
The Influence of Social Media Influencers, E-wom and Perceived Quality on Purchase Intention on E-commerce Platforms (A Study of TikTok Shop Among Gen Z Jabodetabek)

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Received: 09th December 2024. Revised: 09th December 2024, Accepted: 11th December 2024.

Available online: 24th December 2024, Published regularly: December 2024.

Abstract

This study aims to examine “The Effect of Social Media Influencers, E-Wom, and Perceived Quality on Purchase Intention on the E-Commerce Platform (An Examination of TikTok Shop among Gen Z in Jabodetabek)”. The independent variables in this study are Social Media Influencers, E-Wom, and Perceived Quality. While the dependent variable in this study is Purchase Intention. Hypothesis testing in this study uses the PLS or partial Least Square method with SmartPLS 3.0 software. The data collection technique uses a Google Form application questionnaire to collect respondent information. The sample in the study was prospective buyers at TikTok Shop among Gen-Z in Jabodetabek, totaling 92 respondents. The results of the analysis show that Social Media influencers have a significant and positive effect on Purchase Intention. E-Wom has a significant and positive effect on Purchase Intention and Perceived Quality has a significant and positive effect on Purchase Intention.

Keywords: Social Media Influencers, E-Wom, Percived Quality, Purchase Intention.

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INTRODUCTION

The Internet supports digital marketing activities in Indonesia. The number of Indonesian internet users continues to increase rapidly, reaching 185.3 million people, or 66.5% of the total population, and is expected to increase by 1.8 million people (+0.8%) in 2024 compared to 2023. Overall, an estimated 93.49 million people in Indonesia do not have internet access. In Indonesia, communication infrastructure continues to develop in cities and rural areas, and the number of internet users is expected to continue to increase in rural areas. On the other hand, Indonesians spend an average of 7 hours and 38 minutes watching television and 32 minutes listening to the radio, making the internet the most popular source of entertainment and information (*DataReportal, 2023*).

In Figure 1, the use of social media among Gen Z is the most TikTok is ranked 1st with 86%, ranked 2nd is Instagram, followed by Youtube and Twitter each with 2%. In contrast, among millennials, Instagram is in 1st position, followed by TikTok in 2nd position and Facebook in 3rd position and 4th is occupied by YouTube. From these data, it can be concluded that the use of social media in each group is increasingly diverse. Many people use social media for various needs and purposes, from product marketing to everyday life questions, and it is not uncommon for social media to be used as an application to increase income for some people. (Seo, 2023).

There is a term known as Social Commerce which is a combination of social media platforms and e-commerce. Social Commerce combines the concept of online shopping and social networking. Social Commerce allows interaction between sellers and their target market, allowing for social and interactive relationships. This is because Social Commerce focuses on social media applications, where customers can communicate more often than on e-commerce platforms. TikTok Shop is one of the popular Social Commerce that has grown rapidly. This TikTok Shop has acted as a virtual playground that describes it as a creative medium more than just social media because of the audio-visual effects that make you curious to buy products on TikTok Shop (Octavilia, D., 2023).

In 2019, the TikTok application became popular in Indonesia, with the majority of its users being adults or generation Z. They are more targeted by vendors and sellers because they have the potential to become consumers at this age. Tiktok Shop is part of Tiktok's expansion into the e-commerce sector which was launched in April 2021. Tiktok's shop function allows buying and selling through its application. This differentiates Tiktok Shop from e-commerce sites such as Tokopedia, Lazada, Blibli.com, and Shopee. Users can buy the items they need directly from the store without having to visit the store's website or download additional applications (Riyanto, & Pertiwi, 2024).

The research results revealed that clothing is the type of product most purchased by social commerce users, followed by beauty products, food, gadgets, and others. These social commerce users are willing to spend up to IDR 275,000 per month for social commerce. TikTok Shop with the innovation of the social commerce platform allows users to use social media and make purchases and sales in

