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ABSTRACT

This study investigates how electronic word of mouth (eWOM) on TikTok influences consumers' purchase intention toward Fore Coffee products in Bandung, Indonesia. Given the platform's dominance among Gen Z and millennials, TikTok-based eWOM is a key digital marketing element for local brands. Using a quantitative method, data were collected through an online survey of 390 respondents who had seen TikTok content related to Fore Coffee. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the relationships among information quality, quantity, credibility, usefulness, adoption, and purchase intention. The results show that all dimensions of eWOM significantly affect information usefulness. In turn, information usefulness positively influences information adoption, which subsequently drives purchase intention. These findings affirm the relevance of the Information Adoption Model (IAM) in a short-form video context. This study contributes to digital consumer behavior literature by applying the IAM to TikTok, a platform characterized by user-generated content and rapid engagement cycles. The research offers practical insights for brands to enhance content credibility and usefulness in order to strengthen consumer intent to purchase.

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INTRODUCTION

The rapid growth of digital platforms has reshaped consumer behavior, particularly in how individuals seek and adopt information before making purchasing decisions. Among these platforms, TikTok has emerged as a leading channel for marketing communication, especially for Generation Z and millennials, due to its algorithmic distribution and short-form video format (Indrawati et al., 2023).This environment has positioned electronic word of mouth (eWOM) as a powerful tool in influencing consumer perception and intention. eWOM is defined as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Lim et al., 2022). On platforms such as TikTok, this includes reviews, recommendations, and testimonials shared through user-generated videos. These types of content have the potential to significantly affect viewers' perceptions by providing information that is often perceived as

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more trustworthy and relatable than traditional advertising (Cheng & Li, 2024). However, while eWOM's influence has been widely studied across text-based platforms, limited research has focused on its impact within short-form video environments such as TikTok, particularly in emerging markets.

The effectiveness of eWOM is often determined by three core dimensions: information quality, information quantity, and information credibility (Zhao et al., 2021). According to the Information Adoption Model (IAM), these factors shape how consumers perceive the usefulness of information, which in turn influences their likelihood of adopting that information in their decision-making process (Sussman & Siegal, 2003). Several studies have confirmed that information usefulness serves as a bridge between eWOM attributes and behavioral outcomes such as purchase intention (Indrawati et al., 2023;Balqis & Giri, 2023). However, these studies have predominantly focused on platforms like Instagram or YouTube, without fully accounting for TikTok's unique content structure and viewer interaction. The novelty of this research lies in its integration of IAM within the context of TikTok a dynamic platform where content is algorithmically curated and rapidly consumed. Prior research has not sufficiently addressed how TikTok's video-based content format and high user engagement affect information processing and consumer behavior. Additionally, studies in the Indonesian context, especially involving local brands like Fore Coffee, remain scarce.

A few researchers have focused on text-based eWOM or influencer marketing across more established platforms. There have been limited studies concerned with short-form video content on TikTok and its role in influencing information adoption and purchase intention, especially in the coffee industry in Indonesia. Therefore, this research intends to analyze how the dimensions of eWOM (information quality, quantity, and credibility) impact purchase intention through perceived usefulness and information adoption. The objectives of this research are to examine: (1) the effect of information quality, quantity, and credibility on perceived information usefulness; (2) the effect of information usefulness on information adoption; and (3) the effect of information adoption on consumers purchase intention toward Fore Coffee as influenced by eWOM on TikTok.

LITERATURE REVIEW

Information Adoption Model (IAM)

The Information Adoption Model (IAM) was introduced by (Sussman & Siegal, 2003) to explain how individuals evaluate and adopt persuasive messages in computer-mediated communication. This model integrates the Elaboration Likelihood Model (ELM) and Technology Acceptance Model (TAM) and emphasizes the role of information usefulness as a mediator between message characteristics and behavioral intention. Jiang et al. (2021) supported this model by stating that the higher the perceived usefulness of the message, the more likely individuals are to adopt the information.

Electronic Word of Mouth (eWOM)

Electronic word of mouth (eWOM) is a form of communication in which consumers share information or opinions regarding a product or service through digital platforms. According to Indrawati et al. (2023), eWOM on TikTok plays a significant role in influencing consumers' purchase intention due to the high trust users place in peer recommendations. Furthermore, Balqis and Giri (2023) found that eWOM about Fore Coffee, when considered credible and useful, positively influences consumers' intention to buy the product.

