Abstrak

E-WOM (Electronic Word of Mouth) adalah teknik pemasaran berbasis online yang disebarkan melalui komunikasi lisan di dunia maya. Salah satu media penyebaran E-WOM adalah melalui TikTok. Penelitian ini bertujuan untuk meneliti pengaruh E-WOM terhadap purchase intention produk Rose All Day. Penelitian ini menggunakan adaptasi model teoritis Information Adoption Model (IAM) oleh Sussman dan Siegel)2003) dan Information Acceptance Model (IACM) oleh Erkan dan Evans (2016). Penelitian menggunakan metode pendekatan kuantitatif dengan teknik *purposive sampling* menggunakan bantuan *software* AMOS-SEM untuk mengolah data. Peneliti melakukan survei terhadap 223 sampel pengikut akun TikTok Rose All Day. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dari variabel *argument quality* dan *source credibility* terhadap *information usefulness, information usefulness* terhadap *information adoption,* dan *information adoption* terhadap *purchase intention*. Berdasarkan temuan ini, beberapa saran dibuat untuk manajemen *brand* Rose All Day dalam pemahaman peran dan manfaat *argument quality*, *review quality, source credibility* dan *needs of information* pada E-WOM terhadap *information usefulness* di Tiktok, serta untuk mendorong konsumen dalam menyebarkan word-of-mouth yang positif dalam meningkatkan *purchase intention.*

Kata Kunci: E-WOM, Electronic Word-of-Mouth, Promosi Lisan, Information Acceptance Model, Information Adoption Model, Niat Pembelian, TikTok, Rose All Day

Abstract

E-WOM (Electronic Word of Mouth) is an online marketing technique that is spread through verbal communication in the digital world. TikTok is one of the most widely used platforms for E-WOM. This research aims to examine the influence of E-WOM on the purchase intention of Rose All Day products. To understand the influence of E-WOM, we applied the IAM (Information Adoption Model) by Sussman and Siegel (2003) and IACM (Information Acceptance Model) by Erkan and Evans (2016). This research adopts a quantitative approach with purposive sampling technique, utilizing the AMOS-SEM software to analyze data. Researchers conducted a survey of 223 samples of Rose All Day's followers on TikTok. The results show that there is a positive influence between argument quality and source credibility towards information usefulness, information usefulness towards information adoption, as well as information adoption positively influences purchase intention. Based on these findings, several suggestions are made for Rose All Day's management in understanding the role and benefits of argument quality, review quality, source credibility and needs of information of E-WOM on TikTok towards information usefulness, and encourage consumers to spread positive word-of-mouth in order to increase purchase intention.

Keywords: E-WOM, Electronic Word-of-Mouth, Information Acceptance Model, Information Adoption Model, Purchase Intention, TikTok, Rose All Day