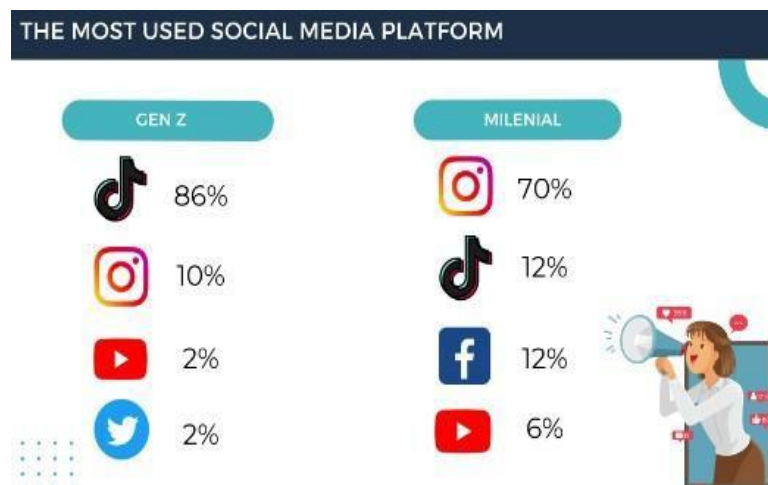


Figure 1. Data on Social Media Usage of Gen Z and Millennials in Indonesia

Source: Data Reportal (2023)

the same application (Tusanputri & Amron, 2021). Customers choose to shop online because they take advantage of the features of the TikTok Shop platform, such as the live streaming program on the TikTok Shop website which is the main motivation for customers to shop. Local entrepreneurs, especially Indonesian MSMEs, are greatly helped by the return of TikTok Shop. TikTok Shop is back in Indonesia after officially merging with the local online store Tokopedia. This happened after TikTok acquired most of Tokopedia's shares. In October 2023, TikTok Indonesia temporarily closed its online shopping service due to the Indonesian government's new law that restricts social media from conducting online shopping. After the collaboration between TikTok and PT GoTo Gojek Tokopedia Tbk (GOTO), its trading service is back on TikTok (Fikriansyah, I., 2023).

TikTok shares videos and social interactions, allowing people to communicate through social media. The Electronic Word of Mouth process is an online information medium that companies can use to promote their products. or promoted through social media platforms (Arista dan Lasmana, 2019). Searching for information on the Internet increases consumer satisfaction and joy when shopping online. This results in more visits to digital platforms, repeat purchases, and positive reviews of advertised products. (Hausman dan Siekpe, 2009). The results of research that has been conducted on digital marketing can increase consumer purchasing intentions and refer to review trends when consumers shop online (Dehghani dan Tumer, 2015).

TikTok has become a significant platform for businesses to engage with consumers and promote their products or services. The platform's features, such as the For You Page (FYP), are commonly used by business owners to increase visibility and share information about their brand. Collaborating with users on platforms like Instagram and TikTok has become essential for marketing campaigns in industries like fashion, beauty, travel, food, and beverage (Haenlein et al., 2020).

The phenomenon of influencers and creators on TikTok has become one of the main drivers of

TikTok Shop. They not only promote products, but also show how to use them and their benefits in everyday life (Mustikasari, et al., 2023). The authentic delivery style of these influencers has built trust with their followers which significantly influences purchasing decisions. The rise of influencer marketing that has driven the popularity of vloggers and content creators on platforms like TikTok has prompted advertisers to include influencer marketing strategies as a new communication tool in their marketing mix. Social media marketing activities on platforms like TikTok that involve entertainment, interactivity and electronic word of mouth promotion are crucial in a business's marketing strategy (Andon & Annuar, 2023).

TikTok Shop influencers greatly influence customer behavior and their purchasing decisions. TikTok influencers can influence customer perception, intention, and purchasing behavior. The use of influencers can mediate the influence of factors such as brand image, price, and service quality on customers' decisions to purchase products on TikTok Shop. Influencers have great power in the TikTok Shop ecosystem that influences consumer purchase intentions. Businesses looking to increase their customer reach and engagement can use a strategic marketing approach that leverages TikTok Shop influencers (Ardiyanti, 2023).

LITERATURE REVIEW

Consumer Behavior

Consumer Behavior is about how individuals, groups, and organizations select, purchase, and use goods, services, concepts, or experiences to satisfy their needs and wants. The nature of a consumer does not affect their purchasing decisions, so each consumer has different habits in making purchases. The following factors shape purchasing decisions: product choice, brand, dealer, purchase time, number of consumers, and payment method (Kotler dan Keller, 2016). There are four indicators of purchasing decisions: meeting customer needs, having benefits, purchasing products on time, and repeat purchases, which is when customers are satisfied with previous transactions and intend to do so again in the future. (Thompson, 2016).

