

Antecedents and Consequence of Information Adoption of Sariayu Skincare Prospects

Fauziyyah Ummul Hasanah¹, Yadi Ernawadi²

Department of Management, Faculty of Economics and Business, Universitas Jenderal Achmad Yani, Indonesia^{1,2}

Corresponding Author: Fauziyyah Ummul Hasanah (fauziyyahummul_20p215@mn.unjani.ac.id)

ARTICLE INFO

Date of entry:
3 September 2024
Revision Date:
27 September 2024
Date Received:
28 September 2024

ABSTRACT

This study's goal is to investigate the potential antecedent and consequential effects of Sariayu face mask information adoption by creating a conceptual model of hypotheses that takes into account a wide range of potential contributing variables. The study explores the variables that influence the credibility and utility of EWOM as well as the reasons why buyers could use it. This survey had 140 participants who are potential customers of Sariayu face masks. The data were obtained using a one-shot or cross-sectional approach. Testing for convergent validity, discriminant validity, and composite reliability have all been successfully completed by the instrument. The data analysis method employed in this study was SmartPLS version 3.0 for structural equation modeling, or SEM. Fifteen out of the eight conjectures put up had actual evidence to back them up. Based on the research findings, perceived persuasiveness, eWOM usefulness, and eWOM credibility are all positively impacted by perceived informativeness, and eWOM usefulness positively impacts information adoption. Purchase intention benefits from the uptake of information. In order to establish strategies relevant to enhancing the quality of these features, the study's results are anticipated to be beneficial for future research and assessment management in the beauty industry.

Keywords: EWOM, Information Adoption, Purchase Intention.



Cite this as: Hasanah, F. U., & Ernawadi, Y. (2024). Antecedents and Consequence of Information Adoption of Sariayu Skincare Prospects. *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 14(2), 358–368. Retrieved from <https://ejournal.itbwigalumajang.ac.id/index.php/wiga/article/view/1236>

INTRODUCTION

Looking attractive is one way for women to get judgement and attention from others and can increase self-confidence (Hamer et al., 2021). Some Indonesian women choose to use cosmetics to maintain their appearance (Saniati et al., 2020). Cosmetics are products used to change appearance and care for the body (BPOM RI, 2018). Skincare is a cosmetic that functions to maintain skin hygiene and health (Tranggono, 1996). As many as 81.7% of Indonesian women choose to use skincare that can brighten facial skin (ZAPclinic, 2019). Reporting from Sariayu's official website

Sariayu is a local Indonesian brand that specialises in skincare (Sariayu, 2023). In 1977 PT Martina Berto collaborated with Theresia Harsini Setiady who is the founder of Kalbe Group to launch the Sariayu brand as a beauty brand (Sariayu, 2023). Sariayu Martha Tilaar offers beauty products made from natural ingredients such as spices and medicinal plants (Sariayu, 2023). It was found that Sariayu face mask occupies the fourth position in the Top Brand Index in 2022 (Topbrandaward, 2022). The first position is occupied by Garnier with an index of 27.20%, the second position is occupied by Mustika Ratu with an index of 20.40%, the third position is occupied by Ovale with an index of 18.50% and the fourth position is occupied by Sariayu with an index of 13.80%. Mindshare, or a brand's degree of recall in comparison to other brands, is one of the markers of type B injury (TBI). Customers' capacity to recall the brand is what determines whether it has a high or low mindshare. Customer recall scores, both high and low, may influence their propensity to buy. Consequently, this phenomena may suggest that buyers of Sariayu face masks still have lower purchase intentions than those of rival companies. Products that meet customer wants can be sold in the market, thus there needs to be a strategy to win the competition in light of the more competitive market conditions. Using electronic word-of-mouth (EWOM) is one tactical option. One of the best methods to increase market share and promote items on social media is to manage EWOM so that it stays positive. This study aims to explore the elements influencing purchase intention of Sariayu face masks, the subject of the research, in relation to this phenomenon, using the conceptual model developed by (Tien et al., 2019). The Information Adoption Model developed by Sussman & Siegal (2003) has been used in many studies in the field of information systems and marketing to explain how persuasive information is processed. Referring to the information adoption model developed by Sussman & Siegal (2003) argument quality, EWOM usefulness, EWOM credibility and information adoption are constituents of the information adoption model. EWOM usefulness and eWOM credibility are factors found to influence purchase intention through information adoption according to (Tien et al., 2019). Lim et al. (2022) suggest EWOM usefulness for potential consumers, which can be a valuable source of information. In the research of Tien et al. (2019) perceived informativeness and perceived persuasiveness are antecedents of EWOM usefulness, then source trustworthiness and source expertise are antecedents of EWOM credibility. Perceived informativeness is defined as complete information about an item in an online forum (Sullivan, 2000). Perceived persuasiveness is defined as the persuasion power of an online review perceived by users (Zhang et al., 2014). Source trustworthiness is defined as the level of trust of the recipient of information towards the source of information in communicating sincerely (Baber et al., 2016). Source expertise is not used in this study because of the lack of suitability with the characteristics of the object being assessed and the object of research.