Information Quality

Information quality refers to how accurate, complete, and relevant the information is in supporting consumer decision-making. Leong et al. (2022) found that higher information quality significantly increases the perceived usefulness of content shared on digital platforms. Clear, structured, and informative TikTok content helps consumers better understand product attributes, thereby increasing engagement and trust. Information quality has a direct impact on its acceptance and usefulness in the context of eWOM on digital platforms, including TikTok (Erkan & Evans, 2018). Thus, the hypothesis can be defined as follows:

H1: Information quality of Fore Coffee products on the TikTok application has a positive and significant impact on Information Usefulness.

Information Quantity

Information quantity refers to the amount or volume of information available about a product. Mantik et al. (2022) noted that abundant information increases consumer confidence, as it allows for more comprehensive comparisons and evaluations. On platforms like TikTok, repeated exposure to Fore Coffee reviews can reinforce brand familiarity and help consumers make quicker decisions. The more information available on TikTok, the greater the chance for consumers to find relevant content, thereby increasing their perception of the usefulness of information (Pranata et al., 2024). Thus, the hypothesis can be defined as follows:

H2: Information quantity of Fore Coffee products on the TikTok application has a positive and significant impact on Information Usefulness.

Information Credibility

Information credibility is defined as the extent to which information is perceived to be trustworthy and believable. Zhao et al. (2021) stated that the credibility of information significantly influences perceived usefulness, as well as a user's willingness to adopt it. In TikTok's context, credibility is enhanced when reviewers appear authentic and unbiased, especially if they share real experiences. Information that is considered to come from credible sources is perceived as more relevant and helpful in making decisions (Westerman et al., 2014). Thus, the hypothesis can be defined as follows:

H3: Information credibility of Fore Coffee products on the TikTok application has a positive and significant impact on Information Usefulness.

Information Usefulness

Information usefulness is a user's perception of how helpful the information is for making purchase decisions. Sussman and Siegal (2003) emphasized that usefulness plays a central role in determining whether consumers will adopt the message or ignore it. Jiang et al. (2021) also reinforced that when consumers find information useful, they are more likely to engage with it and translate it into behavioral intentions. Information that is easy to understand and considered valuable helps users process content more effectively, thereby increasing the likelihood of adoption (Khan et al., 2024). Thus, the hypothesis can be defined as follows:

H4: Information Usefulness of Fore Coffee products on the TikTok application has a positive and significant impact on Information Adoption.

Information Adoption

Information adoption refers to the process by which consumers internalize and act upon the information received. Martini et al. (2022) highlighted that information is more likely to be adopted when it is perceived as both useful and credible. On TikTok, this can be observed when users not only watch content but also show purchasing behavior as a result of it. When the information adopted is considered relevant and beneficial, consumers are more likely to include the product in their purchase considerations (Leong et al., 2022). Thus, the hypothesis can be defined as follows:

H5: Information Adoption of Fore Coffee products on the TikTok application has a positive and significant impact on Purchase Intention.

Purchase Intention

Purchase intention is the likelihood that a consumer will buy a product after being exposed to persuasive information. According to Ajzen (1991), intention is the most immediate predictor of behavior in the Theory of Planned Behavior. Balqis and Giri (2023) confirmed that eWOM on TikTok significantly boosts the purchase intention for Fore Coffee, especially when the content is perceived as relevant and authentic.