Social Media Influencer

Digital technology has increased the complexity of the customer environment. Digital marketing and social media allow businesses to achieve their marketing goals at a relatively low cost. (Ajina, 2019). The decline of traditional media channels and individuals' reliance on physical activity is forcing businesses to seek best practices using digital marketing and social media strategies in maintaining and increasing market share (Schultz dan Peltier, 2012). Social media influencers are third-party advocates who can change people's attitudes and help in business marketing. Writing interesting product information can attract customers to social media platforms.

Social media influencers as third-party opinions can influence the audience towards the promoted brand. Consumers will trust social media and allow them to influence them if the opinions and ideas of social media influencers are considered as examples in influencing the audience, so the use of influencer marketing helps the brand building process (Sudha & Sheena, 2017).

Electronic Word of Mouth

As research on the new Internet environment for WOM communication has increased, definitions of eWOM communication have emerged. One definition of eWOM that has evolved from the traditional WOM concept is informal communication directed to consumers via Internet-based technologies that relates to the use or characteristics of a particular good or service or its seller (Litvin et al. 2008). E-WOM is often the most honest and open consumer opinion and can provide valuable feedback to brands. E-WOM influences how products and services are purchased based on existing customer perceptions and emerging trends. Consumer reviews as a form of e-WOM are important for potential customers who may be hesitant to make a purchase if they only read the information provided (Kotler dan Keller, 2016).

E-WOM integration has a significant positive effect on consumer purchase intention. The emergence of e-WOM has changed the way customers interact with other customers and businesses. Consumer reviews are also important for potential customers who are hesitant to buy by reading the available product information (Kotler dan Keller, 2016).

Perceived Quality

In purchasing a product, consumers pay attention to several aspects, including the quality aspect. The quality of a product is the ability of the product to perform its function and can be expressed in the form of durability, reliability, accuracy, and other factors that facilitate the use of the product. Perceived quality is the result of consumer perception of the quality of a product and determines its value. Perceived quality is important to include in this study because good quality perception increases the competitiveness of the product market (Sari dan Yasa, 2020). Perceived brand quality is the consumer's perception of the quality of a brand or service. Consumers will have a good perception of the quality of a brand if the brand is considered to meet consumer expectations.

Perceived quality will influence consumer decisions regarding the purchase or use of a product brand. When shopping online, customers tend to think about whether the product they want to buy is of good quality, meets their expectations and is original. This situation will affect how consumers view product quality. Perceived quality is defined as a consumer's subjective evaluation of the overall superiority of a product. Consumer perception of quality is the fundamental reason for the intention to buy a product (Sumarwan & Tjiptono, 2018).

Purchase Intention

Purchase intention includes planning in advance to buy certain goods or services in the future. Of course, people have to buy to realize their purchase intention because it depends on each individual's ability to execute it (Warshaw & Davis, 1985). The same researcher has stated that consumers will go through the process of product recognition to purchase and then they will search for product information, review, purchase and provide feedback. So they will buy a product after doing research first to be able to buy the right product according to their needs and desires. Consumer attitudes towards a particular brand have a direct impact on the intention to buy a product (Pradana & Syafira, 2016). Intention is a strong predictor of actual behavior in the sense that a person's psychological aspects have a major influence on behavior in purchasing a product. The intention to buy products online on e-commerce can be a driving force for someone to make a decision to buy products online. (Solihin & Ahyani, 2022).

Generasi Z

According to the Central Statistics Agency of Indonesia, Gen Z was born between 1997 and 2012 and is estimated to be around 12 to 27 years old. Based on existing data, Gen Z currently numbers 68 million people in 2024. Generation Z was born amidst the rapid development of technology, grew up with it, and participated in it. Generation Z is considered superior in terms of technology use compared to other generations. Generation Z grew up amidst technological advances and has easy access to various information.

One of the characteristics of Gen Z is that everything happens instantly. An instant lifestyle has made it easy for Gen Z to do various things with just one click of the thumb. Generation Z is characterized by effectiveness, efficiency, and speed in many areas of life. For example, if a household is short of food, it can easily buy it online and have it delivered directly to the house. In their daily lives, Gen Z often looks at their friends in a fashionable way. Gen Z is more likely to shop online than to visit outlets or stores in person (Christina & Iksari, 2020).