Based on the research of Tien et al. (2019) perceived informativeness and perceived persuasiveness have a positive effect on EWOM usefulness in skincare products in Taiwan. It is also supported by Putra & Bangsawan's research (2022) that perceived informativeness and perceived persuasiveness have a positive effect on EWOM usefulness in skincare products in Indonesia. According to Davis (1989) EWOM usefulness is the level of individual confidence that the information provider will provide benefits and help information readers in understanding a product. Based on previous research conducted by (Putra & Bangsawan, 2022) that it is therefore possible to draw the conclusion that perceived persuasiveness and informativeness have a beneficial impact on the effectiveness of word-of-mouth marketing in the skincare product sector in Indonesia. In this study, one of the skincare products in the context of the cosmetics industry the Sarayu face mask is chosen to be evaluated. The perceived persuasiveness and informativeness of Sariayu face mask prospects in Cimahi City are thus thought to positively influence their EWOM usefulness. Based on this description, the first two hypotheses are proposed as follows:

H1: Perceived informativeness has a positive effect on EWOM usefulness

H2: Perceived persuasiveness has a positive effect on EWOM usefulness.

According to Tien et al. (2019) in Taiwan, the credibility of EWOM regarding skincare goods is positively impacted by the reliability of the source. The amount of confidence information

recipients have in the sincerity of the communication they get from sources is known as source trustworthiness (Baber et al., 2016). EWOM credibility is the perception of information recipients of the content of messages conveyed by information sources (Madsen, 2019). (Ahmed & Karaduman, 2021) found that EWOM credibility is positively influenced by source trustworthiness on cosmetic products in Istanbul. It is also supported by Putra & Bangsawan's research (2022) that EWOM credibility is positively influenced by source trustworthiness in skincare products in Indonesia. Based on this description, a third hypothesis is proposed as follows:

H3: Source trustworthiness has a positive effect on EWOM credibility

Tien et al. (2019) suggested that information adoption is positively influenced by EWOM usefulness and EWOM credibility on skincare products in Taiwan. Putra & Bangsawan (2022) found that information adoption is positively influenced by EWOM usefulness and EWOM credibility on skincare products in Indonesia. Also supported by research by Rahaman et al. (2022) that information adoption is positively influenced by EWOM usefulness and EWOM credibility. Information adoption is an individual evaluation of the information received to be used in making decisions (Sari et al., 2017). Based on the research findings above, it can be concluded that information adoption is positively influenced by EWOM usefulness and EWOM credibility in the context of skincare objects. Thus, two fourth and fifth hypotheses are proposed as follows:

H4: EWOM usefulness has a positive effect on information adoption

H5: EWOM credibility has a positive effect on information adoption

Based on the research of Tien et al. (2019) information adoption has a positive effect on purchase intention on skincare products in Taiwan. Purchase intention is the tendency of respondents to act before actually making a purchase (Nurhasanah & Purwanto, 2023). Indrawati et al. (2023) found that information adoption has a positive effect on purchase intention on Somethinc skincare products through the Tiktok application. The same results were found by Putri & Albari (2023) that information adoption affects purchase intention on Somethinc skincare products through the Shopee application. Based on this description, a sixth hypothesis is proposed as follows:

H6: Information adoption has a positive effect on purchase intention

When it comes to Taiwanese skincare product purchases, information adoption acts as a mediator between the impact of EWOM credibility and usability (Tien et al., 2019). Indrawati et al. (2023) found that The Tiktok application serves as a mediator between the impact of EWOM credibility and utility on purchase intention for Somethinc skincare items. The same results were found by Putri & Albari (2023) that Information adoption mediates the effect of EWOM usefulness and EWOM credibility on purchase intention. In addition, Putra & Bangsawan (2022) found that when it comes to Indonesian skincare product purchase intentions, information adoption acts as a mediator between the impact of EWOM credibility and utility. The following are the proposed seventh and eighth hypotheses:

H7: Information adoption mediates the influence of EWOM usefulness on purchase intention

H8: Information adoption mediates the influence of EWOM credibility on purchase intention

METHODS

Survey research, which collects data from samples using a questionnaire with the goal of testing hypotheses and elucidating causal linkages, is the methodology employed in this study. With the use of outer model measurements such as composite reliability, discriminant validity, and convergent validity, this research tool has successfully passed validity and reliability assessments. Smart-PLS version 3.0 is the program utilized in these three phases. Every loading factor number is less than 0.70, indicating that all measurements of each variable can be used to determine the appropriate amount to measure. Additionally, the cross loading value that is, the correlation between the manifest variable and each latent variable is greater than the other correlation values, according to the discriminant validity test.

Table 1. Loading Factor and Composite Reliability

Variabel Manifest	Loading Factor	Composite Reliability
Perceived Informativeness (PVI)		0,901
The function of Sariayu face mask in brightening the face is often reviewed precisely on social media	0,840	
The function of Sariayu face mask in removing black spots is often reviewed in full on social media.	0,852	
The function of Sariayu face mask in eliminating acne is often reviewed clearly on social media	0,907	
Perceived Persuasiveness (PP)		0,915
I get convincing information on social media about Sariayu face mask	0,866	
I get positive information on social media about Sariayu face mask	0,968	
Source Trustworthiness (ST)		0,898
I believe that the informer on social media provides correct information about Sariayu face masks	0,831	
I believe that informants on social media provide information that is not exaggerated about Sariayu face masks	0,970	
EWOM Usefulness (EU)		0,914
I believe that the information I get on social media is valuable regarding Sariayu face masks	0,932	
I believe that the information I get on social media is useful regarding Sariayu face masks	0,902	
EWOM Credibility (EC)		0,881
I believe that the information I get on social media is in accordance with the facts about Sariayu face masks	0,870	
I believe that the information I get on social media is accurate about Sariayu face masks	0,904	
Information Adoption (IA)		0,912
The information I get on social media can motivate me to take the next action	0,932	
I believe that the information I get on social media can make it easier for me to take the next action	0,899	
Purchase Intention (PI)		0,935
I am interested to try Sariayu face mask	0,954	
I intend to buy Sariayu face mask	0,919	

Table 2. Cross Loading

Symbol Size	Perceived Informativeness (PVI)	Perceived Persuasiveness (PP)	Source Trustworthiness (ST)	eWOM Usefulness (EU)	eWOM Credibility (EC)	Information Adoption (IF)	Purchase Intention (PI)
PVI1	0.840	0.181	0.224	0.156	0.164	0.1661	0.470
PVI2	0.852	0.285	0.299	0.264	0.158	0.223	0.447
PVI3	0.907	0.252	0.203	0.342	0.231	0.250	0.449
PP1	0.264	0.866	0.184	0.249	0.291	0.110	0.264
PP2	0.267	0.986	0.331	0.497	0.256	0.153	0.288
SC1	0.259	0.212	0.831	0.310	0.146	0.380	0.359
SC2	0.254	0.310	0.970	0.345	0.333	0.431	0.441
EU1	0.313	0.432	0.331	0.932	0.210	0.336	0.307
EU2	0.265	0.378	0.331	0.902	0.258	0.231	0.289
EC1	0.237	0.205	0.235	0.186	0.870	0.120	0.286
EC2	0.159	0.297	0.291	0.257	0.904	0.246	0.229
IF1	0.244	0.147	0.358	0.318	0.229	0.932	0.319
IF2	0.220	0.123	0.474	0.250	0.150	0.899	0.293
PI1	0.498	0.318	0.459	0.313	0.314	0.365	0.954
PI2	0.471	0.234	0.372	0.296	0.213	0.249	0.919

