

ELECTRONIC WORD OF MOUTH AS A PREDICTOR OF PURCHASE INTENTION: EVIDENCE FROM INSTAGRAM AND TIKTOK IN INDONESIA

Chikal Adi Pratama, RR Dyah Astarini*

Management Study Program, Faculty of Economics and Business, Trisakti University

*Corresponding Author: diah.astarini@trisakti.ac.id

ABSTRACT

In contemporary times, the social media landscape is shaped by the dominance of Instagram and TikTok. These two platforms are prominently used for marketing various products and services. Therefore, this research aimed to examine the influence of electronic word of mouth (e-WOM) on purchase intention for e-WOM recipients on Instagram and TikTok. The dimensions tested include quality, quantity, credibility, and information provider expertise. In this context, the quantitative research analyzed the causal relationships based on the developed hypotheses. The purposive sampling method used was guided by specific criteria, namely individuals who were users of Instagram and TikTok, encountered e-WOM communication through these platforms, specifically originated from influencers, and refrained from making purchases of particular products or services. Furthermore, data analysis was conducted using the Multiple Linear Regression statistical instrument. The results showed that e-WOM quality, quantity, credibility, and information provider expertise positively influenced purchase intention. This research had managerial implications, indicating the need to enhance e-WOM quality, quantity, credibility, and information provider expertise to increase purchase intention on product or service influencers communicate. The implications included increasing the number of reviews, summarizing the product or service, improving recommendation ratings, enhancing confidence, and improving the ability to evaluate the products or services.

Keywords: Electronic Word of Mouth (e-WOM), Purchase Intention, e-WOM Quality, e-WOM Quantity, e-WOM Credibility, and e-WOM Information Provider Expertise.

ABSTRAK

Instagram dan TikTok mendominasi penggunaan media sosial dan menjadi platform penting untuk promosi produk. Penelitian ini bertujuan untuk mengukur pengaruh electronic word of mouth (e-WOM) terhadap niat pembelian penerima e-WOM di Instagram dan TikTok. Penelitian ini menguji kualitas e-WOM, jumlah e-WOM, kredibilitas e-WOM, dan keahlian penyedia informasi e-WOM. Menggunakan pendekatan kuantitatif, penelitian ini menguji hubungan sebab-akibat berdasarkan hipotesis yang telah dikembangkan. Pemilihan sampel dilakukan dengan menggunakan teknik purposive, di mana responden adalah pengguna Instagram dan/atau TikTok yang telah mengalami komunikasi e-WOM dari influencer di platform tersebut dan belum melakukan pembelian produk atau jasa tertentu yang direkomendasikan oleh influencer melalui e-WOM. Analisis data menggunakan Regresi Linier Berganda. Hasil penelitian menegaskan bahwa kualitas e-WOM, jumlah e-WOM, kredibilitas e-WOM, dan keahlian penyedia informasi e-WOM berpengaruh positif terhadap niat pembelian. Penelitian ini memberikan implikasi manajerial yang menekankan perlunya meningkatkan dimensi e-WOM ini untuk meningkatkan minat dalam membeli produk atau jasa yang direkomendasikan oleh influencer. Strategi yang dapat digunakan mencakup peningkatan jumlah ulasan, ringkasan informasi produk, perbaikan peringkat rekomendasi, peningkatan reputasi produk atau jasa, peningkatan kepercayaan, dan perbaikan kemampuan evaluasi oleh penyedia informasi e-WOM.

Kata Kunci: Electronic Word of Mouth (e-WOM), Purchase Intention, Kualitas e-WOM, Kuantitas e-WOM, Kredibilitas e-WOM, Keahlian Penyedia Informasi e-WOM

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INTRODUCTION

Social media is an impactful platform for marketing products in recent times, and the development of information technology supports its effectiveness. The public highly favors the manifestation with various advantages, such as offering practical and applicative features to access information. In this context, the Internet's use and acceptance are directly related to its widespread development. Successful digital marketing is crucial in understanding consumer behavior relevant to the current era, specifically when supported by advanced technology (Rachmansyah & Supratman, 2020; Widyaningrum, 2016).