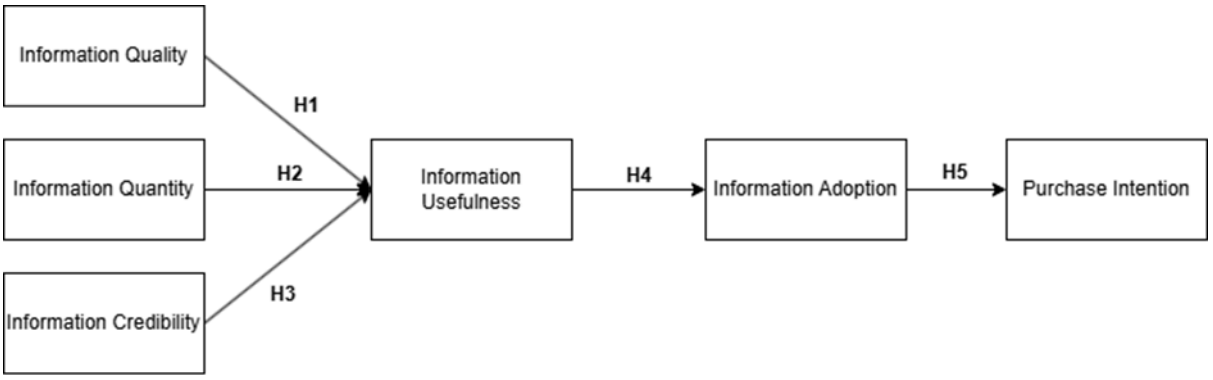

Figure 1. Research Framework

METHOD

This study employed a quantitative research approach with a causal research design to examine the influence of electronic word of mouth (eWOM) on purchase intention through information usefulness and information adoption. The causal design was chosen to assess the directional and explanatory relationships between variables. This framework was based on the Information Adoption Model (IAM), which allows the identification of mediating mechanisms in consumer behavior influenced by digital content. The population targeted in this research consisted of TikTok users residing in Bandung, Indonesia, who had been exposed to Fore Coffee-related content on the platform. The sample was determined using a non-probability purposive sampling method, where respondents were selected based on specific inclusion criteria. These criteria included: (1) having seen TikTok content about Fore Coffee and (2) having an interest in purchasing Fore Coffee products. Using Lemeshow's formula to estimate the required sample size for an unknown population, a total of 390 valid responses were collected and used in the analysis. Primary data were collected using an online questionnaire, which was distributed via social media platforms to ensure broader reach and response efficiency. The questionnaire employed a five-point Likert scale ranging from "strongly disagree" to "strongly agree" to measure respondents' perceptions. The items included in the questionnaire represented six main constructs: information quality, information quantity, information credibility, information usefulness, information adoption, and purchase intention. To ensure the reliability and validity of the instrument, the data were initially analyzed using SPSS for descriptive statistics and internal consistency measurement through Cronbach's alpha. All constructs demonstrated acceptable reliability thresholds. For the hypothesis testing, the study applied Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) technique via SmartPLS 4.0 software. This method was selected due to its flexibility in modeling complex relationships and its ability to handle data that do not meet normality assumptions.

RESULT

Model Measurement

The initial step in PLS-SEM analysis involves evaluating the measurement model to ensure that all constructs in the model demonstrate adequate validity and reliability before testing the structural model. This evaluation includes assessing convergent validity, discriminant validity, and internal reliability. Convergent validity is confirmed through the values of outer loadings and average variance extracted (AVE). All indicators used in this study show loading values above 0.70 and AVE values exceeding the threshold of 0.50. This indicates that the indicators consistently explain the latent variables they represent adequately (Hair et al., 2019). Discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT) approach, which is considered a more sensitive method for identifying construct misfit. All HTMT values in the model were below the maximum threshold of 0.90, indicating that each construct is sufficiently distinct and does not suffer from significant conceptual overlap.
To assess internal reliability, Composite Reliability (CR) was used. The analysis revealed that all variables had CR values above 0.70, which meets the minimum threshold recommended in PLS-SEM literature. This result demonstrates that the indicators within each construct exhibit a high level of consistency and can be relied upon to accurately measure the intended concepts. Overall, the results of the measurement model evaluation confirm that all constructs in the model meet the criteria for validity and reliability, thus allowing for further testing of the structural model.

Table 1. Respondent Profile

Description	Item	
Gender	Male	27.2%
	Female	72.8%
Age	10–14 years old (Alpha Generation)	5.1%
	15–24 years old (Generation Z)	76.2%
	25–43 years old (Millennial Generation)	18.7%
Last Education Level	Elementary School or Equivalent (SD)	2.8%
	Junior High School or Equivalent (SMP)	3.1%
	Senior High School or Equivalent (SMA)	41.5%
	Diploma 3 (D3)	7.7%
	Diploma 4 / Bachelor's Degree (D4/S1)	43.1%
	Master's Degree (S2)	1.8%
Monthly Income	<Rp1.000.000	12.1%
	Rp1.000.000 – Rp3.000.000	25.1%
	Rp3.000.001 – Rp5.000.000	41.0%
	Rp5.000.001 – Rp7.000.000	18.2%
	Rp7.000.001 – Rp10.000.000	2.6%
	> Rp10.000.000	1.0%
Information Source	Offline advertisements (banners, billboards, brochures, etc.)	3.6%
	Online advertisements (Google Ads, Instagram Ads, YouTube Ads, etc.)	11.8%
	Store location	3.8%
	Social media	64.6%
	Friends or family	16.2%

