

Analysis of the influence

by Wanda Gema

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Analysis of the Influence of Information Quality, Information Quantity, Information Credibility and Satisfaction mediated by Information Usefulness and Information Adoption and its effect on Purchase Intention on TikTok social media on fashion products in Jakarta

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The development of technology affects people's life patterns in the digital and modern direction which has an impact on the development of the internet. The number of internet users in Indonesia continues to increase from year to year, which affects the development of the number of social media users in Indonesia. Traditional WOM promotions have been replaced by promotions through eWOM through social media. TikTok has become one of the trending social media platforms with fashion product content in its application as a promotional medium. This study aims to find out how the influence of eWOM consisting of information quality, information quantity, information credibility, information usefulness, information adoption, and satisfaction variables on TikTok social media on the purchase intention of consumers of fashion products in Jakarta. This research was conducted using a quantitative method. The number of samples in this study was 178 respondents. The sampling technique in this study is nonprobability with the judgemental sampling method. The data collection technique used a questionnaire with a likert scale of 1-5. Data analysis using the Structural Equation Model (SEM) method using the SmartPLS 4.0 data processing application.

1. Introduction

Since the Covid-19 pandemic, digital technology has developed rapidly. This has changed people's lifestyles structurally such as working, doing activities, consuming, and making transactions from offline by making physical contact to online and digital (Sugiarto, 2021). The development of the modern era has an impact on the development of the internet, which is increasingly sophisticated by offering various features (Janah, 2023). The number of internet users in Indonesia continues to increase significantly every year. The number of internet users in Indonesia will reach 185 million people in January 2024. The number of internet users at the beginning of 2024 has increased by 0.8% of internet users in Indonesia at the beginning of 2023. This number of internet penetration is equivalent to 66.5% of Indonesia's total population of 278.7 million people at the beginning of 2024 (Kemp, 2024).

The development of the number of internet users has also led to the growth of the number of active social media users in Indonesia. Social media is used for various purposes in daily life such as communication tools, doing business, marketing media and product promotion, making friends, looking for entertainment, mass media, making online transactions, and even being used to dig up information. The number of active social media users in Indonesia in January 2024 will reach 139 million. This is equivalent to 49.9% of Indonesia's total population at the beginning of 2024. The number of social media users in Indonesia is also equivalent to 66.5% of total internet users in Indonesia in January 2024 (Kemp, 2024).

Digital marketing has become very important in marketing strategies due to the influence of social media (Indrawati et al., 2022). Social media can have a positive or negative impact on a brand's reputation. The opinions expressed online by consumers are the determinants of brand success. More and more people are using the Internet to find information about brands or products due to the development of internet technology (Taylor, 2018).

The popularity of e-commerce, social media applications, and the development of the internet are factors that drive the emergence of eWOM (electronic word-of-mouth) communication. This communication can occur in a variety of contexts due to the interactive and anonymous nature of the Internet. eWOM has an influence on the choice of brands and the sale of goods and services. Research has proven the relationship between the credibility and usefulness of eWOM and the reception of information that can influence consumer attitudes and purchase intentions, as well as sales (Ismagilova et al., 2017).

TikTok has become one of the most popular social media sites around the world. The development of the number of TikTok users in Indonesia has made TikTok a social media that has the potential to promote and market products digitally. The number of active users of

TikTok in Indonesia at the beginning of 2024 is ranked 2nd with the number of active users of 126.8 million. This figure shows that TikTok's active users in Indonesia are very large and have a percentage of 68.5% of the local internet user base at the beginning of 2024 (Kemp, 2024).

TikTok is where entertainment and commerce meet, and it's changing the way brands connect with their audiences, drive purchases, and achieve success. On TikTok, brands can build a consumer experience that makes shopping exciting and entertaining. A recent survey from Her Campus Media revealed that 74% of Gen Z internet users use TikTok as a search platform, and many prefer the short video format over traditional search engines like Google. This is a major change in behavior, with more and more consumers watching short videos for recommendations, education, and advice. TikTok has an influence on consumer shopping habits, where in 2023, 78% of TikTok users buy products after seeing them featured on TikTok creator content. In addition, TikTok not only influences consumers, but also actively shapes consumer behavior and purchase decisions (Summer Friday, 2023).