MSMEs

The digital world has changed the way MSMEs work and interact with their customers. Research has shown that digital literacy and technological advancements are essential to enable MSMEs to thrive in the digital economy. By utilizing online platforms and social media marketing technology, MSMEs can increase visibility, attract customers, and increase sales (Putri, 2023). MSMEs are increasingly leveraging the TikTok Shop platform to enhance their online presence, engage with consumers, and increase sales. TikTok Shop, integrated with TikTok, offers MSMEs a unique opportunity to promote their products through short videos with wide reach and high traffic. This

interactive platform provides MSMEs with a personalized space to showcase their products and connect with potential customers (Afkar, 2023).

The Influence of Social Media Influencers on Purchase Intention

Influencers are people who have the power to prevent others from making purchases. Influencers generally use social media and have a large number of subscribers (Masuda, H., et al., 2022). Previous research results show that the millennial generation is little familiar with traditional advertising, because they live in an era where the internet and social media have a big impact on their daily activities (Abdullah, et al., 2020). Millennial consumers have diverse opinions, ideas, and interests when interacting with social media influencers (Naderer, B., et al., 2021). Through this initiative, it will have an impact on deeper relationships among the millennial generation who are very closely related to social media influencers. In today's internet era, social media influencers are very important in marketing. The target market can influence their purchase intention by choosing the right influencer. The increase in influencer activity will make the brand more well-known in the market (Duffy, B. E., 2020).

Marketing through influencers will impact brands by increasing product recognition and influencer image (Hermanda, A., et al., 2019). The research results state that social media can increase consumer purchase intention. Business people can use influencers to convey the message they want about brands of goods and services (Lim, X. J., et al., 2017). This is due to the fact that high-quality influencers can serve as brand representatives that make them more acceptable to the public. The appeal of influencers on social media will increase a person's interest in buying a brand (Patmawati & Miswanto, 2022). Based on the results of previous research, the following hypothesis statement can be developed:

H1 : Social media influencers have a positive influence on purchase intention

The Influence of Electronic Word Of Mouth on Purchase Intention

Consumer E-WOM credibility perception is defined as the extent to which a person believes a recommendation or review is genuine, true, reliable, or factual (Cheung, et al., 2009). Perceived trust is an important factor in the consumer decision-making process and is suggested to reduce uncertainty in social and business interactions (Awad & Ragowsky, 2008). The more comprehensive and credible an eWOM product or service is, the higher the consumer's purchase intention.

Studies have shown that eWOM is an important tool for customers in obtaining information about services or products (Adinda et al., 2024). E-WOM can help customers become more confident when making purchasing decisions (Arifa, et al., 2024).

E-WOM has a positive impact on purchase intentions, because consumer opinions can be used as guidelines and reviews that are both positive and negative and have a positive impact on purchase intentions (Andriani & Puspita, 2021). Previous research results show that knowledge or information plays a major role in influencing Electronic Word-of-Mouth which refers to consumer opinions shared online (Erkan, I., & Evans, C., 2016). Knowledge gained through social media platforms can influence consumers' decisions to purchase goods on TikTok Shop and consumers' positive or negative responses on social media can influence their decisions to purchase goods (Rimadiaz, et al., 2021). From the statement of research results that have been carried out previously, a hypothesis can be formulated as follows:

H2 : Electronic word of mouth influences purchase intention

The Influence of Perceived Quality on Purchase Intention

The relationship between these variables suggests that perceived quality is a fairly good indicator of purchase intention based on the research results. Customers emphasize quality during the purchasing process of any product they encounter. On the other hand, if customers differentiate between local and imported products, they may rely on perceived quality when making purchasing decisions (Asshidin, et al., 2016). Perceived quality directly affects purchase intention. Before customers buy a product, they have certain perceptions about the quality, price, and style of the product (Augustinus, G., 2019).

After seeing the product information, the purchase intention also increases or decreases due to the direct relationship between each other. The higher the quality, the higher the customer's purchase intention (Pinto & Paramita, 2021). Product quality is defined as the consumer's assessment of the superiority or level of superiority of a product (Das, G., 2015). A company must have the ability to develop various strategies to maintain its position in the market and improve the quality of its products. This study shows that the perception of good quality affects the purchase intention (Satriawan, 2020). Based on the descriptions from these researchers, the following hypothesis can be formed:

H3 : Perceived quality influences purchase intention

In this study, generation z aged 17-27 was used as the main respondents. The research model is a replication of the study (Rosara & Luthfia, 2020). The method in this study is quantitative, data collection is done through questionnaires. The conceptual framework model in this study can be seen in Figure 2.