Outer model evaluation

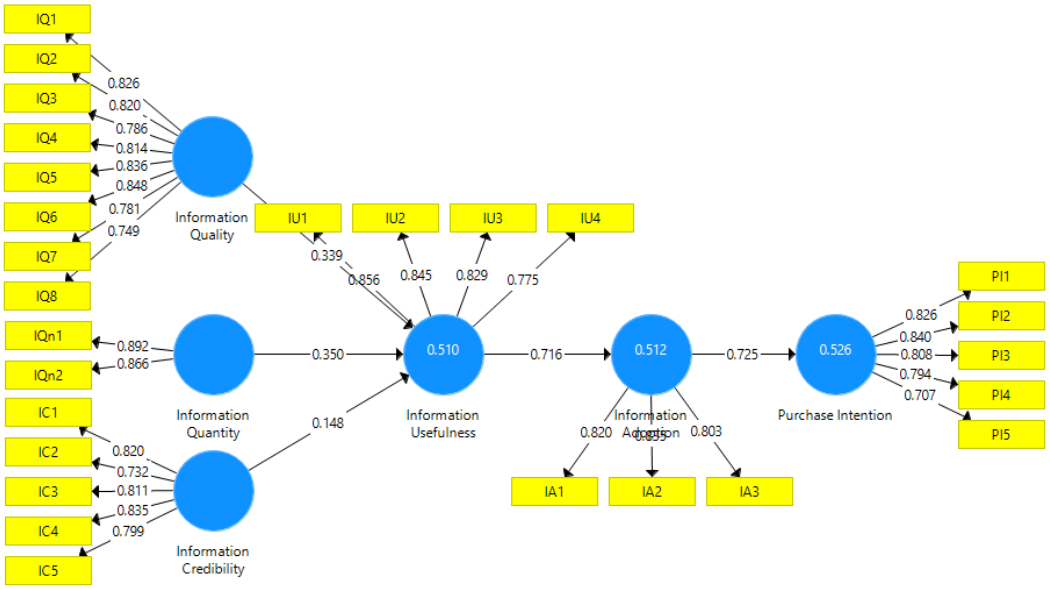

Figure 2. Outer Model

Based on Figure 2, this is an external model test intended as a model evaluation, namely to evaluate the validity and reliability of the constructs or indicators used. The reflective measurement model is evaluated using validity and reliability tests. The following Figure 2 shows the results of factor loadings, Cronbach's alpha, composite factors, and Average Variance Extracted (AVE) from this study.

Table 2. Test Outer Model

VARIABLE	Item	*Outer loadings*	*Cronbach's Alpha*	*Composite Reliability*	AVE
Information Adoption	IA1	0.820	0.755	0.859	0.671
	IA2	0.835			
	IA3	0.803			
Information Credibility	IC1	0.820	0.859	0.899	0.640
	IC2	0.732			
	IC3	0.811			
	IC4	0.835			
	IC5	0.799			
Information Quality	IQ1	0.826	0.924	0.938	0.653
	IQ2	0.820			
	IQ3	0.786			
	IQ4	0.814			
	IQ5	0.836			
	IQ6	0.848			
	IQ7	0.781			
	IQ8	0.749			
Information Quantity	IQN1	0.892	0.707	0.872	0.773
	IQN2	0.866			
	IU1	0.856	0.845	0.896	0.684
	IU2	0.845			

Information Usefulness	IU3	0.829			
	IU4	0.775			
	PI1	0.856			
	PI2	0.826			
Purchase Intention	PI3	0.840	0.855	0.896	0.634
	PI4	0.808			
	PI5	0.794			

Based on Table 2, it can be seen that each indicator statement is considered accurate because the factor loading value is ≥ 0.70. Therefore, the model evaluation process can be continued. The next step is to conduct the AVE test, where the specified AVE value is > 0.50. The AVE values for each research variable are shown in the table above. Since the minimum requirements are met, specifically an AVE value > 0.5, the value of each build with its indicators is considered good. Discriminant validity measures how different one construct is from other constructs. The discriminant validity test can be seen in the Fornell-Lacker value. The criteria that must be met are that the indicator values for each variable have a number greater than the row correlation or column correlation with other variables.