The background of the influence of online video content on consumer purchase intention on TikTok is very relevant in the context of digital marketing and consumer behavior in today's digital era. Online video content can affect consumer perception of certain brands and products, where positive perceptions can encourage consumers to choose those brands. Video content that triggers a positive emotional response, such as happiness or humor, tends to have a greater effect on consumer behavior. Users who feel entertained are more likely to make purchases (Dendi et al., 2023).

TikTok has a recommendation system that is used to display video content through the user's For You Page (FYP) commonly known as the TikTok Algorithm. TikTok's algorithm is a system that analyzes users' interactions with content to recommend videos that are relevant, interesting, and according to their tastes or interests so that each user gets a unique and personalized experience. This algorithm also ensures that there is a variety of content to make the user experience better (Alwi, 2024).

In the case of TikTok ads, ad viewability is based on internet based, where ads will appear to all users who have an interest in the targeted topic. TikTok Indonesia's Head of Public Policy stated that generations Y and Z dominate the number of TikTok application users in Indonesia (Rakhmayanti, 2020). In using the TikTok application, generation Z spends more time creating content that is uploaded to their personal accounts and is only limited to content connoisseurs (Mahardika, Nurjannah, Ma'una & Islamiyah, 2021). TikTok provides various features and provides an interesting experience for its users, which is the reason why TikTok has become

a social media that is in great demand in Indonesia, especially by Gen Z (Wijayanti & Rahmi, 2022).

The highest demographic of TikTok users in Indonesia by location is in the Jakarta area with a percentage of 22% (Ginee, 2021). Meanwhile, when compared to the reach that attracts the most attention on TikTok based on analysis from Superdry, Jakarta is ranked 4th out of 25 cities in the world with 37.1 million views (Ramadhan, 2021).

The Fashion Retail Market has surpassed the global fashion industry in recent years. Research and Markets states that the global market for the Fashion Retail Market is predicted to be valued at US\$42.8 billion by 2024 and is predicted to increase at a CAGR of 14.5% from 2024 to 2030, reaching US\$96.79 billion. Fashion products in the clothing category (68%) and shoes (51%) have become dominant products in the local Indonesian market and occupy the first and second positions overall among the seventeen categories listed in highlighting the most popular categories for online purchases in Indonesia as of March 2023 (Kunst, 2023).

Seeing TikTok become a popular social media, local fashion brands have begun to use Tiktok as their marketing strategy. The data supports the fact that TikTok has become a popular social media, where local fashion brands are starting to use TikTok for their marketing strategies that can increase marketing competition on TikTok (Azizah, Gunawan, & Sinansari, 2021). This proves that the influence of the content presented by local fashion brands on TikTok has a great impact on the audience and TikTok users which affects consumer buying intentions.

Table 1 Comparison of Local Fashion Brands on TikTok in 2024

Source: (FastMoss, 2024)

The industrial revolution 4.0 has reached the stage of society 5.0, where almost all fields have used IoT, Big Data, AI, and various other technologies to affect the high sales of local fashion products. This is in line with (Indriyani & Suri, 2020) which states that the style of dress shows social status in society and encourages Indonesian people to continue to follow fashion trends. The popularity of fashion developments has made changes in the habits of Indonesian people in dressing, where they are increasingly paying attention to the latest fashion fashions which create competition to follow the latest fashion trends.

Consumer online reviews are information for other consumers before making a purchase in e-commerce. In order for internet users who use online shops to believe, brands must have information quality and information credibility of a good brand or product (Erkan & Evans,

2016). In addition to understanding the importance of eWOM or online reviews, marketers also need to pay attention to negative feedback or reviews about products or services provided by other online consumers (Khan, 2023). High information quality and information credibility can provide support for consumers' purchase intentions through online (Putra & Andrian, 2021). Information quality can increase customer satisfaction, which is based on a significant value perception of customer satisfaction, which in turn can increase purchasing power (Meida & Yusran, 2022).

High information credibility can make consumers encourage other consumers to buy goods online through eWOM (exchange of opinions or experiences in making online purchases) between buyers through product reviews (Hajli, 2016). In addition to the quality of information, information quantity through online product reviews also has an impact on consumer purchases of a product online. The number of online reviews on a product underlies the reduction in the number of online purchase risks due to the emergence of high consumer confidence in a product (Huyen & Costello, 2017). eWOM, or feedback from optimistic consumers online, is an efficient and cost-effective method to influence consumer purchase intention (Kha, 2023).

