

The Effect Of Electronic Word Of Mouth (E-WOM) On Online Purchase Intention: A Case Study Of Consumer Of Barenbliss

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Abstract

The cosmetics industry is one of the leading sectors in Indonesia. Industrial development and progress are increasingly rapid. The rapid progress of the industrial sector has given rise to increasingly tight levels of business competition. The cosmetics sector has greatly benefited from the rapid development of e-commerce. Sociolla is the largest beauty e-commerce platform in Indonesia used by Barenbliss cosmetic products. The use of e-commerce is closely related to electronic word of mouth and online purchasing activities. The purpose of this research is to determine the influence of Electronic Word of Mouth on Online Purchases on Purchase Interest in Barenbliss products. The research was conducted using quantitative methods, data was collected from 110 respondents using a Google form questionnaire. The data was then processed using SPSS version 29. The research results show that Information Quality, Information Quantity, Information Credibility, Information Usefulness, and Information Adoption influence Purchase Intentions. Beauty products should be able to provide quality information, in this case information that is understandable, clear and in accordance with the facts and relevant to consumer needs, the credibility of the information, and information that can help consumers make purchasing decisions will greatly influence purchase intentions.

Keyword-electronic word-of-mouth, online purchase intention, information quality, information quantity, information usefulness, information adoption, Barenbliss

Abstrak

Industri kosmetik merupakan salah satu sektor unggulan di Indonesia. Perkembangan dan kemajuan industri semakin pesat. Pesatnya kemajuan sektor industri menimbulkan tingkat persaingan usaha yang semakin ketat. Sektor kosmetik sangat diuntungkan dengan pesatnya perkembangan e-commerce. Sociolla merupakan platform e-commerce kecantikan terbesar di Indonesia yang digunakan oleh produk kosmetik Barenbliss. Penggunaan e-commerce erat kaitannya dengan electronic word of mouth dan kegiatan pembelian online. Tujuan penelitian ini adalah untuk mengetahui pengaruh Electronic Word of Mouth pada Pembelian Online terhadap Minat Beli produk Barenbliss. Penelitian dilakukan dengan metode kuantitatif, data dikumpulkan dari 110 responden menggunakan kuesioner Google form. Data kemudian diolah menggunakan SPSS versi 29. Hasil penelitian menunjukkan bahwa Kualitas Informasi, Kuantitas Informasi, Kredibilitas Informasi, Kegunaan Informasi, dan Adopsi Informasi berpengaruh terhadap Niat Pembelian. Produk kecantikan sebaiknya dapat memberikani Informasi yang berkualitas dalam hal ini adalah informasi yang dapat dimengerti, jelas dan sesuai dengan fakta serta relevan dengan kebutuhan konsumen, kredibilitas informasi, dan informasi yang dapat membantu konsumen untuk memutuskan pembelian akan sangat berpengaruh terhadap niat pembelian.

Kata Kunci-electronic word-of-mouth, niat membeli online, kualitas informasi, kuantitas informasi, kegunaan informasi, adopsi informasi, Barenbliss

I. RESEARCH OVERVIEW

Barenbliss, also known as bnb, is a beauty product (cosmetic) brand from South Korea which was launched on the Indonesian market on August 25, 2021. Initiated by Kim Jina, BNB developed the B+N+B beauty philosophy and redefined facial care product formulas. Officially launched on August 25, 2021, barenbliss presents four product

variants for the Indonesian market, Berry Makes Comfort Lip Matte, The Fortune Cookie Eyeshadow, Spark-tacular Party Blush On, and Rich Girl in Area Highlighter. The makeup and skincare products are claimed to be alcohol-free. The cosmetics industry was one of the leading sectors in Indonesia.

The development and progress of the industry is increasingly rapidly. We can see this with the emergence of the goods and services industry. The rapid progress of the industrial sector creates a level of intense business competition. Advances in technology, social media and digital platforms have made cosmetic products more diverse and affordable for domestic consumers. Usually, people will find out information about the cosmetic product they want to buy from several sources such as via the internet, social media, opinions of people who have bought it and others. In fact, people now believe more in cosmetic product reviews. During the pandemic, Indonesia ranked among the top countries in the world for e-commerce adoption. With percentage value of 36%, Indonesia rises to the fifth position among nations with the highest growth in e-commerce globally. (Prasetio et al., 2024)

After that, they will get a decision to make a purchase or not. Customers who are satisfied with the cosmetic products purchased will be happy to recommend them and talk about these products to people around them and to people via social media. The cosmetics sector benefited immensely from this rapid embrace of e-commerce. John Rasjid, Christoper Madia, and Christanti Indiana established Sociolla in 2014.