This research uses a sample of potential customers who are at least eighteen years old and have never used Sariayu face masks. Ages this old are thought to possess the cognitive capacity necessary to respond to every question on the survey. Table 3 illustrates the 140 possible consumers that were identified as samples for this investigation. Respondent data was gathered in the interim by convenience sampling.

Table 3. Respondent Profile

Respondent's Characteristics	Amount	
	Frequency	Percentage
Gender		
Men	11	8%
Women	129	92%
Residence		
Kota Cimahi	140	100%
Age		
18-25 Years Old	139	99%
26-35 Years Old	1	1%
Income		
< Rp. 500.0000	124	89%
Rp. 1.000.000 – Rp. 5.000.000	7	5%
Rp. 5.000.000 – Rp. 10.000.000	9	6%

This study uses primary data, which was obtained from potential Sariayu face mask customers who had never used the product. This research is categorized as a cross-sectional study since the data was only collected once, during a single week, during the data collection process, which had a particular time frame. By distributing questionnaires directly through Google Forms, the data gathering procedure was completed. The construction and testing of statistical models is done

using partial least square (PLS) structural equation modeling (SEM) version 3 based on variations. The model fit test results obtained from SEM-PLS's model fit menu indicate that the model is suitable (fit) for further analysis, with a standardised root mean square residual (SRMR) of 0.061 <0.10 and a normal fit index (NFI) of 0.638 falling between 0.00 and 1.00.

RESULTS AND DISCUSSION

The available data demonstrates the suitability of the suggested model, making it a suitable foundation for the investigation of statistical conjectures. Through one-way testing, the t-statistic was compared with the t-table of 1.65 and the p-value with the α value of 0.05 to ascertain the status of the hypotheses using the bootstrapping technique. The following is a display of Table 4's test results for the thirteen statistical hypothesis:

Table 4. Statistical Hypothesis Test Results

Hypothesis	Description	Path Coefficient	T-Statistic	P-Value	Description
H1	PVI → EU	0.208	2.173	0.015	Supported
H2	PP → EU	0.384	3.420	0.000	Supported
H3	ST → EC	0.298	3.809	0.000	Supported
H4	EU → IA	0.278	2.367	0.009	Supported
H5	EC → IA	0.140	1.112	0.133	Not supported
H6	IA → PI	0.231	2.107	0.018	Supported
H7	EU → IA → PI	0.064	1.481	0.069	Not supported
H8	EC → IA → PI	0.032	0.847	0.198	Not supported

After the hypothesis status is found, the next step is logical inference, which is making conclusions based on the hypothesis status by connecting each indicator of the variable to state whether the proposed theory is supported or not logically supported by empirical data (Effendi & Tukiran, 2012) and (Fredinand, 2014).

H1: Perceived informativeness has a positive effect on eWOM usefulness

Based on the results of hypothesis testing table 4, it is known that H1 is supported by empirical data. The path coefficient is 0.208, which means that the contribution of perceived informativeness to eWOM usefulness is 20.8%. Conceptually, the more complete the information about Sariayu face masks, the more potential consumers believe that the information provider provides useful information. This means that the right information about Sariayu face masks has an impact on the prospective customers' belief that the informer provides useful information. Then, complete information about Sariayu face masks has an impact on the prospective customer's trust that the information provider provides useful information. Then, clear information about Sariayu face masks has an impact on the prospective customer's trust that the information provider provides useful information. The logical inference illustrates that the results of this study support the findings of Tien et al (2019), Widodo et al (2023), Lin & Lu (2000), Sullivan (2000), and Ahn et al (2004) which suggest that perceived informativeness has a positive effect on eWOM usefulness.