Based on the phenomenon that has been described, TikTok has become a popular social media in Indonesia, where local fashion product brands are starting to use TikTok as their marketing strategy. Because recommendations and eWOM have a high influence on consumers, it is interesting to research the influence of eWOM on TikTok on the purchase intention of local fashion products, especially on Gen Z in Jakarta. This can help local fashion brands to better understand the benefits of the eWOM phenomenon in marketing efforts, especially on TikTok social media. With the high number of active users of TikTok, this research focuses on understanding the impact and popularity of TikTok, which has 126.8 million users.

The formulation of the research problem is as follows: (1) Does Information credibility have a positive and significant influence on Information usefulness? (2) Does Information quantity have a positive and significant influence on Information usefulness? (3) Does Information quality have a positive and significant influence on Information usefulness? (4) Does Information usefulness have a positive and significant influence on Information adoption? (5) Does Information adoption have a positive and significant influence on Purchase intention? (6) Does information quality have a positive and significant influence on Satisfaction? (7) Does Satisfaction have a positive and significant influence on Purchase intention?

2. Method

The research paradigm used is the positivism paradigm, where a quantitative approach is built from the positivism paradigm. The view of the positivism paradigm is based on standard laws and procedures, the science used is deductive (running from the general and abstract to the concrete and specific), and involves a number of variables in its implementation (Muslim, 2016). The population used in this study is Men & Women with the status of students, active students, employees, housewives, Generation Z entrepreneurs who are users of the TikTok and e-commerce applications.

This study uses conclusive descriptive research, where the determination of sampling size comes from the number of questions (indicators) in the questionnaire used in the questionnaire. The number of samples taken from this study is based on theory (Hair et al., 2018), where the minimum requirement for the number of samples is 50 people with a minimum of 3 indicators per research variable. In this study, there are 33 indicators. If with the minimum calculation of sampling which is 5 times the number of all indicators, the number of indicators from this study is $33 \times 5 = 165$ respondents. The sampling technique used in this study is non-probability sampling type of judgmental sampling, where the author selects and determines population elements based on the author's assessment according to the criteria of the research sample. The sample criteria used in this study are respondents aged 18-26 years who live in the city of Jakarta, users of the TikTok and e-commerce applications, have bought fashion products on e-commerce after viewing fashion product videos on TikTok in the period 2022 - present.

There are two types of data in this study, namely primary data and secondary data. Primary data was collected using a questionnaire on a google form. Meanwhile, secondary data is obtained through various articles that can be accessed through the internet, journals, news,

and books that can be accessed through the internet about TikTok, digital marketing, social media, e-commerce, and fashion products. Primary data was processed using SmartPLS 4.0 software by analyzing the variables Information Credibility (X1), Information Quantity (X2) and Information Quality (X3), which had a direct influence on the Information Usefulness variable where this variable also had a direct effect on the Information Adoption variable. In addition, the Information Quality variable has a direct influence on the Satisfaction variable. The variables Information Adoption and Satisfaction have an influence on the Purchase Intention variable.