Sociolla is currently Indonesia's biggest beauty e-commerce platform, with the goal of providing every Indonesian woman with similar access to beauty items. Since Sociolla currently one of the biggest beauty e-commerce, customers determine whether the product is worth to buy from the review section in each of the product. Given the significant impact that the suggestions and e-WOM, have on customers, the author is interested in conducting research to determine how e-WOM on Sociolla influence towards the purchase intention of Barenbliss.

II. LITERATURE REVIEW

A. Marketing

Marketing is one economic activity that aids in the creation of economic value, claim Limakrisna & Purba (2019). The price of goods and services is determined by their economic value. The three key components of value creation are consumption, marketing, and production. The function of marketing is to connect production and consumption. According to the definition given above, marketing is the action taken by individuals or groups of individuals to satisfy the demands of customers and offer advantages. Eight primary models of communication comprise the marketing communication mix, according to Kotler & Keller (2018):

1. Advertising: forms of non-personal, paid presentation and promotion of concepts, products, or services by designated sponsors via print (magazines and newspapers), broadcast (radio and television), network (phone, cable, satellite, wireless), electronic (sound recordings, videotapes, videodisks, CD-ROMs, web pages), and display (billboards, signs, posters).
2. Sales promotion: a range of transient inducements to promote the trial or purchase of goods or services, such as prizes, discounts, and samples for consumers; advertising and perks for traders; and contests for sales force and company promotions (for agents' sales).
3. Events and experiences: company-sponsored events and initiatives that aim to make brand-related customer contacts happen on a regular or unique basis. These include fewer formal sports, arts, and entertainment events.
4. Public relations and publicity: To preserve the reputation of the business or product, there are a number of direct internal programs for staff members as well as external programs for customers, other businesses, the government, and the media.
5. Direct marketing: the direct communication process that involves asking specific clients and prospects to respond or engage in conversation by email, phone, fax, or the Internet.
6. Interactive marketing: online campaigns and initiatives aimed at interacting with clients or potential clients in order to raise awareness, enhance perception, or boost sales of goods and services.
7. Word-of-mouth marketing: When discussing the advantages of purchasing or using a product or service, one person may speak with another person electronically or verbally.
8. Personal selling: in-person communication with one or more prospective customers in order to make presentations, respond to inquiries, and take orders.

B. E-WOM

Kotler & Keller (2018) cite social media as an illustration of online word-of-mouth marketing. Word-of-mouth advertising is an effective marketing strategy because it comes from recommendations from real people—friends, family, coworkers, and customers—who also have a tendency to be more reliable than commercial sources like advertisements or salespeople. Word-of-mouth marketing is interacting with consumers to encourage them to tell others about their great experiences with a product, service, or brand.

C. Purchase Intention

Purchase intention, according to Priansa (2017), is the focus of attention on something coupled by sentiments of enjoyment for the item, following wherein the person's interest prompts a desire, which in turn results in a persuasive perception that the item offers benefits, prompting people to want to purchase things through payment or exchange for money. From Kotler & Keller (2018) in Trianasari et al., (2023), one way to encourage customers to make a purchase is through purchase intention. According to Kotler & Keller (2018), there are two universal elements that can affect both buying intentions and decisions. The first element is how other people act. Two things dictate how other people's attitudes affect us: (1) The extent to which the other person feels negatively about our favoured option; and (2) Our willingness to carry out instructions from others. The more strongly others criticize us and the closer they are to us, the more likely we are to change our purchasing intentions. From Kian et al. (2017) in Utami & Sugiati, (2023) the intention to purchase is the decision made by a consumer to acquire products or services. Purchase intention, to put it simply, is the probability that a customer will, after evaluating a product, make a purchase.

D. Framework Of Thinking

Consumer connectivity is greatly facilitated by the Internet. Email references, newsgroup and user forums, and customer evaluations on certain websites make it much easier for users to communicate knowledge than it was in the past. The company is getting more and more profitable the development of internet technology, companies can take advantage of customer interactive community to start a dialogue with its customers. They can network to create electronic word-of-mouth (e-WOM) are good about their market offerings.