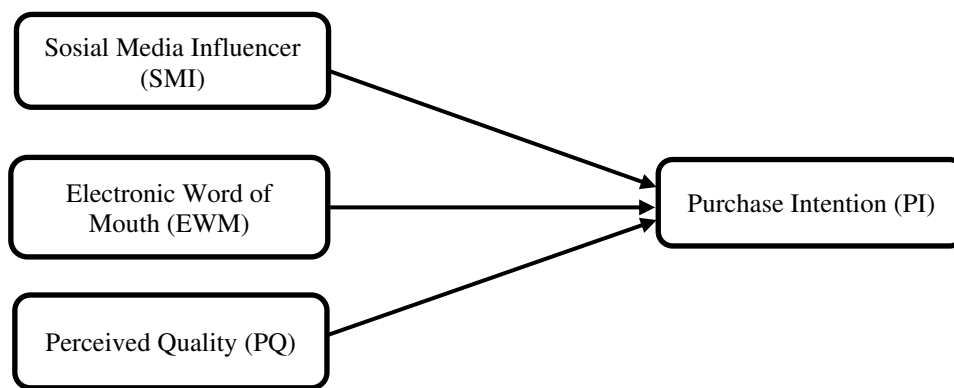


Figure 2. Conceptual Framework

Source: (Rosara & Luthfia, 2020)

RESEARCH METHODS

Research Object

The object of this study is people aged 19 to 27 years old or what is called generation z in the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi. This study focuses on the Influence of Social Media Influencers, E-Wom, and Perceived Quality on purchase intentions for fashion products. The purpose of this study is to determine how much influence influencers have on purchase intentions on TikTok Shop.

Research Design

Research design is a strategy for collecting, analyzing and answering research questions (Ghozali, 2018). This study uses quantitative techniques or methods. This study uses measurements commonly used in measuring social media influencers, E-Wom, and Perceived Quality. Data obtained from questionnaires distributed using Google forms.

Population and Sample

Population is the subject of the entire research, while the sample is a part or representative that has the characteristics typical of the population. To determine the right sample, the research must have a good understanding of sampling, both to determine the number and in determining the sampling. Errors in determining the core population cause inaccurate data, where the research results are not qualified, well represented (Ghozali, 2018). A researcher's understanding of population and sample is very important because it is one of the determining factors in collecting research data. The population in this study is generation Z. The sample is part of the population (Ghozali, 2018). The sample in this study was 92 respondents.

Table 1. Operational Variables

Variables	Indicator
<i>Social Media Influencer</i> (Rosara & Luthfia, 2020)	1. SMI1: Influencers who promote products on TikTok Shop are reliable
	2. SMI2: Influencers who promote products on TikTok Shop are trustworthy
	3. SMI3: Influencers who advertise products on TikTok Shop look honest
	4. SMI4: Influencers who advertise products on TikTok Shop look experienced
<i>Electronic Word of Mouth</i> (Kala & Chaubey, 2018)	1. EWM1: As a buyer, you can better understand a product on TikTok shop by reading the reviews
	2. EWM2: Comments and reviews about products on TikTok shop influence how those products are viewed
	3. EWM3: Positive or negative comments influence the intention to purchase a product on TikTok shop
	4. EWM4: I often read consumer comments to get information about the product
	5. EWM5: I often read other consumers' comments to make sure I am buying the right product
<i>Perceived Quality</i> (Rosara & Luthfia, 2020)	1. PQ1: The price of products on TikTok shop is in accordance with the quality obtained
	2. PQ2: TikTok shop offers products with very good quality
	3. PQ3: The product quality at TikTok shop is always consistent
	4. PQ4: The products on TikTok shop are very reliable
	5. PQ5: The products offered on TikTok shop have a wide variety
<i>Purchase Intention</i> (Kala & Chaubey, 2018)	1. PI1: I will buy products posted by my favorite influencers on TikTok
	2. PI2: I am likely to purchase a product posted by my favorite celebrity on TikTok in the future
	3. PI3: I have the intention to buy a product posted by my favorite influencer on TikTok
	4. PI4: I am interested in purchasing a product posted by my favorite Influencer on TikTok

Operational Variables

The variable that is the main concern of researchers that experiences changes with the presence of independent variables is called the dependent variable. The variable that has an impact on the dependent variable is called the independent variable (Sekaran & Bougie, 2016). The operational variables in this study can be seen in table 1.