H2: Perceived persuasiveness has a positive effect on eWOM usefulness.

Based on the results of hypothesis testing table 4, it is known that H2 is supported by empirical data. The path coefficient is 0.384 which means that the contribution of perceived informativeness to eWOM usefulness is 38.4%. Conceptually, the stronger the persuasion from online reviews about Sariayu face masks, the more potential consumers believe that the informer provides useful information. This means that convincing information about Sariayu face masks has an impact on the prospective consumers' belief that the informant provides useful information. Then, positive information about Sariayu face masks has an impact on the prospective customers' belief that the

information provider provides useful information. The logical inference illustrates that the results of this study support the findings of Tien et al (2019), Gunawan & Huarng (2015), Angst & Agarwal (2009), Sen & Lerman (20007) which suggest that perceived persuasiveness has a positive effect on eWOM usefulness.

H3: Source trustworthiness has a positive effect on eWOM credibility.

Based on the results of hypothesis testing table 4, it is known that H3 is supported by empirical data. The path coefficient is 0.298 which means that the contribution of source trustworthiness to eWOM credibility is 29.8%. Conceptually, the more sincere the informant is in providing feedback about Sariayu face masks, the more potential customers believe that the informant provides information that is in accordance with the facts. This means that honesty in the information conveyed has an impact on the prospective consumers' belief that the informant provides responses that are in accordance with the facts. Then, fairness in the information conveyed has an impact on the emergence of confidence in potential customers that the information provider provides responses that are in accordance with the facts. The logical inference illustrates that the results of this study support the findings of Tien et al (2019), Putra & Bangsawan (2022), Hovland & Weiss (1951), and Lis (2013) which suggest that source trustworthiness has a positive effect on eWOM credibility.

H4: eWOM usefulness has a positive effect on information adoption

Based on the results of hypothesis testing table 4, it is known that H4 is supported by empirical data. The path coefficient is 0.278, which means that the contribution of eWOM usefulness to information adoption is 27.8%. Conceptually, the more complete the information about an item, the more the information can be evaluated for use in making decisions for potential consumers of Sariayu face masks. This means that the valuable information conveyed has an impact on the onset of the information can be evaluated for use in making decisions of potential consumers of Sariayu face masks. Then, the useful information conveyed has an impact on the emergence of information that can be evaluated for use in making decisions on prospective consumers of Sariayu face masks. The logical inference illustrates that the results of this study support the findings of Tien et al (2019), Putri & Albari (2023), and Cheung et al (2008), which suggest that eWOM usefulness has a positive effect on information adoption.

H5: eWOM credibility has no effect on information adoption

Based on the results of hypothesis testing table 4, it is known that H5 is not supported by empirical data. The path coefficient is 0.140, which means that the contribution of eWOM credibility to information adoption is 14.0%. Conceptually, the more prospective consumers of Sariayu face masks believe that the information provider provides information that is in accordance with the facts, the information cannot be evaluated for use in prospective consumer decision making. This means that the valuable information conveyed does not have an impact on the prospective customer's consideration in making decisions. Then, the useful information conveyed does not have an impact on the emergence of prospective customer considerations in decision making. This logical inference illustrates that the results of this study do not support the findings of Tien et al (2019), Song et al (2021), Erkan & Evans (2016) which suggest that eWOM credibility has a positive effect on information adoption.

H6: Information adoption has a positive effect on purchase intention

Based on the results of hypothesis testing table 4, it is known that H6 is supported by empirical data. The path coefficient is 0.231, which means that the contribution of information adoption to purchase intention is 23.1%. Conceptually, the more the information can be evaluated for use in decision making for prospective consumers of Sariayu face masks, the more prospective consumers are interested in making purchases. This means that information that motivates potential consumers of Sariayu face masks has an impact on the emergence of buying interest. Then, information that makes it easier for prospective consumers of Sariayu face masks has an impact on the onset of buying interest. This logical inference illustrates that the results of this

study support the findings of Tien et al (2019), Cheung & Thadani (2012), Putri & Albari (2023) which suggest that information adoption has a positive effect on purchase intention.