This presents a wide-open opportunity for economic actors, including producers and distributors, regardless of the scale of businesses, either micro, small, medium, or large. The current situation reflects the actions of individuals or entities who perceive a significant opportunity in the context of an increasingly dominant presence in the online market share (Zhang et al., 2019). The use of social media has become more accessible recently, allowing the conduction of businesses in this space. Subsequently, these activities have given rise to a new terminology, marketing communication through digital platforms (Desai, 2019).

Social media is an online platform that enables users to interact directly, participate, and share information. The concept is believed to support social interaction among individuals or limited groups across distances and time (Appel et al., 2020). Furthermore, internet-based technology has transformed communication into a two-way interaction. Social media usage can create collaborative communication processes to create, disseminate, modify, and destroy information. The platform plays a significant role in effective participative or social actions and influences the audience (Elbanna et al., 2019). Additionally, user participation is believed to impact and assist in achieving a company's goals, particularly in marketing activities (Syaifullah et al., 2021).

Instagram is Indonesia's most prominent social media platform, with 1 billion registered users at the end of 2019. In this context, the love feature interactions reached 4 billion per day. Posting activities on the platform averaged 23%, higher than on Facebook (Ho et al., 2021). Besides, TikTok, which has many users, witnessed rapid growth and became a popular culture in the country from 2020 onwards (Hasiholan et al., 2020). These digital platforms are explosive because marketers can use third parties to market their products with paid advertisements on Instagram or TikTok. This situation is unlike YouTube, Facebook, and other social media platforms, empirically proven that digital marketing is dominated by Instagram and TikTok (Winarni, 2021).

The presence of shop or store features on these two platforms has influenced ease and convenience when purchasing products. Many discount promotions are applied, making the marketed products more attractive to potential buyers. By following easy steps, potential buyers can easily engage in transactions with the sellers, facilitating payments and ensuring relative security due to the cashless nature of transactions (Ho et al., 2021). Therefore, business operators need to identify the phenomenon of purchase intention among potential product buyers.

The buying process of a potential buyer was modeled by Dave and Bratton (2012) through several stages until a purchase was conducted. First, potential buyers go through an awareness process, becoming aware of the marketed product. Second, a product is considered and purchased based on needs or desires. Third, purchases are made due to awareness and decision-making. These processes evolve

into customer satisfaction, loyalty, and repurchase intention. Therefore, business operators marketing their products must identify the factors influencing purchase intention.

One factor of purchase intention is an electronic word of mouth (e-WOM). The most popular e-WOM activities are carried out by influencers as third parties to market products (Donthu et al., 2021). Potential buyers become aware of the product through e-WOM before considering the marketed product. These potential buyers pay attention to the product profile since e-WOM for a product is crucial in the consideration process (Solang et al., 2017). Third-parties marketing products through these activities ensures several aspects in attracting potential buyers.

Influencers or specific parties need to ensure several aspects regarding e-WOM activities. These constitute the following questions, namely: How is the e-WOM quality? Does the e-WOM correspond with the needs and preferences of potential buyers? How will the e-WOM quantity attract the interest of potential buyers to purchase the marketed products? How is the credibility of the product? Has the product been authentically employed by the influencer or relevant parties, and does it perform as anticipated? How is the credibility of the e-WOM information provider? These factors influence the purchase intention of the products marketed through social media (Ho et al., 2021; Zhao et al., 2020). Based on the background information presented, the research problem is formulated as follows: What is the influence of e-WOM on purchase intention? Based on the problem, the research objective was to analyze the causality of e-WOM on purchase intention, focusing on the digital platforms Instagram and TikTok. e-WOM was examined based on several critical dimensions: quality, quantity, credibility, and Information Provider Expertise. The use of the platforms was justified due to the dominance of influencers or relevant parties in e-WOM.

However, it was not dominant in other media, and this research adopted a quantitative approach by Ho et al. (2021). A qualitative approach was not used since Instagram and TikTok were considered, necessitating empirical evidence to support the qualitative data. Therefore, this research contributes to the literature through several steps. First, evidence of the influence of e-WOM quality on purchase intention is provided. Second, empirical results are offered on the influence of e-WOM quantity on the variable. Third, the research reports the relationship between the two variables. Finally, evidence of the influence of Information Provider Expertise in e-WOM on purchase intention is reported. The results suggest that e-WOM quality, quantity, credibility, and Information Provider Expertise partially positively influence purchase intention.

