasil
<i>Information Adoption</i>	0.564	Moderate
<i>Information Usefulness</i>	0.892	Kuat
<i>Purchase Intention</i>	0.716	Moderate

Table 6 shows the R-Square value in this study, namely the information adoption variable has an R-Square value of 0.564 or 56.4%, this means that the information adoption variable is able to explain the information usefulness, information quality, information quantity, and information credibility variables. While the remaining 43.6% is due to error variance at the time of measurement so that there may be other variables that can be explained by the information adoption variable which requires further research.

The information usefulness variable has an R-Square value of 0.892 or 89.2%, this means that the information usefulness variable is able to explain the information quality, information quantity, and information credibility variables. While the remaining 10.8% is caused by an error variance at the time of measurement so that there may be other variables that can be explained by the information usefulness variable which requires further research. The purchase intention variable has an R-Square value of 0.716 or 71.6%, this means that the purchase intention variable is able to explain the variables of information usefulness, information adoption, information quality, information quantity, and information credibility. While the remaining 28.4% is caused by an error variance at the time of measurement so that there may be other variables that can be explained by the purchase intention variable which requires further research.

Discussion

Information quality has a positive and significant effect on information usefulness

Based on the results of the descriptive analysis performed in Table 4.6, it shows that the information quality variable as a whole is in the good category with the statement that has the largest total score "Avoskin's information on Tiktok explains product attributes" with a total score of 1,701 and the statement that has the lowest score, namely "I can understand Avoskin's information on Tiktok" with a total score of 1,666.

The relationship between information quality and information usefulness has a T-value of more than 1.64, which is 2.076, indicating that information quality has an effect on information usefulness, so that H1 is accepted with a regression coefficient of 0.301. The results of this study are in accordance with the results of the study, which concluded that information quality has a significant and positive effect on information usefulness with a T-value of 5,658.

The existence of a relationship between information quality and information usefulness indicates that information quality in Avoskin products can increase information usefulness in Avoskin products. According to Indrawati et al. (2022), the quality of information is the main factor influencing consumer perceptions of the usefulness of information in the decision-making process. The higher the quality of the information, the information will further assist consumers in evaluating the quality and performance of the brand/product. This means that the quality of information on Avoskin products can increase the usefulness of information or information usefulness on Avoskin products.

Information credibility has a positive and significant effect on information usefulness

Based on the results of the descriptive analysis conducted in Table 4.8, it shows that the information credibility variable as a whole is in the very good category with the statement that has the largest total score "I think Avoskin's information on TikTok is true as it is" with a total score of 1,710 and statements

that have the lowest total score is "In my opinion, Avoskin's information on TikTok can be trusted" with a total score of 1,696.

The relationship between information credibility and information usefulness has a T-value of more than 1.64, which is 2.457, indicating that information credibility has an effect on information usefulness, so that H2 is accepted with a regression coefficient of 0.279. The results of this study are in accordance with the results of the study, which concluded that information credibility has a significant and positive effect on information usefulness with a T-value of 4,672.

The existence of a relationship between information credibility and information usefulness indicates that information credibility for Avoskin products is able to increase information usefulness for Avoskin products. According to Larasati et al. (2021), information credibility is one of the factors used to filter out unreliable information and is defined as the extent to which other people see it as trustworthy (Larasati et al., 2021). Information credibility acts as the main factor that plays a role in consumer decision making (Leong et al., 2022), this means that information on Avoskin products can be trusted so that it can increase the use of information on Avoskin products.

Information quantity has a positive and significant effect on information usefulness

Based on the results of the descriptive analysis conducted in Table 4.7, it shows that the information quantity variable as a whole is in a very good category with the statement that has the largest total score being "The amount of Avoskin information on Tiktok can help me understand product performance" and "In my opinion something on TikTok can help me understand the performance of Avoskin products "with a total score of 1,698 and the statement that has the lowest total score, namely "I can rely on the amount of Avoskin information on tiktok" with a total score of 1,663.

The relationship between information quantity and information usefulness has a T-value of more than 1.64, which is 3,266, indicating that information credibility has an effect on information usefulness, so that H3 is accepted with a regression coefficient of 0.394. The results of this study are in accordance with the results of the study, which concluded that information quantity has a significant and positive effect on information usefulness with a T-value of 6,040.

The existence of a relationship between information quantity and information usefulness indicates that information quantity in Avoskin products can increase information usefulness in Avoskin products. According to Ngarmwongnoi et al. (2020), information quantity is useful for reducing perceived risk. A high amount of information quantity or a large number of reviews can help consumers evaluate brand or product quality (Indrawati et al., 2022), this means that the number of reviews contained in Avoskin products can help increase the usefulness of information or information usefulness on Avoskin products

Information usefulness has a positive and significant effect on information adoption

Based on the results of the descriptive analysis conducted in Table 4.9, it shows that the information usefulness variable as a whole is in a very good category with statements that have the largest total score being "I think the information about Avoskin on TikTok is useful" and "Information on TikTok about Avoskin really helps me to get to know the product" with a total score of 1,711 and the statement that has the lowest score, "I think Avoskin's information on TikTok is informative" with a total score of 1,707.

The relationship between information usefulness and information adoption has a T-value of more than 1.64, which is 18,628, indicating that information usefulness has an effect on information adoption. so that H4 is accepted with a regression coefficient of 0.751. The results of this study are in accordance with the results of the study, which concluded that information usefulness has a significant and positive effect on information adoption with a T-value of 16,892.

The existence of a relationship between information usefulness and information adoption indicates that information usefulness in Avoskin products can increase information adoption in Avoskin products. According to Hussain et al. (2020), information usefulness is described as an indicator that is useful, informative, valuable, and useful. Information is considered useful when consumer performance is improved, consumer opportunities to receive information increase when the information is considered useful because consumers will be more likely to use information that suits their needs and goals (Indrawati et al., 2022), that means the information available on the product Avoskin is considered useful so that it can increase information adoption on Avoskin products.

Information adoption has a positive and significant effect on purchase intention

Based on the results of the descriptive analysis performed in Table 4.10, it shows that the information adoption variable as a whole is in a very good category with the statement that has the largest

total score "I accept recommendations from Avoskin on TikTok" with a total score of 1,784 and the statement that has the lowest score i.e. "I learned something new about the Avoskin brand on TikTok" with a total score of 1,753

The relationship between information usefulness and information adoption has a T-value of more than 1.64, which is 24,261, indicating that information usefulness has an effect on information adoption. so that H5 is accepted with a regression coefficient of 0.846. The results of this study are in accordance with the results of the study, which concluded that information adoption has a significant and positive effect on purchase intention with a T-value of 8,647.

The existence of a relationship between information adoption and purchase intention indicates that information adoption on Avoskin products can increase purchase intention for Avoskin products. Information adoption occurs after they receive and use this information in the purchasing decision-making process (Ismagilova et al., 2017). Information adoption is a process in which recipients internalize information and receive information from outside sources, including how information helps them learn and improve the purchasing decision-making process (Leong et al., 2022), this means that information on Avoskin products has been well received by consumers so that they are able to increase interest in buying Avoskin products.

5. CONCLUSION

Based on the results of data analysis, it can be concluded that information quality, information quantity and information credibility have a significant and positive effect on information usefulness. In addition, information usefulness has a positive and significant effect on information adoption. The information adoption variable has a positive and significant effect on purchase intention. The suggestion in this study is that the Avoskin company can maintain and improve the quality, quantity and credibility of information about Avoskin products on the TikTok social media platform so that it can increase consumer buying interest in Avoskin products.

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