The next step is to conduct a reliability test, which is an index that indicates the extent to which a research instrument can be trusted or produce accurate results. To test reliability, composite reliability and Cronbach's alpha are used. Composite reliability and Cronbach's alpha values > 0.7 are considered indicators of a reliable instrument.

Based on the Table 2, it can be seen that both the composite reliability and alpha coefficient (Cronbach's alpha) values exceed 0.7. Therefore, it can be confirmed that the research variables have a high level of accuracy in determining their status as research variables because they are proven to be reliable or highly trustworthy.

The next test is to test discriminant validity using the factor loading, where the criteria that must be met are that the indicator values for each variable have a higher number than the row correlation or collinearity with other variables. The following are the results of the Fornell-Lacker validity test:

Table 3. Fornell-Lacker Validity Test

Variable	Info$irmatio$in Ado$iptio$in	Info$irmatio$in Cre$dibility	Info$irmatio$in Quiality	Info$irmatio$in Quiantity	Info$irmatio$in Uise$fuilne$ss	Puirchase$Inte$ntio$in
Information Adoption	**0.819**					
Information Credibility	0.459	**0.800**				
Information Quality	0.641	0.567	**0.808**			
Information Quantity	0.489	0.693	0.517	**0.879**		
Information Usefulness	0.716	0.582	0.604	0.628	**0.827**	
Purchase Intention	0.725	0.558	0.686	0.578	0.659	**0.796**

Based on Table 3, it can be seen that the Fornell-Lacker values for each variable indicator are greater than the row correlation or correlation with other variables. Therefore, it can be concluded that the constructs of each variable have good discriminant validity or can be considered valid based on the Fornell-Lacker validity.

The next step is to perform a cross-loading test. The cross-loading value also indicates the results of the discriminant validity test. The requirement is met when the cross-loading value of a statement for a particular variable is greater than the correlation value of a statement for another variable. The results of taking the square root of AVE are as follows:

The next step is to conduct an HTMT validity test. The Heterotrait-Monotrait Ratio (HTMT) value also indicates the results of the discriminant validity test. The requirement is met when the numbers in the table do not exceed 0.90. The results of the HTMT test are as follows:

Table 5. HTMT Validity Test

	Information Adoption	Information Credibility	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption						
Information Credibility	0.562					
Information Quality	0.764	0.633				
Information Quantity	0.668	0.896	0.635			
Information Usefulness	0.897	0.675	0.678	0.810		
Purchase Intention	0.893	0.650	0.768	0.742	0.774	

Based on the Table 5, it can be concluded that the HTMT validity test has met the requirements. This condition can be seen from the fact that each values in the tables does not exceed 0.90.

Inner Model Evaluation

The structural model (inner model) is evaluated through testing the coefficient of determination, Q-squares, F-squares, and significance testing. In SEM analysis, the impact of determination analysis is used to determine how much contribution the exogenous variables provide to the endogenous variables. R-squared is determined by the coefficient of determination (R2), which essentially indicates how well the model explains the variation in the endogenous variables. The following are the results of the coefficient of determination (R-squared) test in this study:

Table 6. R-Squares Test

Variable	R Square	R Square Adjusted
Information Adoption	0.512	0.511
Information Usefulness	0.510	0.506
Purchase Intention	0.526	0.524

Referring to the Table 6, the R2 values for the variables information usefulness obtained is 0.510, indicating that information usefulness can account for the variables information quality, information quantity, and information credibility by 51%, while other factors not included in the model account for the remaining variables. Furthermore, the R2 values for the information adoption variables obtained a values of 0.512, indicating that information usefulness can account for the information adoption variables by 51.2% and other factors not presented in the model represent the remaining variables. The R2 values for the purchases intention variables obtained was 0.526, indicating that information adoption can account for 52.6% of the purchases intention variables, and other factors not presented in the model represent the remaining variables.