LITERATURE REVIEW

Purchase intention represents customers' likelihood, plans, or willingness to buy a specific product or service in the future (Astarini & Sumardi, 2021). Customers with this intention are committed to a particular brand due to its positivity. This motivates buying a product or service (Hanjani, 2019; Zhao et al., 2020). Purchase intention towards a specific product or service begins with the formation of preferences from available preferred brands. In this context, trust is the foundation for a customer desiring a particular product or service and is influenced by the ability to purchase. Furthermore, purchasing the advertised product or service becomes an important indicator of success after making a decision. Several factors of purchase intention have been reported, such as e-WOM (Hakim & Keni, 2020; Ho et al., 2021; Yudanegara & Rahmi, 2019).

e-WOM is defined as positive or negative statements provided by potential or actual customers, which individuals or institutions can access through the internet. The concept is an evolution of WOM communication, adapted from offline to online media. WOM is a process of information transmission and plays a significant role in purchase decisions. Therefore, the transformation of WOM into e-WOM represents an adaptation of media from offline to online for communication purposes (Donthu et al., 2021; Zhao et al., 2020). According to Ho et al. (2021), there are four dimensions of e-WOM, namely quality, quantity, credibility, and Information Provider Expertise.

Quality is one of the dimensions, considering several crucial points. First, the party communicating e-WOM has a clear characteristic. Second, examining a product or service by a specific party is easily understood. Third, the evaluation is objective, and the reviews sufficiently support the product or service. These points construct the dimension of e-WOM quality (Ho et al., 2021; Lim, 2016). In this context, the dimension is related to the message's persuasive strength (Ho et al., 2021), an essential factor in constructing e-WOM. An evaluation of the quality is based on consistent content with detailed information, communication conveyed by a reliable source, supporting perspectives on the communicated product or service, ease of understanding of the product or service, and personalization. This enhances purchase intention, which is positively influenced by higher e-WOM quality (Elseidi & El-Baz, 2016; Lim, 2016). Bataineh (2015), Lee and Shin (2014), and Utami et al. (2020) reported similar results. Based on rationality and previous research, the first hypothesis is developed as follows: H₁: e-WOM quality has a positive influence on Purchase Intention.

The next dimension is e-WOM quantity, which can be observed in several ways. The first is how the quantity is discussed by specific parties that conclude the popularity of a particular product or service. The second is the number of reviews posted for the product or service, which indicates the sales level. The third is the rating and quantity of recommendations, reflecting the reputation level. The final dimension is the quantity of posted reviews that help potential buyers make the right purchase decision. Subsequently, these four points measure the dimension of e-WOM quantity (Elseidi & El-Baz, 2016; Ho et al., 2021) defined by the number of comments in the online environment. There is a large amount of e-WOM communication concerning the product or service communicated. A large quantity indicates the popularity (Bataineh, 2015; Elseidi & El-Baz, 2016; Ho et al., 2021). These measurements positively influence customers' purchase intention for the communicated product or service. Ho et al. (2021) and Bataineh (2015) found that e-WOM quantity positively impacts purchase intention. Based on rationality and previous research, the second hypothesis is developed as follows: H₂: e-WOM quantity has a positive influence on Purchase Intention.

Credibility is one of the e-WOM dimensions measured by assessing customer perceptions. The first dimension concerns the customers' belief in the posted product reviews, while the second is the perception of authenticity. The third and fourth dimensions are related to the credibility of the communicated product and the actualization of the reviews (Ho et al., 2021; Utami et al., 2020). The credibility of the e-WOM source refers to the trustworthiness of the information. Customers can express their feelings about a specific product or service without disclosing their identity online. Therefore, the reliability of different opinions depends on how social media users can identify and feel the reviews. The higher credibility of the e-WOM source will have an increasing influence on purchase intention. Bataineh (2015) and Ho et al. (2021), as well as Ahmad et al. (2020), reported a positive influence of the e-WOM credibility. Based on rationality and previous research, the third hypothesis is developed as follows:

H₃: e-WOM credibility has a positive influence on Purchase Intention.