Internet media also facilitates communication and information sharing regarding products with people who have already used them, eliminating the need for in-person meetings. Customers will undoubtedly look for information on the commodity or service they are purchasing before making a purchase. Today, the best method for choosing what to buy is through e-word-of-mouth. Adopted from Indrawati et al., (2023), the framework is:

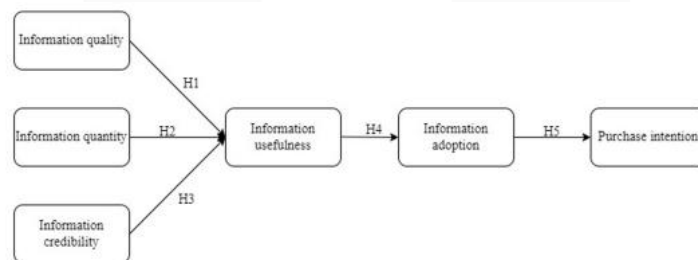


Figure 2.1 Conceptual Framework
(Source: Indrawati et al., 2023)

E. Research Hypthesis

According to Sugiyono (2019), the hypothesis is a provisional solution to the problem formulation research. The solution is merely provisional and grounded in pertinent theory; it is not yet grounded in empirical facts discovered during data collection. The hypothesis for this study will be based on ideas that have already been established, and each variable's link to the others will be explained in depth.

1. Information Quality and Information Usefulness

The ability to use the information provided to influence customers' purchasing intentions is the definition of quality of information (Ismagilova et al., 2020). The core elements that make up information quality are timeliness, accuracy, and completeness in providing information that satisfies consumers' expectations (Leong et al., 2022).

Moreover, eWOM-influenced information quality has demonstrated a positive relationship with information usefulness, which in turn influences purchase intent indirectly (Leong et al., 2022). Thus, the hypothesis for information quality influence on information usefulness is:

H1: Information Quality of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

2. Information Quantity and Information Usefulness

Information amount has been employed in studies concerning the effects of e-WOM, such as the study conducted by Ngarmwongnoi et al. (2020), which demonstrates that information quantity backs up and influences the usefulness of the information. Thus, the hypothesis for information quantity influence on information usefulness is:

H2: Information Quantity of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

3. Information Credibility and Information Usefulness

It has been established that information usefulness is positively impacted by information credibility. Customers are more prone to accept and assist in the adoption of information via electronic word-of-mouth (e-WOM) that they believe to be reliable (Filiari, 2015). Thus, the hypothesis for information credibility influence on information usefulness is:

H3: Information Credibility of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

4. Information Usefulness and Information Adoption

A key aspect of the information adoption and acceptance model is information usefulness. According to Erkan & Evans (2016), the notion of information usefulness relates to how customers perceive the value of the information. When consumers view information as beneficial, their performance improves. Subsequent research revealed a favourable relationship between information adoption and the usefulness of the information. Thus, the hypothesis for information usefulness influence on information adoption is:

H4: Information Usefulness of Barenbliss on Sociolla positively and significantly influences the Information Adoption.

5. Information Adoption and Purchase Intention

Information adoption has often been studied and examined in terms of how it affects purchasing intention in the past. According to a hypothesis presented by Erkan & Evans (2016), customers that use e-WOM information are more likely to have purchase intentions, which is later shown to be true. Thus, the hypothesis for information adoption influence on purchase intention is:

H5: Information Adoption of Barenbliss on Sociolla positively and significantly influences the Purchase Intention.

III. RESEARCH METHODOLOGY

The authors used quantitative techniques. According to Sugiyono (2019), quantitative approaches are positivist-based techniques aimed at describing and testing research hypotheses. When conducting quantitative research, a lot of numbers are used, from data collection through processing to outcomes.

A. Operational Variable

A variable is the nature, characteristic, and value of the individuals, objects, and organizations that the researchers decided to research and make conclusions from Sugiyono (2019). The following variables were studied:

1. Independent Variable

According to Sugiyono (2019), the independent variable is the one that affects, causes, or emerges as the dependent variable. According to the conceptual framework, there are five dependent factors that constitute e-WOM, including information quantity, information quality, information credibility, information usefulness, and information adoption.

2. Dependent Variable

Because the purchase intention (Y) is influenced by or arises from the existence of the independent variable, it serves as the dependent variable in this study (Sugiyono, 2019). Purchase Intention is the dependent variable in this study.