Next is to perform a Q-Squares test, which measures how a model has predictive relevances. A Q-Squares values above zero indicates that the values is well-constructed and has predictive relevances. The test results are shown in Tables 8 as follows:

Table 7. Q-Squares Test

Variable	Q^2
Information Adoption	0.341

Information Usefulness	0.341
Purchase Intention	0.325

Based on the Table 7, it can be seen that each Q2 has a value exceeding zero (0). This indicates that the values are well reconstructed and the research model has predictive relevance.
Next, an F-square test is conducted, which indicates the extent to which the latent predictor variables contribute to the model's influence at the structural level. This impact can be categorized as very small, small, moderate, or large. The thresholds used to categorize these effects are: F2 < 0.02 indicates a very small effect, 0.02 < F2 < 0.15 indicates a small effect, 0.15 < F2 < 0.35 indicates a moderate effect, and F2 > 0.35 indicates a large effect. The following are the results of the F-square test:

Table 8. F-Square Test

Variable	Information Adoption	Information Usefulness	Purchase Intention
Information Adoption			1.108
Information Credibility		0.020	
Information Quality		0.152	
Information Quantity		0.124	
Information Usefulness	1.049		

Based on Table 8, it can be seen that the relationship between information usefulness and information adoption has an F2 value of 1.049, which means it has a large effect size. The relationship between information credibility and information usefulness has an F2 value of 0.020, which means it has a small effect size. The relationship between information quality and information usefulness has an F2 value of 0.152, which means it has a moderate effect size. The relationship between information quantity and information usefulness has an F2 value of 0.124, which indicates a small effect size. The relationship between information adoption and purchase intention has an F2 value of 1.108, which indicates a large effect size.

Hypothesis Test

The coefficient value for each line will be determined to test the hypothesis. The accepted significance level in this study is 0.05 or 5 percent. The following are the results of the hypothesis test:

Table 9. Hypothesis Test

Hypothesis	***Original Sample***	***T Statistics***	***P Values***	**Result**
Information Quality -> Information Usefulness	0.339	6.507	0.000	Accepted
Information Quantity -> Information Usefulness	0.350	5.326	0.000	Accepted
Information Credibility -> Information Usefulness	0.148	2.196	0.029	Accepted
Information Usefulness -> Information Adoption	0.716	20.231	0.000	Accepted
Information Adoption -> Purchase Intention	0.725	24.605	0.000	Accepted

Based on Table 9, the results of hypothesis testing are as follows:
The T statistic value is 6.507 > 1.64 and the p-value is 0.000 < 0.05. This indicates that information quality has a significant influence on information usefulness, with a path coefficient of 0.339.
The T statistic value is 5.326 > 1.64 and the p-value is 0.000 < 0.05. This indicates that information quantity significantly affects information usefulness, with a path coefficient of 0.350.
The T statistic value is 2.196 > 1.64 and the p-value is 0.029 < 0.05. This indicates that information credibility has a significant effect on information usefulness, with a path coefficient of 0.339.

The T statistic value is 20.231 > 1.64 and the p-value is 0.000 < 0.05. This indicates that information usefulness significantly influences information adoption, with a path coefficient of 0.716.
The T statistic value is 24.605 > 1.64 and the p-value is 0.000 < 0.05. This indicates that information adoption has a significant influence on purchase intention, with a path coefficient of 0.725.

DISCUSSION

The results of this study demonstrate that the quality, quantity, and credibility of electronic word of mouth (eWOM) on TikTok significantly influence information usefulness, which in turn impacts information adoption and subsequently affects purchase intention toward Fore Coffee products. These findings are consistent with the Information Adoption Model (IAM), which posits that individuals are more likely to adopt information and make purchasing decisions when the message is perceived as useful and credible (Sussman & Siegal, 2003).

Based on the bootstrapping results, information quality has a significant and positive impact on information usefulness. This indicates that when consumers perceive TikTok content about Fore Coffee as clear, accurate, and relevant, they tend to regard the information as more useful in shaping their understanding. These findings are consistent with (Aljaafreh et al., 2020) who found that the perceived quality of eWOM plays a central role in forming consumer attitudes and decision making. Similarly, information quantity also shows a significant influence on information usefulness. This supports the idea that the greater the volume of available eWOM such as reviews, recommendations, and discussions on TikTok the better consumers can evaluate and reduce uncertainty. This is aligned with (Febyola & Widyanesti, 2024), who emphasized that TikTok's intensity and information flow increase the trust and adoption level among consumers.

