

ABSTRACT

Today, the development of the fashion sector in Indonesia is showing grow rapidly, especially Indonesian local fashion brands. This can be seen by the emergence of many local fashion brands that are loved by Indonesian people. Not inferior to global brands entering Indonesia, local brands are increasingly showing their existence. Erigo Apparel is a local brand whose existence is known to the public through social media, namely TikTok. This study aims to examine the effect of information quality, information quantity, information credibility, information usefulness and information adoption on purchase intention for the Erigo Apparel brand through the TikTok application as an electronic-word-of-mouth (eWOM) medium.

The Theory Information Adoption Model (IAM) is used in this study because it aims to determine the effect of TikTok as an eWOM application on increasing Erigo Aparent's purchase intention. Previous research used this theory to examine the effect of eWOM through TikTok to increase purchase intention for skincare brands in Indonesia. This survey used a sample of 120 Erigo Apparel consumers in Indonesia aged 17 and up, with respondents' monthly spending ranging from IDR 1000,000 and up. An online questionnaire was used to collect information. This study's analytical approach is Partial Least Square Structural Equation Modeling (PLSSEM) using SmartPLS 3.0.

The results of this study show that Information Quality significantly and positively affects Information Usefulness. Then, Information Quantity significantly and positively affects Information Usefulness. Moreover, Information Usefulness significantly and positively affects Information Adoption. Furthermore, Information Usefulness significantly and positively affects Information Credibility. Next, Information Adoption significantly and positively affects Purchase Intention. The last, Information Credibility insignificantly affect to Purchase Intention

Key words: eWOM, Theory Information Adoption Model (IAM), Information Quality, Information Quantity, Information Credibility, Information Usefulness, Information Adoption and Purchase Intention.