H7: Information adoption does not mediate the effect of eWOM usefulness on purchase intention.

Based on the results of hypothesis testing table 4, it is known that H7 is not supported by empirical data. The path coefficient is 0.064, which means that the contribution of eWOM usefulness to purchase intention through information adoption is 6.4%. Conceptually, the more the information cannot be evaluated for use in decision making of potential consumers of Sariayu face masks, the information is incomplete and potential consumers are not interested in making purchases. The logical inference illustrates that the results of this study do not support the findings of Tien et al (2019), Cheung & Thadani (2012), Putri & Albari (2023) which suggest that eWOM usefulness has a positive effect on purchase intention mediated by information adoption.

H8: Information adoption does not mediate the effect of eWOM credibility on purchase intention.

Based on the results of hypothesis testing table 4, it is known that H8 is not supported by empirical data. The path coefficient is 0.032, which means that the contribution of eWOM usefulness to purchase intention through information adoption is 3.2%. Conceptually, the more the information cannot be evaluated to be used in the decision making of potential consumers of Sariayu face masks, the information does not match the facts and potential consumers are not interested in making a purchase. This means that information that motivates potential consumers of Sariayu face masks does not have an impact on the emergence of buying interest. Then, information that makes it easier for prospective consumers of Sariayu face masks does not have an impact on the onset of buying interest. This logical inference illustrates that the results of this study do not support the findings of Tien et al (2019), Cheung & Thadani (2012), Putri & Albari (2023) which suggest that eWOM credibility has a positive effect on purchase intention mediated by information adoption.

Based on table 4, it is known that 5 out of 8 hypotheses are supported by empirical data, namely H1, H2, H3, H4, and H6. Meanwhile, 3 hypotheses namely H5, H7, and H8 are not supported by empirical data from this study. Perceived informativeness contributes 20.8% to EWOM usefulness with a path coefficient of 0.208. This result shows how potential buyers' confidence that the source of information about Sariayu face masks is reliable and valuable is influenced by accurate, comprehensive, and clear information about the products. With a route coefficient of 0.384, perceived persuasiveness translated into 38.4% of EWOM's usefulness. It follows that information regarding Sariayu face masks that is persuasive and positive affects prospective buyers' confidence that the information source offers accurate and important information. With a route coefficient of 0.298, source dependability enhanced EWOM believability by 29.8%. This research demonstrates how prospective customers' faith that an information provider will give accurate and up-to-date information about Sariayu face masks is influenced by the provider's honesty and fairness. With a route coefficient of 0.278, the usefulness of EWOM contributed 27.8% to information adoption. This means that important and practical information regarding Sariayu face masks can encourage and aid in the decision-making process for potential clients. With a route coefficient of 0.231, the adoption of information contributed 23.1% to purchase intent. Consequently, information that can encourage and assist prospective buyers in their decision-making process affects their desire to try and plan to purchase Sariayu face mask goods. Logical inference from the results of hypothesis testing H1, H2, H3, H4, and H6 illustrates that the results of this study support the findings of Tien et al (2019), Putra & Bangsawan (2022), Ahmed & Karadumen (2021), Rahaman et al (2022), Putri & Albari (2023), Indrawati et al (2022).

EWOM credibility is known to have no effect on information adoption. This finding illustrates that information that is not in accordance with the facts and is not up-to-date about Sariayu face masks cannot motivate and facilitate potential customers in making decisions. Information adoption does

not mediate the relationship of eWOM usefulness to purchase intention. This means that information that cannot motivate and facilitate potential customers in making decisions, means that the information is not valuable and not useful so that potential customers will not try and intend to buy Sariayu face masks. Purchase intention and eWOM credibility are not mediated by information adoption. In order to discourage potential customers from trying and intending to purchase Sariayu face masks, information that is unable to inspire and assist potential customers in making judgments is indicative of inaccurate and lacking in current information. The study's findings do not support those of Tien et al. (2019), Putra & Bangsawan (2022), Ahmed & Karadumen (2021), Rahaman et al. (2022), Putri & Albari (2023), and Indrawati et al. (2022), according to logical inference from the results of hypothesis testing H5, H7, and H8.

