

ABSTRACT

The rapid growth of social media platforms such as TikTok has transformed the way consumers seek information before making purchases, particularly for hedonic products that are often driven by emotional impulses. The phenomenon of fake reviews has become a critical concern as it can distort consumer judgment. This study aims to analyze the effect of fake reviews on purchase intention with perceived value as a mediating variable, employing the Elaboration Likelihood Model (ELM) to understand how consumers process information in a digital context.

This study adopts a quantitative approach using a survey method involving 130 respondents aged 17–26 years in Semarang City who have previously purchased hedonic products through TikTok. The data were analyzed using Structural Equation Modeling (SEM) with AMOS. Data collection was conducted via an online questionnaire distributed through non-probability sampling using purposive sampling techniques.

The results show a significant negative effect of fake reviews on purchase intention, a significant negative effect of fake reviews on perceived value, and a significant positive effect of perceived value on purchase intention. Additionally, there is a significant indirect effect of fake reviews on purchase intention through perceived value, with an indirect effect coefficient of -0.449 ($p < 0.001$). These findings indicate that perceived value fully mediates the relationship between fake reviews and consumer purchase intention. This research highlights the importance of perceived value in consumer decision-making for hedonic products and underscores the need for more ethical and authentic marketing strategies on digital platforms.

Keywords: *Information Searching Fake Review, Purchase Intention, Perceived value, Hedonic Product, Elaboration Likelihood Model, TikTok Marketing.*