3. Result and Discussion

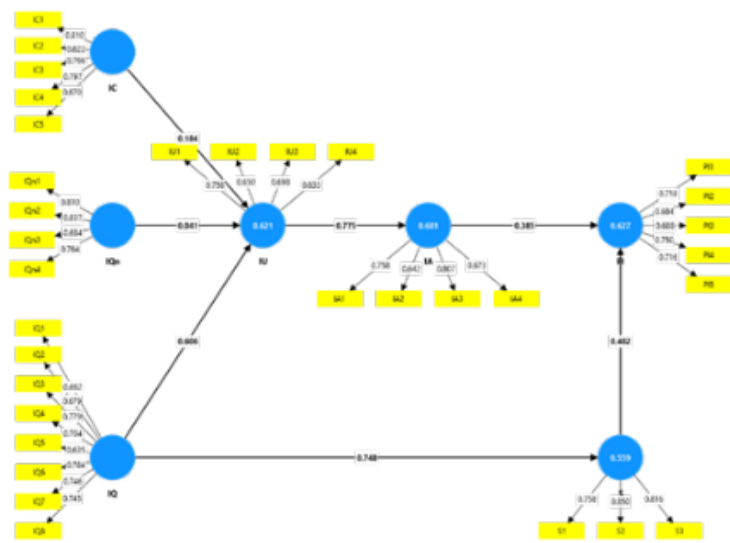
Profil Respond

This study used 178 respondents consisting of Men or Women in the city of Jakarta aged 18-26 years, active TikTok users, E-commerce users, and Have bought fashion products on e-commerce after viewing video content of fashion products on TikTok in the period 2022 – present. Respondents were grouped into several characteristics of respondents based on gender, age, current job, domicile, having a TikTok account, and having purchased fashion products on e-commerce after viewing fashion product videos on TikTok in the period 2022-present. The results of the respondent profiles from the questionnaire distribution that has been carried out by the researcher online are described in the following table:

Table 2 Demographics of Respondents

It can be seen that based on age, the majority of respondents in this study are 21-23 years old and 24-26 years old. Based on gender, the majority of respondents in this study were female. Based on current employment, the majority of respondents in this study have jobs as students. Based on domicile, the majority of respondents in this study are domiciled in Central Jakarta. All survey respondents had a TikTok account and had bought fashion products on e-commerce after viewing fashion product videos on TikTok in the period 2022-present. This shows that Generation Z in the city of Jakarta in 2024 or those aged 13-26 years old will be the largest contributor to online shopping transactions, especially fashion products.

Testing of Measurement Research Instruments (Outer Model)



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Figure 2. SmartPLS 4.0 Outer Loading Test Results

Convergent Validity Test

The convergent validity test stated by Malhotra (2010) revealed that a convergent validity is declared valid if it has a factor loading value of > 0.5 and an AVE value of > 0.5. The results of the convergent validity test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 3 Results of Convergent Validity Test

Based on the table above, it can be explained that each indicator produces an outer loadings value of > 0.5 and each variable produces an AVE value > 0.5. Based on the data from the convergent validity test, it can be concluded that all indicators and variables are declared valid and qualified in the convergent validity test so that the indicators in the variables are considered to be representative of the construct.

Discriminant Validity Test

The discriminant validity test stated by Hussaein (2015) reveals that a discriminant validity is declared valid if the value of the intended construct is greater than the value of other constructs. The results of the discriminant validity test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 4 Discriminant Validity Test Results

Based on the table above, all indicators have a cross loading factor value that is greater than other construction values. Based on the data from the discriminant validity test, it can be concluded that all indicators and variables are declared eligible for the discriminant validity test.

8
Fornell-Larcker Criterion test

5
The fornell-larcker criterion test stated by Hair et al., (2017) states that a value of the fornell-larcker criterion or square root of AVE must be higher than any correlation between latent constructs (Hair et al., 2017). The results of the Fornell-Larcker criterion test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 5 Fornell-Larcker Criterion Test Results

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Based on the table above, all variables in this study have good Fornell-Larcker criterion values after removing several indicators that have small numbers, namely IQ1, IQ2, IQ5, IQ8, IU2, and PI2 indicators.

From the overall tests conducted to measure discriminant validity using various approaches, which show the accepted results of each test criterion, it can be concluded that each variable and indicator in this study has discriminant validity.

Reliability Test

According to Malhotra (2010), reliability is the level of consistency in the scale results after several measurements. The extent to which a measurement in a study is free of random error (XR) is another way to characterize reliability. If $XR = 0$, the measurement is considered very reliable. The reliability test was carried out by analyzing Cronbach's alpha and composite reability. A variable can be said to be reliable if Cronbach's alpha value ≥ 0.6 or ≥ 0.7 (Hair et al., 2018), and the composite reability value ≥ 0.6 (Malhotra, 2010). The results of the reliability test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 6 Reliability Test Results

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Based on the table above, the value of Cronbach's alpha for each variable ≥ 0.6 or ≥ 0.7 and the

composite reability value for each variable ≥ 0.6 . Based on the data from the reliability test, it can be concluded that all variables in this study have passed the reliability test.