Data Analysis Methods

The PLS or Partial Least Squares approach is used in this research, this data will be calculated using a tool called SmartPLS which is a form of analysis or soft model that is effective because it eliminates the assumptions of regression analysis, which requires data to be normally distributed with multicollinearity between exogenous variables (Ghozali, 2018). The purpose of Partial Least Squares

is to predict Y from X and describe the general structure underlying both variables. Partial least squares is a regression method that allows to identify the underlying factors, which are linear combinations of explanatory variables or X (also called latent variables) which best model the response or Y variable.

The Smart PLS analysis approach can provide optimal results to achieve the main objectives of the study. SmartPLS is used by researchers to obtain estimates of the magnitude of the influence of exogenous variables on endogenous variables (Ghozali, 2018).

RESULTS AND DISCUSSION

Respondent Characteristics

The data profile of the characteristics of the respondents in this study includes the conditions of the respondents based on gender, age, occupation, domicile and income of the respondents. The results of processing the data of the characteristics of the respondents in this study can be followed in the following table 2.

Testing the Validity of Loading Factor and AVE

Validity testing in this study was conducted by collecting 92 respondents who were processed to produce Outer Model testing, namely Loading factor and Average Variance Extracted (AVE). Data were analyzed using Structural Equation Model Partial Least Square (SEM-PLS) and the analysis was carried out using SmartPLS 3.0 software. The results of the indicator validity test can be seen in table 3.

Table 2. Respondent Characteristics

Category	Choice	Amount	Percentage
Gender	Man	34	37%
	Woman	58	63%
Age	18 - 21	58	63%
	21 - 24	23	25%
	24 - 27	11	12%
Work	Student	54	58,7 %
	Employee	35	38 %
	Businessman	3	3,3 %
	Jakarta	37	40,2 %
Domicile	Depok	16	17,4 %
	Tangerang	13	14,1 %
	Bekasi	14	15,2 %
Total	Bogor	12	13%
		92	100 %

Source: Data processed by the author 2024

Table 3. Validity Test Results

Variables	Indicator	Loading Factor	AVE
Sosial Media Influencer	SM1	0.778	0.634
	SMI2	0.842	
	SMI3	0.778	
	SMI4	0.787	
E-Word of Mouth	EWM1	0.780	0.598
	EWM3	0.753	
	EWM4	0.819	
	EWM5	0.738	
Percieved Quality	PQ1	0.804	0.707
	PQ2	0.876	
	PQ3	0.871	
	PQ4	0.810	
Purchase Intention	P1	0.845	0.764
	PI2	0.883	
	PI3	0.879	
	PI4	0.888	

Source: SmartPLS 3 output.

Discriminant Validity Testing

The Discriminant Validity test of the measurement model with reflective indicators is assessed based on cross loading. If the correlation of the construct with the measurement item is higher than the size of other constructs, then it indicates that the latent construct predicts the size of their block better than the size of other blocks (Ghozali, 2018). The following cross loading values for all constructs can be seen in table 4.

The results of table 4 Cross Loading Values show that the indicators for each variable are greater than the other variables, so it can be concluded that the indicators for each variable are valid.

Composite Reliability Test

The reliability test in this study was conducted by collecting 92 respondents who were processed to produce the Outer Model test, namely Cronbach's Alpha and Composite Reliability using the SmartPls 3.0 application with the SEM-PLS method. The results of the Cronbach's Alpha and Composite Reliability tests in this study can be seen in table 5.

The results in table 5 show the results of the overall Cronbach's Alpha and Composite Reliability values for the construct reliability test, namely the Cronbach's Alpha and Composite Reliability values are greater than 0.7, so it can be said to be reliable.

Table 4. Cross Loading Value Results

Indicators	EWM	PI	PQ	SMI
EWM1	0.755	0.480	0.561	0.375
EWM3	0.739	0.298	0.244	0.307
EWM4	0.799	0.398	0.343	0.292
EWM5	0.757	0.239	0.246	0.222
PI1	0.346	0.844	0.698	0.577
PI2	0.464	0.883	0.584	0.590
PI3	0.394	0.879	0.623	0.672
PI4	0.496	0.889	0.632	0.607
PQ1	0.361	0.561	0.802	0.542
PQ2	0.336	0.618	0.867	0.661
PQ3	0.189	0.575	0.854	0.618
PQ4	0.487	0.661	0.818	0.654
SMI1	0.415	0.536	0.590	0.778
SMI2	0.257	0.574	0.613	0.842
SMI3	0.654	0.446	0.619	0.820
SMI4	0.613	0.577	0.610	0.866

Source: SmartPLS 3 output

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability
E-Word of Mouth	0.789	0.852
Purchase Intention	0.897	0.928
Perceived Quality	0.787	0.861
Sosial Media Influencer	0.807	0.874

Source: SmartPLS 3 output

Structural Model Evaluation (Inner Model)

The method generally used to evaluate structural models is the coefficient of determination (R-Square) (Ghozali, 2018). The results of data processing using the SamrtPLS 3 program in calculating the estimated value of R-Square in this study can be seen in table 6.