B. Research Stage

The following research stage clarifies the stages of quantitative research (Sugiyono, 2019). The steps are taken in a quantitative study, among others:

1. Problem formulation
The problems found are formulated in a problem formulation and generally, the problem formulation is arranged in the form of questions.
2. Hypothesis formulation
The formulated problem is relevant to the proposed hypothesis. Hypotheses are extracted from theoretical reference searches and reviewing the results of previous studies.
3. Method/strategy of research approach
To test the hypothesis, the researcher chooses the quantitative research method.
4. Develop research instruments
5. Researchers design research instruments as data collection tools, such as questionnaires, interviews/observation guidelines and test reliability and validity of instruments so that it is appropriate and feasible to measure research variables. This research was conducted by distributing online questionnaires based on previous research journals from (Aslam, Farhat, and Arif, 2019) namely for electronic WOM (X) variables and purchase intentions (Y1) variables.
6. Collecting and Analyzing Data
Research data is collected with valid and reliable instruments, then processing and analysis of research data are carried out using statistical test tools relevant to the research objectives.
7. Conclusion & Suggestion
Through the conclusion, the problem formulation will be answered, and the proposed hypothesis can be proven true. The stages in this study are illustrated through the flow chart below:

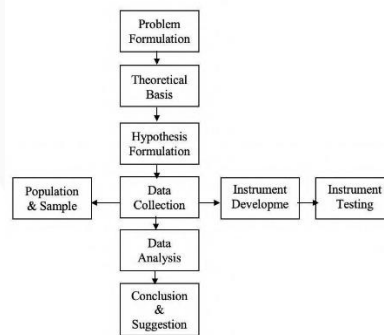


Figure 3.1 Research stage
(Source: Sugiyono, 2019)

C. Population of Sample

1. Population

According to Sugiyono (2019), the term "population" refers to a collection of objects with qualities and traits that scientists thought merited investigation and conclusions. According to (Indrawati, 2015), the population under study represents the research findings' limited scope, meaning that the results will only be applicable to the population that has been chosen. The Indonesian Sociolla users who are familiar with search reviews on Sociolla belong to the selected population.

2. Sample

The sample, according to (Sugiyono, 2019) is a reflection of the population's size and characteristics. If populations are large are incapable to analyze complete population owing to a lack of funds, manpower, or time, they can use samples gathered from the population. The number of samples obtained after rounded is 100 respondents.

Indrawati (2015) assumed purposive sampling is purposeful selection of the sample members by the researchers since only such samples fit the requirements and may supply information to solve research questions. In this study, the following responder criteria were established:

1. Respondents are Indonesian citizen that in the range age between 16-40 years old.
2. Respondents are users or have used Sociolla.
3. Know Barenbliss product

D. Data Collection

1. Data type

a. Primary Data

(Sugiyono, 2019) primary data is data that was openly assumed by data collectors. Authors utilized primary data sources from questionnaires distributed to the members of the population. In this study, the authors use a closing statement in which the statement has been structured and has alternative answers that make it easier for respondents to answer. The google form link can be found in: https://docs.google.com/forms/d/e/1FAIpQLScJyX4U7vh_Y3bDSrLI7u_viCk5iSHCrEO64uv7oq6sq77nA/viewform

b. Secondary data

This data is relevant data that had been formerly collected and distributed. Also called secondary data is data obtained from second parties. Secondary data were obtained from earlier journals, books, research, and online data that supported the research.

E. Validity and Reliability Test

1. Validity Test

According to (Sugiyono, 2019) Validity indicates the degree of agreement between data on the item and data gathered by researchers. To determine an item's authenticity, we compare its score to the total number of things.

2. Reliability Test

Sugiyono (2019) assumed reliability test is degree to which the results of measurements using the same object would yield the same data. A reliability test is said to be reliable or consistent if $\alpha > r$ -table, and not reliable or inconsistent if $\alpha < r$ -table. Because this study instrument was in the pattern of an ordinal and questionnaire, Cronbach Alpha was employed in the reliability test.

F. Data Analysis Technique

Testing a model or hypothesis is the goal of quantitative research, according to (Indrawati, 2015, p. 184). Three factors—the nature of the questions, the quantity of variables, and the size of the data—can be used to define the data processing strategy for the statistical technique. The strategies are classified as univariate, bivariate, and multivariate depending on the quantity of variables involved. When conducting a descriptive analysis, the univariate technique is employed to analyze a single variable. When analysing the relationship between two variables, the bivariate technique is employed. A multivariate model or relation with more than two variables is analysed using the multivariate technique. Based on the numbers of variables in the model of this research, the technique that used in this research is multivariate.