R2 Test (Coefficient of Determination)

An R2 value > 0.75 means that the model is declared strong, an R2 value > 0.50 means that the model is declared moderate, and an R2 value > 0.25 means that the model is declared weak (Hair et al., 2019). The results of the R2 test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 7 R2 Test Results

The table above illustrates the results of the R2 value of the information adoption variable of 0.601, it can be concluded that the influence of information usefulness is moderate by 60%. The R2 value of the information usefulness variable is 0.621, it can be concluded that the influence of information credibility, information quantity, and information quality is moderate at 62%. The R2 value of the purchase intention variable is 0.627, it can be concluded that the influence of information adoption is moderate at 62.7%. The R2 value of the satisfaction variable is 0.559, it can be concluded that the influence of information quality is moderate by 60%. The results of the F2 test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Uji F2 (Effect Size)

The F2 test is a test carried out with the aim of determining the magnitude of the influence of endogenous variables on exogenous variables. The F2 test was carried out by calculating Cohen's F2 value. A value of $f^2 > 0.25$ means that the effect of the latent variable has a weak influence, a value of $f^2 > 0.5$ means that the effect of the latent variable has a moderate influence, and a value of $f^2 > 0.750$ means that the effect of the latent variable has a strong influence (Hair et al., 2017). The results of the F2 test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 8 Hasil Test F2

Based on the table above, it can be seen that the influence of the information credibility variable on information usefulness has a moderate influence with a value of f^2 0.029.

Meanwhile, the influence of the information quality variable on information usefulness has a strong influence with a value of f^2 0.349. The influence of the information quantity variable on information usefulness has a weak influence with a value of f^2 0.002. The influence of the variable information usefulness on information adoption has a strong influence with a value of f^2 1,503. Furthermore, the influence of the information quality variable on satisfaction has a strong influence with an f^2 value of 1,266. Furthermore, the influence of the variable information adoption on purchase intention has a moderate influence with an f^2 value of 0.221. Meanwhile, the influence of the satisfaction variable on purchase intention has a strong influence with an f^2 value of 0.347.

Multicollinearity Test (VIF)

The multicollinearity test was carried out to find out if there were any collinierity problems in the research variables. Multicollinearity that creates co-variants between variables can reduce the ability to predict the size of endogenous variables as well as the relative role of each exogenous variable. The VIF value > 5 is said to be multicollinearity so it needs to be excluded from the measurement model (Hair et al., 2017). The results of the multicollinearity test from the results of data processing that have been carried out by researchers using SmartPLS 4.0 are described in the following table:

Table 9 Multicollinearity Test Results

Based on the results of the multicollinearity test in the table above, it can be seen that in this study there is no multicollinearity because all VIF values of each influence on variable < 5 .

Hypothesis Test (Path Coefficient)

The hypothesis test was measured by looking at the value of the path coefficient carried out using SmartPls 4.0 in the bootstrapping process with the aim of measuring the significance of the research hypothesis. The hypothesis test was declared to give significant results if it had a t-statistics value of $> 1,960$ and a p-value ≤ 0.05 (Hair et al., 2019). The results of the hypothesis test from the results of data processing that have been carried out by the researcher using SmartPLS 4.0 are described in the following table:

Table 10 Hypothesis Test Results

Mediation Test (Indirect Path)

The mediation test was carried out with the aim of seeing if there was a direct influence on various mediation variables measured by looking at the value of indirect path coefficient. The mediation test was declared to give significant results if it had a t-statistics value of $> 1,960$ and a p-value ≤ 0.05 (Hair et al., 2019). The results of the mediation test from the results of data processing that have been carried out by the researcher using SmartPLS 4.0 are described in the following table:

Table 11 Mediation Test Results

The Influence of Information Credibility on Information Usefulness

By referring to the results of the hypothesis test, the results show that there is a significant influence between the variable information credibility on information usefulness. It can be concluded that the higher the credibility of fashion product information, the higher the usefulness of fashion product information on TikTok for Gen Z consumers in Jakarta. The credibility of information on fashion products on TikTok has a great influence on the usefulness of information for Gen Z consumers in Jakarta in getting information about fashion products on TikTok.

The results of this study are relevant to the findings of previous research conducted by Indrawati et al., (2022) which also concluded the same thing, where information credibility has a significant influence on the information usefulness of the audience, especially on social media. For online presence, information credibility is very important in assessing online information. In the study, it was explained that on TikTok consumers can influence or convince others to try fashion products through short video content, because previous consumers and existing consumers claim that the fashion product is suitable for them.