The expertise of the information provider is also an essential aspect in examining the e-WOM variable, and the dimension is divided into several crucial aspects. First, the experience of using the product from the party communicating the product or service. Second, product knowledge from the party communicating the product or service through e-WOM. Third, evaluation of the product or service communicated through e-WOM and important factors are considered before purchase. Social media users with knowledge and experience of the product or service can make accurate, fast, and precise evaluations. This ability can increase the flow of information search by customers unfamiliar with using a specific product or service, generating a desire to try the informed product or service (Utami et al., 2020). Offering essential aspects and presenting unique perspectives play a crucial role in assisting consumers to purchase a reviewed product or service. The higher the expertise of the e-WOM information provider, the more the concept influences purchase intention, affecting changes in customer attitudes (Ho et al., 2021; Lim, 2016). According to Lim (2016) and Ho et al. (2021), e-WOM information providers' expertise positively influences purchase intention. Based on rationality and previous research, the fourth hypothesis is developed as follows:

H₄: e-WOM Information Provider Expertise has a positive influence on Purchase Intention.

The conceptual model framework for this research is:

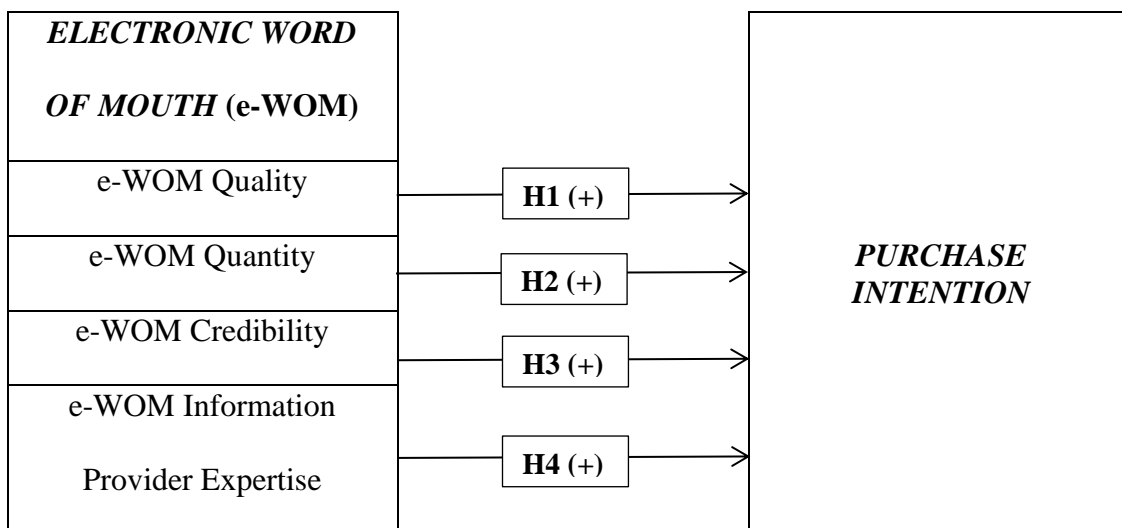


Figure 1: Conceptual Framework

METHODS

This quantitative research examined causal relationships or the influence of independent variables on the dependent based on the developed hypotheses. Meanwhile, the hypotheses developed were directional (Sekaran & Bougie, 2016). The design was used to test the influence of e-WOM with four dimensions: quality, quantity, credibility, and Information Provider Expertise on purchase intention – measurement instruments for latent variables used indicators to measure sample perceptions through Likert scales. Furthermore, the data collection method adopted a non-probability approach with purposive sampling (Sekaran & Bougie, 2016). The criteria set for selecting respondents were users of Instagram and TikTok, experienced e-WOM communication from influencers in the last 2 to 3 months, did not make a purchase of a specific product or service based on e-WOM communication provided by influencers, and potential customers did not obtain a specific product as a measure of purchase intention perception.

This research used primary data with a sample size of 5 to 10 times greater than the number of indicators for all variables and dimensions (Hair et al., 2018). The total number of indicators was 19, and the required sample was approximately 95 to 190 respondents. The number obtained was 215, with the justification for not reducing the sample because the analysis represents the population characteristics (Hair et al., 2018). Statistical analysis was performed using Multiple Linear Regression to test the influence of the model. The analysis started with model specification, namely classic assumption tests. This was followed by tests of parameter significance, such as the coefficient of determination simultaneous and partial tests. Data processing uses multiple linear regression.