Multivariate procedures are quantitative statistical analytic methods that enable researchers to examine more than two variables at once, according to Indrawati (2015). Descriptive Analysis, Classic Assumption, Goodnes-of-Fit, and Hypothesis testing are the data analysis approaches used in this study.

1. Statistical Package for Social Sciences (SPSS)

The Statistical Package for the Social Sciences, or SPSS, was first created in 1968 at Stanford University by Norman H. Nie, a social scientist, and two coworkers, Dale H. Bent and C. Hadlai Hull, according to McCormick in Rahman & Muktadir, 2021. The program selected for multivariate data processing in this study was SPSS.

2. Classic Assumption Test

A statistical prerequisite for multiple linear regression analysis based on ordinary least squares (OLS) is the standard assumption test. Testing the traditional hypotheses is required to guarantee that the regression model that is produced is the best model in terms of estimating accuracy, objectivity, and consistency. Juliandi et al. (2014) verifying the validity and correctness of the regression equation being employed is the classic assumptions test. Do several traditional assumption tests to see whether the regression model being used is free from assumptions that have been broken and satisfies the requirements for getting acceptable linearity before performing multiple regression analysis and hypothesis testing.

3. Goodness-of-Fit Test

A statistical model's goodness of fit test indicates how well the model fits a given collection of data. The difference between the observed values and the expected values in the statistical model is summarized by the goodness of fit index. An index of goodness of fit with a known sampling distribution is called a goodness of fit statistic. (García-Forero & Maydeu-Olivares, 2009)

4. Descriptive Analysis

Descriptive statistics are not directly employed to infer conclusions or generalizations from the framing of the research problem, according to Sugiyono (2019). Descriptive analysis is also required to explain understanding the respondent's viewpoint to ask for recommendations for further research. A questionnaire helped collect the data used in this investigation. Respondents can select from the following five answer options: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree.

5. Hypothesis Test

According to (Sujarweni & Wiratna, 2019) a hypothesis is an interim response generated from the theoretical framework to the research objectives. The statements that link two or more variables are displayed in the hypothesis. Hypothesis is a temporary assumption derived from the solutions to research problem statements.

IV. RESULT & DISCUSSION

In this research, the author used primary data from the questionnaires distributed to respondents, who is a Sociolla user and knows about Barenbliss. Total respondents that submitted Google form responses were 112 people. 2 responses were not processed because they don't use Sociolla, leaving 110 samples processed. All respondents are Indonesia Sociolla user.

Table 4. 1 Respondents Characteristic Based on Gender

Gender	n	Percentage
Female	97	88.2%
Male	13	11.8%

Source: Data Processed (2024)

Table 4.1 shows that the result of the questionnaire concluded that 97 respondents were female with the percentage of 88.2% and 13 respondents were male with the percentage of 11.8%.

Table 4. 2 Respondents Characteristics Based on Age

Age	n	Percentage
16-21 years old	19	17.3%
22-27 years old	45	40.9%
28-33 years old	33	30%

34-39 years old	13	11.8%
> 40 years old	0	0

Source: Data Processed (2024)

The age range of 22 to 27 years old dominated the responses. According to table 4.2's breakdown of characteristics, 17.3% of respondents, or 19 people, were between the ages of 16 and 21, 40.9% of respondents, or 45 people, were between the ages of 22 and 27, 30% of respondents, or 33 people, were between the ages of 28 and 33, 11.8% of respondents, or 13 people, were between the ages of 34 and 39, and 0 respondents were from the option > 40 years old.

Table 4. 3 Respondents Characteristics Based on Educational Background

Educational Background	n	Percentage
Middle High School	8	7.2%
Senior High School	52	47.3%
Bachelor Degree	50	45.5%

Source: Data Processed (2024)

Table 4.3 shows that there are 3 categories: Middle High School (*Sekolah Menengah Pertama*), Senior High School (*Sekolah Menengah Keatas*), and Bachelor Degree (S1). It was gathered that 7.2% or 8 respondents last educational background is Middle High School, 47,3% or 52 respondents last educational background is Senior High School, and 45.5% or 50 respondents last educational background is Bachelor Degree.