CONCLUSION

Perceived persuasiveness and informativeness positively affect eWOM usefulness, and source credibility positively affects eWOM usefulness. Information adoption positively affects eWOM usefulness, and purchase intention positively affects information adoption. In contrast, information adoption is unaffected by EWOM credibility, and neither the effect of EWOM usefulness nor the effect of EWOM credibility on purchase intention are mediated by information adoption. This study's convenience sampling method of sample selection prevents it from being generalizable to the entire population, which is a limitation. So that the study findings can be applied to the broader population, it is advised that future studies employ random sampling procedures whenever feasible. According to this research, information adoption is neither influenced by the credibility of word-of-mouth (WOM), nor is it a mediator of the relationship between EWOM utility and purchase intention. It is advisable for upcoming researchers to investigate additional characteristics that may act as a mediator between the impact of novelty and purchasing intention. Understanding what elements can boost purchase intention is crucial for Sariayu management, as this research aims to address the low purchase intention of Sariayu face masks. Initially, in order to draw in potential clients, it is suggested that the business provide material that follows the most recent social media trends. Second, by answering criticism and offering solutions, the business must be able to manage unfavorable evaluations. In order to encourage word-of-mouth marketing (EWOM) and increase its reach, organizations can offer discounts or complimentary products to customers. Lastly, in order to generate positive word-of-mouth and pique consumer interest in purchasing products, businesses need to either maintain or enhance their level of service quality. Fifth, in order to increase attention and prospective customer interest in their products, corporations might work with well-known and trustworthy celebrities.

REFERENCES

- Aulianisa Uzdah, L. (2023). *Analisis Pengaruh Electronic Word of Mouth (E-WOM) di Media Sosial terhadap Niat Beli Produk Skincare (Survey pada Followers Instagram Sociolla)*.
- Baber, A., Thurasamy, R., Malik, M. I., Sadiq, B., Islam, S., & Sajjad, M. (2016). Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan. *Telematics and Informatics*, 33(2), 388–400. <https://doi.org/10.1016/j.tele.2015.09.004>
- BPOM RI. (2018). *Peraturan Badan Pengawas Obat dan Makanan Nomor 4 Tahun 2018 Tentang Pengawasan Pengelolaan Obat, Bahan Obat, Narkotika, Psikotropika, dan Prekursor Farmasi di Fasilitas Pelayanan Kefarmasian*. <https://peraturan.go.id/id/peraturan-bpom-no-4-tahun-2018>
- Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Research*, 18(3), 229–247. <https://doi.org/10.1108/10662240810883290>

- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Effendi, & Tukiran. (2012). *Metode penelitian survei*.
- Fang, Y.-H. (2014). Beyond the Credibility of Electronic Word of Mouth: Exploring eWOM Adoption on Social Networking Sites from Affective and Curiosity Perspectives. *International Journal of Electronic Commerce*, 18(3), 67–102. <https://doi.org/10.2753/JEC1086-4415180303>
- Ferdinand. (2014). *Metode Penelitian Manajemen*.
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of Business Research*, 68(11), 2237–2241. <https://doi.org/10.1016/j.jbusres.2015.06.004>
- Hamer, W., Ayyuhda, C., Maria Ulva, S., & Nurlatifah, L. (2021). INTERPRETASI MAKNA CANTIK DI KALANGAN MAHASISWA DALAM PERSPEKTIF FENOMENOLOGI SOSIAL (STUDI PADA MAHASISWA TADRIS IPS IAIN METRO). In *Wellfarina..... Inter Prestasi Makna..... JSGA* (Vol. 03, Issue 02).
- Kinradinata, L. L., Hidayah, R. T., & Kunci, K. (n.d.). *PENGARUH ELECTRONIC WORD OF MOUTH MELALUI APLIKASI TIKTOK TERHADAP MINAT BELI PADA PRODUK SKINTIFIC*.
- Kusumastuti, A. E., Program, (, Manajemen, S., Bank, S., Jateng, B., Rizqi,), & Kumalasari, A. (2017). *Pengaruh Faktor Relatif dan Kontekstual Terhadap Perilaku Pembelian Konsumen dengan Religiusitas Sebagai Variabel Mediasi (Studi Kasus Fashion Busana Muslim di Semarang) The Influence of Relative and Contextual Factors on Consumer Buying Behavior with Religiosity as A Mediating Variable (Case Study of Fashion Moslem in Semarang) ARTICLES INFORMATION ABSTRACT E B B A N K* (Vol. 8, Issue 1).
- Lim, W. M., Ahmed, P. K., & Ali, M. Y. (2022). Giving electronic word of mouth (eWOM) as a prepurchase behavior: The case of online group buying. *Journal of Business Research*, 146, 582–604. <https://doi.org/10.1016/j.jbusres.2022.03.093>
- Lis, B. (2013). In eWOM We Trust. *Business & Information Systems Engineering*, 5(3), 129–140. <https://doi.org/10.1007/s12599-013-0261-9>
- Madsen, J. K. (2019). *The Psychology of Micro-Targeted Election Campaigns*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-22145-4>
- Mayreri, A. N., & Milanyani, H. (n.d.). *The Influence Of e-WOM On Tiktok Towards Information Adoption, Information Usefulness And Purchase Intention (A Study Case Of Wardah Beauty)*.
- Nurhasanah, & Purwanto. (2023). *Pengaruh brand ambassador dan social media ads terhadap purchase intention melalui brand image produk skincare ms glow*.
- Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://doi.org/10.2753/JEC1086-4415110405>
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods, Instruments, & Computers*, 36(4), 717–731. <https://doi.org/10.3758/BF03206553>
- Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/S0265048710201427>
- Putra, K. A., & Bangsawan, S. (2022). The influence of electronic word of mouth through Tiktok on purchasing intention of skincare products in Indonesia. *Asian Journal of Economics and Business Management*, 1(3), 312–323. <https://doi.org/10.53402/ajebm.v1i3.254>
- Rahma Putri, S. (n.d.). *PENGARUH ELECTRONIC-WORD OF MOUTH TERHADAP PURCHASE INTENTION BRAND SOMETHINC MENGGUNAKAN APLIKASI SHOPEE Special Region of Yogyakarta Indonesia*.
- Saniati, F., Wilujeng, B. Y., Pd, S., & Pd, M. (2020). *ANALISIS PRODUK KOSMETIK MAKE UP SALAH SATU MEREK GLOBAL TERHADAP KEPUTUSAN PEMBELIAN* (Vol. 09).

- Sari, N., Saputra, M., Husein, J., & Id, M. C. (2017). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO ONLINE BUKALAPAK.COM. In *Jurnal Manajemen Magister* (Vol. 03, Issue 01).
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, 22(4), 521–538. <https://doi.org/10.1108/YC-03-2021-1288>
- Sullivan, J. M. (2000). Cellular and Molecular Mechanisms Underlying Learning and Memory Impairments Produced by Cannabinoids: Figure 1. *Learning & Memory*, 7(3), 132–139. <https://doi.org/10.1101/lm.7.3.132>
- Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y. K. (2019a). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmr.2018.06.003>
- Widodo, T., Hadinda, A., & Salamah, M. P. (2023). *The Effect of E-wom on Purchase Intention Mediated by Information Usefulness and Information Adoption (A Study on Skintific Products)*. 4(4). <https://doi.org/10.35877/454RI.qems1770>
- www.sariayu.com. (2023). *Sariayu Brand Story*. <https://Sariayu.Com/Tentang-Sariayu>.
- www.topbrandaward.com. (n.d.). *TOP BRAND AWARD*. <https://Www.Topbrand-Award.Com/Top-Brand-Index>.
- www.zapclinic.com. (2020). *Rediscovering Indonesian Female From Generations*. <https://Zapclinic.Com/Zapbeautyindex>.
- Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic–systematic model. *Decision Support Systems*, 67, 78–89. <https://doi.org/10.1016/j.dss.2014.08.005>