RESULT AND DISCUSSION

The demographic characteristics of the respondents are summarized in Table 1. Male participants constituted 54.4% of the sample, while female participants accounted for the remaining 45.6%. Regarding the age distribution, the respondents were divided into four categories: 17 to 23, 24 to 30, 31 to 37, and 37 years and older. These groups comprised 73, 51, 52, and 39 individuals, respectively, representing 34%, 23.7%, 24.2%, and 18.1% of the total respondents. Consequently, based on age, most respondents were 17 years old. Regarding occupation, the respondents encompassed students, comprising 56 individuals or 26% of the sample. Additionally, individuals from the civil service, armed forces, national police, state-owned enterprises, and regional-owned enterprises (government employees) constituted 53 individuals, representing 24.7% of the sample. Private sector employees accounted for 58 individuals, amounting to 27%, while other occupational categories were represented by 48 individuals, making up 22.3% of the total respondents.

Table 1: Respondent Characteristics

| Demographic Data | Total Respondents | Percentage | Demographic Data | Total Respondents | Percentage |
|-----------------------------------|-------------------|------------|-------------------|-------------------|------------|
| Gender | | | Age | | |
| Male | 117 | 54.4% | 17 – 23 years | 73 | 34% |
| Female | 98 | 45.6% | 24 – 30 years | 51 | 23.7% |
| Income | | | 31 – 37 years | 52 | 24.2% |
| ≤ IDR 4.641.894 | 67 | 31.2% | > 37 years | 39 | 18.1% |
| IDR 4.641.894 – IDR 10.000.000 | 82 | 38.1 | Occupation | | |
| > IDR 10.000.000 | 66 | 30.7% | Students | 56 | 26% |
| Social Media Type | | | Govt. Employee | 53 | 24.7% |
| Instagram | 69 | 32.1% | Private Employee | 58 | 27% |
| Tiktok | 59 | 27.4% | Others | 48 | 22.3% |
| Instagram & Tiktok | 87 | 40.5% | | | |

Regarding income levels, 67 respondents reported an income below IDR 4,641,894, representing 31.2% of the total sample. The rationale behind this threshold is based on the regional minimum wage in Jakarta Province, where the sample was drawn. Furthermore, 82 respondents fell within the income range of IDR 4.641.894 to IDR 10.000.000, constituting 38.1% of the sample. An additional 66 respondents reported an income exceeding IDR 10.000.000, making up 30.7% of the sample. Most respondents' monthly income fell within the IDR 4.641.894 to IDR 10,000,000 range. Regarding the choice of social media platforms for e-WOM communication, 69 and 59 respondents used Instagram, accounting for 32.1% and 27.4%, respectively, while 87 respondents utilized both Instagram and TikTok. Consequently, most respondents opted for Instagram and TikTok as their preferred channels for receiving e-WOM communication.

Table 2: Variable Construct Indicators and Instrument Tests

| Variable | Dimension | Question Indicator | Factor Loading | Cronbach Alpha |
|---|---|---|----------------|----------------|
| Electronic Word of Mouth (e-WOM) | e-WOM Quality | 1. Product or service reviews posted on Instagram and TikTok are clear. | 0.671 | 0.652 |
| | | 2. Product or service reviews posted on Instagram and TikTok are understandable. | 0.741 | |
| | | 3. Product or service reviews posted on Instagram and TikTok are objective. | 0.703 | |
| | | 4. Product or service reviews posted on Instagram and TikTok are sufficient to support the review points. | 0.683 | |
| | e-WOM Quantity | 1. There are many reviews for a particular product or service, and the summary of the product or service being reviewed is popular. | 0.759 | 0.729 |
| | | 2. The number of reviews indicates the product has good sales. | 0.706 | |
| | | 3. High ratings and recommendations for the product or service, thereby having a good reputation. | 0.810 | |
| | | 4. The amount of review information posted helps me make the right decision. | 0.693 | |
| | e-WOM Credibility | 1. In my opinion, the product or service reviews posted are convincing. | 0.620 | 0.647 |
| | | 2. In my opinion, the product or service reviews posted are genuine. | 0.677 | |
| | | 3. In my opinion, the product or service reviews are credible. | 0.790 | |
| | | 4. In my opinion, the product or service reviews are accurate. | 0.700 | |
| | e-WOM Information Provider Expertise | 1. The people I follow have experience using the product or service. | 0.665 | 0.677 |
| | | 2. The people I follow have extensive product knowledge. | 0.793 | |
| | | 3. The people I follow can evaluate products or services. | 0.697 | |
| | | 4. The people I follow mention things I had not considered. | 0.693 | |
| Purchase Intention | 1. After reviewing the reviews posted, I will buy products on Instagram or TikTok. | 0.767 | 0.683 | |
| | 2. After reviewing the reviews posted, I will buy the product if I need it in the future. | 0.827 | | |
| | 3. After reviewing the reviews posted, I trust in buying the product. | 0.751 | | |