Furthermore, information credibility was found to have a positive effect on information usefulness, although with a relatively lower magnitude compared to the other variables. This shows that consumers consider the trustworthiness and authenticity of the information source on TikTok, particularly when it comes from users with direct experience or from non-sponsored content. These findings resonate with Yulianti & Keni (2022), who argued that credible information sources have a stronger persuasive impact. The next stage of the model confirms that information usefulness strongly affects information adoption, supporting the logic in Indrawati et al. (2023) that information perceived as beneficial will more likely be adopted into consumer behavior.

Lastly, information adoption significantly influences purchase intention. This confirms the IAM framework and is in accordance with findings by Rusmayanti & Agustin (2021), which showed that TikTok-based eWOM contributes strongly to actual consumer decisions. In conclusion, the integrated results reinforce the validity of the Information Adoption Model (IAM) in the context of TikTok-based marketing. The study also highlights how users' perceived usefulness and credibility of eWOM can serve as critical levers for increasing purchase intention. This affirms TikTok's role not only as an entertainment platform but also as a strategic marketing medium for local brands like Fore Coffee, particularly in engaging digitally native consumers in urban areas such as Bandung.

CONCLUSIONS

This study investigated the influence of electronic word of mouth (eWOM) on TikTok toward consumer purchase intention of Fore Coffee, mediated by information usefulness and

information adoption. These findings demonstrate that the perceived quality, quantity, and credibility of eWOM significantly shape how useful the information is perceived by consumers. When consumers find eWOM content on TikTok clear, abundant, and credible, they are more likely to consider it helpful for evaluating products. Furthermore, the perceived usefulness of information plays a crucial role in encouraging consumers to adopt the information, which ultimately strengthens their intention to purchase. The sequential relationship between these constructs confirms the validity of the Information Adoption Model (IAM) in the context of short-form video content and consumer engagement through social media platforms.
Overall, TikTok-based eWOM emerges as a powerful tool that can influence consumer behavior, especially among digital-native audiences in urban markets such as Bandung. The study underlines the importance for brands like Fore Coffee to prioritize not only the presence of user-generated content but also the informational value and trustworthiness embedded in such content.

RECOMMENDATIONS

Based on the findings, future research is encouraged to explore broader demographic segments or different product categories to assess the consistency of the model across contexts. It also suggested to examine additional variables such as emotional engagement or visual aesthetics, which may enhance the predictive power of eWOM on platforms like TikTok. Practically, businesses are advised to collaborate with credible content creators and foster authentic interactions with consumers, ensuring that digital content not only entertains but also educates and informs effectively. Moreover, evaluating the long-term impact of eWOM on brand loyalty could offer valuable insights for sustaining consumer relationships in the digital era.

RESEARCH LIMITATION AND FUTURE RESEARCH

RESEARCH LIMITATION

This study was limited to TikTok users located in Bandung who had been exposed to Fore Coffee-related content. As a result, the findings may not fully represent the broader population of consumers in other cities or regions with different social media usage patterns and brand familiarity. Additionally, the study employed a cross-sectional design, which captures perceptions at a single point in time and does not account for changes in consumer attitudes over time. The use of self-reported questionnaires may also introduce response bias, where participants provide socially desirable answers rather than their actual opinions. Lastly, this study focused solely on three eWOM dimensions (information quality, quantity, and credibility) without including other potential influencing factors such as emotional appeal, visual aesthetics, or influencer characteristics.

FUTURE RESEARCH

Future research is encouraged to expand the geographical scope beyond Bandung to capture a more diverse and representative sample. A longitudinal approach may also be employed to observe how consumer responses to eWOM evolve over time, especially in relation to seasonal marketing campaigns or viral trends. Researchers may consider integrating additional variables such as emotional engagement, platform algorithms, or consumer trust in influencers to enrich the current model. Moreover, comparative studies across different social media platforms (e.g., Instagram Reels, YouTube Shorts) could provide insights into platform-specific dynamics in shaping purchase intention. Lastly, future studies might explore how eWOM impacts not only purchase intention but also brand loyalty, advocacy, or actual purchase behavior.

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