Based on table 6, it can be seen that the R-Square is 0.605, which means that 60.5% of the variation in Purchase Intention has been represented by the variables Social Media Influencer, E-Wom, and Perceived Quality, where the remaining 39.5% is represented by other variables outside the research model.

Hypothesis Testing

The significance of the estimated parameters provides very useful information about the influence between the variables in the study. The results of the t-test of this study using the t-statistic test and significance test can be seen in the following table 7.

Table 6. R-Square Value Results

Variables	R Square	Criteria
Purchase Intention	0.605	Moderate

Source: SmartPLS 3 output

Table 7. Results of t-test and significance

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
Sosial Media Influencer → Purchase intention	0.338	3.898	0.000	H1 supported by data
Electronic Word of Mouth → Purchase Intention	0.165	2.376	0.019	H2 supported by data
Perceived Quality → Purchase intention	0.396	4.313	0.000	H3 supported by data

Source: SmartPLS 3 output

The Influence of Social Media Influencers on Purchase Intention

In table 7, it can be seen that Social Media Influencers have a positive effect on Purchase Intention. This finding is similar to previous research conducted by (Rosara & Luthfia, 2020) which stated that the Social Media Influencer variable has a positive effect on Purchase Intention. This study is in line with (Patmawati & Miswanto, 2022) in the TikTok Shop study which shows that the influence of the Social Media Influencer variable has a positive influence on Purchase. In this case, the relationship between the Social Media Influencer message regarding the product delivered by the influencer and the results of the product they advertise can provide effective results so that consumers are interested in buying the goods marketed by the influencer (Pinto & Paramita, 2021). This result is also supported by research (Nam & Dan, 2018) where consumers tend to trust influencers who can guide consumers to their purchasing intentions and influencer trust is an important component of digital marketing.

A business can use the services of influencers to convey the message they want about the brand of goods and services. This is due to the fact that high-quality influencers can serve as brand representatives which makes them more acceptable to the public. The appeal of influencers on social media will increase a person's interest in buying a brand (Patmawati & Miswanto, 2022). Therefore, social media influencers can indirectly influence purchase intentions. Consumers argue that influencers cannot directly attract consumers to make purchases because potential consumers are hesitant about the influencer when marketing the product, but after seeing good reviews from influencers, consumers will connect their perceptions with consumers' perceptions of the brand's image, thus encouraging consumers to buy the product.

The Influence of Electronic Word of Mouth on Purchase Intention

Table 7 can prove that Electronic Word of Mouth has a significant positive influence on Purchase Intention. This finding is similar to research from (Rosara & Luthfia, 2020) which states that Electronic Word of Mouth has a positive influence on Purchase Intention. The results of this study show that if consumers see good eWOM, such as reviews, comments, or recommendations given by other customers in the TikTok Shop, they are more likely to buy the item. Factors such as source credibility, information quality, and review relevance found in the TikTok Shop are expected to increase customers' desire to buy goods (Ratu & Tulung, 2022).

This result is supported by research (Irhamna et al., 2023) which shows that knowledge or information is the main factor in influencing E-WOM. Knowledge gained through social media platforms can influence customers' decisions in purchasing products on TikTok Shop. Positive or negative responses from customers on social media can influence their decisions to purchase products on TikTok Shop directly (Rimadiaz, et al., 2021). This study is in line with previous studies showing that E-WOM is an important tool for customers in getting information about services or products. E-WOM can help customers become more confident when making purchasing decisions (Romanisti, et al., 2024). E-WOM has a positive impact on purchase intentions, so that consumer opinions can be used as a guideline and both positive and negative reviews have a positive impact on purchase intentions (Meta andriani et al., 2021).