Source: Ho et al. (2021)

Table 2 displays the indicators for the construct of the dependent and independent variables, adapted from Ho et al. (2021). An instrument test was conducted on latent variables to assess the research data, and validity was examined by assessing the factor loading values. A factor loading value of at least 0.4 was considered the threshold for indicator validity, given the sample size of 215 respondents (Hair et al., 2014). Consequently, all 19 indicators measuring the four dimensions of the independent and dependent variables exhibited factor loading values exceeding 0.4. This indicates that these indicators were valid for measuring the respective variables and dimensions. In addition to validity, the reliability of the construct indicators was evaluated using Cronbach's alpha value. A minimum alpha value of 0.6 was required to establish reliability, following the guidelines of Sekaran and Bougie (2016). The results demonstrated that all dimensions and variables' alpha values exceeded 0.6, confirming their reliability.

Table 3: Classical Assumption Test

| Classic Assumption | Result |
|--------------------|--|
| Normality | exact-sig. = 0.573 |
| Multicollinearity | VIF of e-WOM Quality = 1.656 VIF of e-WOM Quantity = 2.270 VIF of e-WOM Credibility = 2.301 VIF of e-WOM Information Provider Expertise = 2.214 |
| Autocorrelation | <i>Durbin Waston</i> = 1.930 |
| Heteroscedasticity | Sig. T-test of e-WOM Quality = 0.184 Sig. T-test of e-WOM Quantity = 0.231 Sig. T-test of e-WOM Credibility = 0.776 Sig. T-test of e-WOM Information Provider Expertise = 0.226 |

Table 3 provides the results of the classical assumptions test for multiple linear regression. The normality test returned a value of 0.573, indicating a normal data distribution. The multicollinearity test yielded values smaller than 10, suggesting the absence of multicollinearity issues. The Durbin-Watson test for autocorrelation produced a value of 1.930, which falls within the range of 1.715 to 2.285 based on the number of predictors and respondents. This range indicates an absence of autocorrelation problems. Furthermore, as determined by the Glejser test, the heteroskedasticity test revealed that the dimensions exhibited significance levels above 5%, signifying the absence of heteroskedasticity concerns.

Table 4: Multiple Linear Regression Analysis

| Dimensions of Independent Variables | Dependent Variable: <i>Purchase Intention</i> | | |
|--------------------------------------|---|---------------------------|-------------------------------|
| | Coefficient | Significance (one-tailed) | Conclusion ($\alpha = 5\%$) |
| Constant | 0.419 | 0.2975 | <i>Insignificant</i> |
| e-WOM Quality | 0.074 | 0.0250 | Significant |
| e-WOM Quantity | 0.286 | 0.0000 | Significant |
| e-WOM Credibility | 0.189 | 0.0000 | Significant |
| e-WOM Information Provider Expertise | 0.190 | 0.0000 | Significant |
| F-test | 76.788 | 0.0000 (2-tailed) | Significant |
| Adjusted R-square | 0.586 | | |

Table 4 presents the results of the goodness of fit test, revealing an adjusted R-squared value of 58.6%. This value elucidates how much the e-WOM dimensions influence purchase intention, accounting for variability. The structural test outcomes also demonstrate a highly significant F-test value of 0.000, less than 0.05. This indicates that at least one independent variable in the regression model significantly impacts the dependent variable, affirming the suitability of the parameter estimates in the tested model.