A. The Influence of Information Quality Towards Information Usefulness

According to the research conducted on Sociolla users who have an interest in buying Barenbliss products, and based on hypothesis testing, data was obtained showing that the information quantity variable obtained a t-table > t-count value of 1.660 > -217.152. This research shows that H0 is rejected and H1 is accepted. Therefore, Information Quality of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

B. The Influence of Information Quantity Towards Information Usefulness

According to the research conducted on Sociolla users who have an interest in purchasing Barenbliss products, and based on hypothesis testing, data was obtained showing that the information quantity variable obtained a t-table > t-count value of 1.660 > -1027.734. This research shows that H0 is rejected and H2 is accepted. Therefore, Information Quantity of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

C. The Influence of Information Credibility Towards Information Usefulness

According to the research conducted on Sociolla users who have an interest in buying Barenbliss products, and based on hypothesis testing, data was obtained showing that the information quantity variable obtained a t-table > t-count value of 1.660 > -371.260. This research shows that H0 is rejected and H3 is accepted. Therefore, Information Credibility of Barenbliss on Sociolla positively and significantly influences the Information Usefulness.

D. The Influence of Information Usefulness Towards Information Adoption

According to the research conducted on Sociolla users who have an interest in buying Barenbliss products, and based on hypothesis testing, data was obtained showing that the information quantity variable obtained a t-count > t-table value of 7.787 > 1.984 with a significance level of 0.001 < 0.05. This research shows that H0 is rejected and H4 is accepted. Therefore, Information Usefulness of Barenbliss on Sociolla positively and significantly influences the Information Adoption

E. The Influence of Information Adoption Towards Purchase Intention

According to the research conducted on Sociolla users who have an interest in buying Barenbliss products, and based on hypothesis testing, data was obtained showing that the information quantity variable obtained a t-table > t-count value of 1.660 > -493.436. This research shows that H0 is rejected and H4 is accepted. Therefore, Information Usefulness of Barenbliss on Sociolla positively and significantly influences the Information Adoption.

V. RESULT CONCLUSIONS & SUGGESTIONS

A. Conclusions

Based on the analysis and discussion of the research results that the author conducted on the company, the following conclusions can be drawn:

1. The relation between the Information Quality and Information Usefulness is positive and the effect is significantly impacting the relationship. High-quality information enhances usefulness. Information that can be understand, relevant to their needs, based on facts, explains the product tributes, clear, detailed, complete, and high in quality. Reliable information serves as a solid basis for decision-making, problem-solving, and insight-gathering.
2. The relation between the Information Quantity and Information Usefulness is positive and the effect is significantly impacting the relationship. Potentially, more information could be more beneficial. Beneficial to the costumers so it can be reliable and help them to understand the product performance.
3. The relation between the Information Credibility and Information Usefulness is positive and the effect is significantly impacting the relationship. Credibility of the information greatly increases its usefulness. To increase the likelihood that decisions and actions will be made effectively, the information needs to be convincing, credible, believable, true, and trustworthy. The potential utility of information is significantly diminished in the absence of credibility.
4. The relation between the Information Usefulness and Information Adoption is positive and the effect is significantly impacting the relationship. One of the main factors influencing the acceptance of knowledge is its perceived value. Information is more likely to be adopted when it is useful, informative, helpful for them customers to evaluate the product.
5. The relation between the Information Adoption and Purchase Intention is positive and the effect is significantly impacting the relationship. The adoption of knowledge is a key factor in determining purchasing intention. By providing customers with new information, the customers will accept the information and accept the recommendations and ultimately drive higher purchase intentions.

B. Suggestions

Beauty products should be able to provide quality information, in this case information that is understandable, clear and in accordance with the facts and relevant to consumer needs, the credibility of the information, and information that can help consumers make purchasing decisions will greatly influence purchase intentions.

Barenbliss on Sociolla needs to have amount of information for consumer to be rely on and when the information is reliable, the information can be accepted and recommended through the consumers.

Barenbliss information on Sociolla should be credible, beliable, stay true, trustworthy and conving enough for the customers to have a purchase intention. Information credibility increases information usefulness.

Information about Barenbliss in Sociolla needs to be useful, informative, helpful for the customers to evaluate the product, and help them to be familiar with Barenbliss's products. With the amount of information that useful it will increase the credibility of information.

After the amount information that Barenbliss on Sociolla provide, the customer will learn something new about Barenbliss and will accept and recommend the products. It will be increasing the purchase intention because there is a recommendation.

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