The Influence of Perceived Quality on Purchase Intention

Table 7 proves that Perceived Quality has a significant positive influence on Purchase Intention. This finding is similar to research conducted by (Rosara & Luthfia, 2020) which states that Perceived Quality has a positive influence on Purchase Intention. Another study stated that if a product has higher quality, it is more likely that they will be interested and intend to buy the product (Tielung & Tansil, 2014). Factors such as attractive product displays, clear descriptions, and perceptions of product authenticity can make customers more interested and intend to buy the product. This result is supported by research (Juma'I et al., 2024) which shows that there is an influence between product quality and purchasing interest. Product quality plays a vital role in attracting consumer interest. Investing in better products often has a positive impact on sales and overall business growth, so with good product quality, the product will be desired by consumers (Satriawan, 2020).

A company must have the ability to use various strategies to maintain its position in the market and improve the quality of its products. Perceived quality perception is a fairly good indicator of purchase intention. The results of this study can mean that customers emphasize quality during the purchasing process of any product they encounter. On the other hand, if customers differentiate between local and imported products, they may rely on perceived quality when making purchasing

decisions (Asshidin, et al., 2016).

Managerial Implications

In the Social Media Influencer variable, TikTok Shop is advised to collaborate with influencers in creating interesting and authentic content. High-quality content can increase consumer engagement and purchase intention. Managers need to ensure that the message delivered is in accordance with the brand image. Influencers who have active followers on TikTok and are used to using TikTok Shop in their content. Influencers must understand how to maximize the features on TikTok Shop, such as live shopping and promotional videos, will be effective in increasing purchase intention.

In the Electronic Word of Mouth variable, it is suggested that TkTok Shop improve understanding of the product and management should consider creating educational content such as Q&A sessions and can help explain the products being sold so that potential consumers want to buy an item on TikTok Shop. Management should prioritize collecting and managing customer reviews. Positive and informative reviews can be a powerful marketing tool to attract new buyers. Management should actively monitor and manage comments and reviews about products on TikTok Shop. Product reputation can be influenced by feedback given by consumers, so it is important to maintain a positive image. Management should identify factors that have a greater influence on purchase intentions such as price, promotions, product advantages or recommendations from friends and family. Management needs to encourage customers to provide clearer and more informative reviews. Management should ensure that product descriptions and product-related information are presented clearly.

In Perceived Quality, it is suggested that TikTok Shop should conduct a more in-depth evaluation of sellers who register to sell products. TikTok Shop management can increase supervision of advertising content created by influencers. This supervision can include reviewing content before it is broadcast to ensure that there is no misleading information. TikTok Shop also needs to apply stricter selection criteria for influencers who work with brands. Only influencers with a good reputation and a track record of being honest and transparent should be allowed to advertise products on TikTok Shop. TikTok Shop must be able to utilize experienced and credible influencers to strengthen marketing strategies, so that they can help communicate product messages more effectively and attractively to consumers.

CONCLUSION AND SUGGESTIONS

CONCLUSION

This study was conducted to analyze the influence of Social Media Influencers, E-Wom, and Perceived Quality on purchase intention on e-commerce platforms. The results of data analysis conducted using the SmartPLS3 analysis method show the conclusion that Social Media Influencers

have proven to have a positive and significant effect on purchase intention. E-Wom has proven to have a positive and significant effect on Purchase Intention. Perceived Quality has a positive and significant effect on Purchase Intention.

LIMITATIONS

In this study, the author took a sample of 92 prospective buyers at TikTok Shop among Generation Z in Jabodetabek. The number of respondents used in this study may not be large enough to represent the research area as a whole, so the results cannot be generalized. The number of variables in this study are Social Media Influencers, Electronic Word of Mouth and Perceived Quality. Respondents in this study were Gen-Z who live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi).

SUGGESTIONS

Based on the results of the research that has been done, it shows that buyers must see the track record of influencers who are promoting products. This is intended so that prospective buyers shop comfortably and safely without fear of being cheated by influencers. The TikTok shop can provide many choices of products sold. Buyers must see the product description from the reseller before buying a product so that consumers are satisfied in buying the product.

TikTok Shop is advised to create a challenge campaign that invites users to use their various experiences with the promoted product. Influencers must understand how to maximize features on TikTok Shop, such as live shopping and promotional videos, which will be effective in increasing purchase intentions. And TikTok Shop must ensure that product descriptions on TikTok Shop are detailed and clear, including technical specifications, materials, and important features that reflect product quality.

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