Table 4, presented in the following section, provides a comprehensive overview of the individual hypothesis tests. The first hypothesis (H_1), which explores the impact of e-WOM quality on purchase intention, reveals a noteworthy influence coefficient of 0.074 with a p-value of 0.0250, demonstrating statistical significance at the 0.05 level. These outcomes convincingly establish that the quality of e-WOM, as furnished by information providers, exerts a positive and direct effect on purchase intention. These findings resonate with previous research by Bataineh (2015), Lee and Shin (2014), and Utami et al. (2020), underlining the consistent nature of this relationship within the realm of e-WOM dynamics. In the second hypothesis (H_2), which explores the impact of e-WOM quantity on purchase intention, we observe a robust influence coefficient of 0.286 with an impressively low p-value of 0.0000,

signifying statistical significance at the conventional 0.05 level. This resoundingly confirms the validity of the hypothesis, underscoring that the quantity of e-WOM plays a substantial and positive role in shaping purchase intention. These findings are consistent with the works of Bataineh (2015), Elseidi and El-Baz (2016), and Ho et al. (2021), highlighting the congruity of these outcomes with prior research in the field.

The third hypothesis (H₃), delving into the influence of e-WOM credibility on purchase intention, unveils a substantial coefficient of 0.189. This is fortified by a p-value of 0.0000, which falls below the 0.05 threshold, substantiating its significance. The findings underscore that e-WOM credibility profoundly and positively influences purchase intention. In simpler terms, the trustworthiness of e-WOM information providers emerges as a potent determinant of purchase intention. These results align harmoniously with prior research by Bataineh (2015), Ho et al. (2021), and Ahmad et al. (2020), all consistently affirming the favorable impact of e-WOM credibility on purchase intention.

The fourth hypothesis (H₄), which studied the relationship between e-WOM Information Provider Expertise positively influences Purchase Intention, portrays an influence coefficient of 0.190, complemented by a p-value of 0.0000, which falls below the 0.05 threshold, reinforcing its credibility. The hypothesis testing accentuates that e-WOM information provider expertise positively impacts purchase intention. In essence, the proficiency of information providers in e-WOM significantly molds purchase intention. These findings harmonize with previous research by Lim (2016) and Ho et al. (2021); both have independently affirmed the constructive influence of e-WOM information provider expertise on purchase intention.

Despite these valuable insights, it is essential to acknowledge the limitations of this study. The research solely focused on Instagram and TikTok, so the findings may not readily apply to other social media platforms. Furthermore, this study primarily analyzed four variable dimensions using a quantitative approach, leaving room for more comprehensive investigations. To address these limitations, we recommend further research to explore user behaviors on various social media platforms and to expand the scope of the variables examined. Adopting qualitative or mixed research methods could provide a more holistic understanding of this dynamic field.

CONCLUSION

This research has unveiled compelling evidence of the significant influence of e-WOM quality, quantity, credibility, and information provider expertise on purchase intention. These findings provide valuable insights for scholars and practitioners operating within the dynamic realm of digital marketing and consumer behavior. Our study offers clear guidance for business practitioners seeking to harness the full potential of e-WOM as a powerful marketing strategy. It is imperative to prioritize enhancing e-WOM quality, a factor that was found to have a positive impact on purchase intention. This enhancement can be achieved by improving the clarity and transparency of product or service reviews, especially when disseminated on popular platforms like Instagram and TikTok. Elevating the quality of these communications involves increasing the volume of reviews for specific products and services while also providing concise and informative summaries. Moreover, our findings underscore the significance of boosting the quantity of e-WOM, as it positively influenced purchase intention. Encouraging recommendations for products and services can significantly amplify the impact of e-WOM, making it an indispensable element of any marketing strategy. Building trust and credibility was another vital aspect highlighted by our research. Businesses are encouraged to enhance the believability

of product or service reviews shared through e-WOM channels. Additionally, investing in the expertise of e-WOM information providers is crucial for ensuring a comprehensive and well-informed evaluation of the products and services under review. In a digital age where word-of-mouth marketing plays a pivotal role, the findings from this study serve as a valuable compass, guiding businesses toward more effective strategies in a rapidly evolving digital landscape. By taking these insights into account, businesses can adapt and thrive in an environment where the power of electronic word-of-mouth is genuinely transformative.

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