The Influence of Information Quantity on Information Usefulness

By referring to the results of the hypothesis test, the results show that there is no significant influence between the variable information quantity on information usefulness. From these findings, it can be interpreted that for Gen Z in Jakarta, information quantity is not an important factor to help them find useful information about fashion products by referring to the number of reviews on TikTok. So it can be concluded that Gen Z in Jakarta considers that the quantity of information provided to consumers does not directly affect the information usefulness felt by users. In addition, focusing on the quantity of information available on

TikTok alone does not affect the usefulness of information on the intention to buy fashion products.

1 The results of this study are not relevant to the findings of previous research conducted by Indrawati et al., (2022), where there is a significant influence between information quantity and information usefulness. However, this finding is in line with research conducted by Maduretno and Junaedi (2021) which stated that although online reviews are considered to represent the popularity of goods and services, too much information will create confusion among customers, make them feel uncomfortable or even prevent them from processing information, so that customers have a negative impression when making a purchase that has an impact on repeat purchase behavior (Matute et al., 2016).

3 **The Influence of Information Quality on Information Usefulness**

By referring to the results of the hypothesis test, the results showed that there was a significant influence between the information quality variable on information usefulness. So it can be concluded that the higher the quality of information can help Gen Z consumers in Jakarta in assessing a fashion product, so that it allows Gen Z in Jakarta to find the useful information they are looking for. Therefore, it can be said that the quality of information on fashion products on TikTok has a great influence on finding the useful information they are looking for so that it can be an opportunity for them to make future purchases on recommended fashion products on TikTok.

1 The results of this study are relevant to the findings of previous research conducted by Indrawati et al., (2022) which also concluded the same thing, where information quality has a significant influence on the information usefulness of the audience, especially on social media. This finding can be supported by the theory of Filieri (2015), that the higher the quality of the criteria that an information has, the more it helps consumers in assessing the quality and performance of a product. It can be indicated that the quality of information on fashion products on TikTok has a great influence on finding the useful information they are looking for. In addition, high-quality information on TikTok can optimize its recipients for various purposes, such as assisting consumers in assessing product quality, or making purchase decisions.

3 **The Influence of Information Usefulness on Information Adoption**

By referring to the test results, the results showed that there was a significant influence between the variable of information usefulness on information adoption. Therefore, it can be concluded that the higher the high usability regarding fashion products in Gen Z in Jakarta, the

higher the adoption of information received by Gen Z in Jakarta. This indicates that the usability factor in fashion products on TikTok has a great influence on finding useful information that is needed by consumers and adopting all the information obtained so that it can be an opportunity for them to make future purchases on recommended fashion products on TikTok.

¹ The results of this study are relevant to ⁶ the findings of previous research conducted by Indrawati et al., (2022) and Ngarmwongnoi et al., (2020) ¹⁰ which also concluded the same thing, where information usefulness has a significant influence on information adoption from audiences, especially on social media. This finding states that information on TikTok about a product usually shows reviews from many previous consumers and existing consumers about the product, this helps consumers to get to know the product better and get used to the product, thereby increasing consumer knowledge and acceptance. This shows that when ⁹⁸ consumers judge information to be useful for them, consumers will tend to adopt the information, and the usefulness of information is measured by their contribution to providing information.

¹² **The Influence of Information Adoption on Purchase Intention** ⁴⁴

By referring to the results of the hypothesis test, the results show that there is a significant influence between the variable of information adoption on purchase intention. So it can be concluded that the higher the information adoption by Gen Z of Jakarta on TikTok, the higher the intention to buy fashion products on TikTok in Gen Z in Jakarta. The information provided by TikTok about fashion products is very helpful for consumers in understanding the product and encouraging interest in buying recommended fashion products on TikTok.

¹ The results of this study are relevant to the findings of previous research conducted by Indrawati et al., (2022) ⁴¹ which also concluded the same thing, where information adoption has a significant influence on the purchase intention of the audience, especially on social media. These findings state that the adoption of information represented by indicators of acceptance and knowledge affects the conative component (the likelihood of performing a certain action or behaving in a certain way), which in this case is the intention to buy. This indicates that information from fashion products on TikTok can be accepted by consumers and is considered to have contributed to providing knowledge to consumers about fashion products, then they receive information and recommendations from fashion products on TikTok. This shows that information and recommendations that are well adopted by consumers can increase interest and intention to buy.

3

The Influence of Information Quality on Satisfaction

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By referring to the results of the hypothesis test, the results show that there is a significant influence between the information quality variable on satisfaction. So it can be concluded that the quality of information on fashion products on TikTok has a great influence on strengthening consumer satisfaction and feelings so that it can be an opportunity for them to make purchases in the future on recommended fashion products on TikTok.

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This finding is in line with research conducted by Meilatinova (2021) which states that the quality of accurate, relevant, and complete information provided by service provider sites or products will be more trusted by consumers and make them feel satisfied enough to make a purchase decision. So it can be concluded that the higher the quality of information can help increase Gen Z consumer satisfaction in Jakarta with a fashion product, so that it can help Gen Z in Jakarta to make a purchase decision.

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The Effect of Satisfaction on Purchase Intention

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By referring to the results of the hypothesis test, the results show that there is a significant influence between the satisfaction variable on purchase intention. So it can be concluded that the higher the level of consumer satisfaction and consumer satisfaction with a product that suits the needs and desires of consumers, it can help Gen Z consumers in Jakarta to provide satisfaction with a product, so that it can influence Gen Z in Jakarta to make purchase decisions.

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1

The results of this study are relevant to the findings of previous research conducted by Li, Wang, He, & Zejin (2020) which also concluded the same thing, where satisfaction occurs when consumers feel satisfied with the product, The results of this study are relevant to the findings of previous research conducted by Li, Wang, He, & Zejin (2020) who also concluded the same thing, Where satisfaction occurs when consumers are satisfied with the product.

1

Managerial Implications

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Based on the results of the research that has been conducted, brands must be able to analyze opportunities to promote porduk more broadly by creating interesting content that follows viral trends on TikTok, using hashtags relevant to their business in the captions of uploaded content, and using popular music. This can help brands in increasing traffcic so that the uploaded content can gain many viewers, likes, comments, and the use of features in each content can always appear in the FYP TikTok audience.

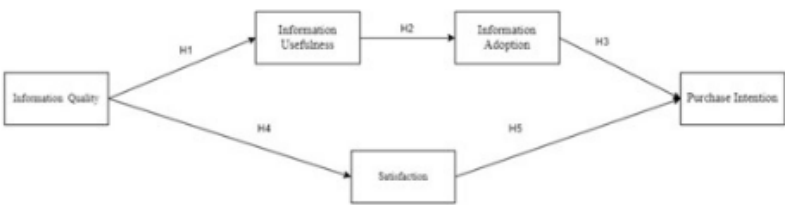


Figure 3. Final Model

The Information Credibility & Information Quantity variable with the presence of the Satisfication variable makes the value low so that it is not effective to be included in the model. Relevance and accuracy supported by strong evidence (experience) with feelings (emotional) give birth to recommendations in making decisions to make purchase intentions.

4. Conclusion

This research has been conducted using the SEM-PLS method to see the influence of information credibility, information quantity, information quality, information usefulness, information adoption, satisfaction, and purchase intention on fashion products. The conclusion drawn from this study is the characteristics of the respondents in this study, namely Gen Z in the city of Jakarta with the criteria of Male or Female, active TikTok users, e-commerce users, Gen Z, and Have bought fashion products on e-commerce after seeing video content of fashion products on TikTok in the period 2022 – present. With the characteristics of these respondents, the results of this study show that there are 6 hypotheses accepted and 1 hypothesis rejected.

In the phenomenon that has been outlined in the background, it can be concluded that fashion products on TikTok have experienced an increase in sales volume and sales turnover for the May-June 2024 period represented by 7 fashion products, the Erigo brand has experienced an increase in turnover on TikTok by 57.48%, the Aerostreet brand by 31.63%, the PVN Shoes brand by 42.44%, the Jims Honey brand by 51.33%, the Ruselco brand by 39.61%, MSMO brand by 45.12%, and Sattka Basic brand by 46.82%. The data supports the fact that TikTok has become a popular social media, where local fashion brands are starting to use TikTok for their marketing strategies that can increase marketing competition on TikTok. This proves that the influence of the content presented by local fashion brands on TikTok has a great impact on the audience and TikTok users which affects consumer buying intentions.

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