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## Strategy To Get Better Consumers Via The Tiktok Application For Beauty Products

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### Abstract

*The aim of this research is to help business people better understand the benefits of the phenomenon of marketing content, copywriting and information credibility which is considered one of the main effects that will ultimately lead to increased sales as well as efforts to optimize marketing strategies that have experienced developments, from traditional marketing methods. to modern marketing methods. The focus is to understand the impact and popularity of the TikTok platform which has 1.1 billion followers and how the platform has become relatively more popular compared to competitors on the same platform since it was first founded in 2019. TikTok has become one of the social media platforms that is currently trending with interesting content in the application. Scarlett Whitening is one of the most viewed brands on the app. This research aims to better understand the influence of marketing content, copywriting and the credibility of information through the TikTok application on purchasing decisions for Scarlett Whitening. To understand the effect, we apply the information adoption model because it has been widely used in previous research. Variable amount of information added to the information use model. We collected data from 403 respondents via a Google Form survey which had several criteria. PLS-SEM uses selected Smart PLS to analyze the data. We found that the application of information has a positive and significant effect on purchase intention. The model was able to accurately predict Scarlett Whitening's purchase intentions by 21.1%.*

*Keywords— Marketing Content; Copywriting; Purchase Decision; Information Credibility*

### Abstrak

Tujuan dari penelitian ini adalah untuk membantu para pelaku bisnis lebih memahami manfaat dari fenomena konten pemasaran, copywriting dan kredibilitas informasi yang dianggap sebagai salah satu efek utama yang pada akhirnya akan mengarah pada peningkatan penjualan serta upaya untuk mengoptimalkan strategi pemasaran yang telah dimiliki. mengalami perkembangan, dari metode pemasaran tradisional. dengan metode pemasaran modern. Fokusnya adalah untuk memahami dampak dan popularitas platform TikTok yang memiliki 1,1 miliar pengikut dan bagaimana platform tersebut menjadi relatif lebih populer dibandingkan pesaing di platform yang sama sejak pertama kali didirikan pada tahun 2019. TikTok menjadi salah satu media sosial. platform yang sedang tren dengan konten menarik di dalam aplikasi. Scarlett Whitening adalah salah satu merek yang paling banyak dilihat di aplikasi. Penelitian ini bertujuan untuk lebih memahami pengaruh konten pemasaran, copywriting dan kredibilitas informasi melalui aplikasi TikTok terhadap keputusan pembelian Scarlett Whitening. Untuk memahami pengaruhnya, kami menerapkan model adopsi informasi karena telah banyak digunakan pada penelitian sebelumnya. Jumlah variabel informasi yang ditambahkan ke model penggunaan informasi. Kami mengumpulkan data dari 403 responden melalui survei Google Form yang memiliki beberapa kriteria. PLS-SEM menggunakan Smart PLS terpilih untuk menganalisis data. Kami menemukan bahwa penerapan informasi berpengaruh positif dan signifikan terhadap niat membeli. Model tersebut mampu memprediksi niat pembelian Scarlett Whitening secara akurat sebesar 21,1%.

*Kata kunci— Konten Pemasaran; Copywriting; Keputusan Pembelian; Kredibilitas Informasi*

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## I. INTRODUCTION (*HEADING 1*)

Marketing strategies have also evolved, from traditional marketing methods to modern methods (Caliskan et al., 2021). Traditional marketing methods are not as effective as before due to the increasingly growing role of technology and the internet because now society is starting to move into digital trends. This is indicated by the existence of companies that carry out promotions via digital. Traditional marketing is usually carried out by companies by promoting what the company sells, products or services through advertising media (Bosah, 2022). However, some consumers are starting to be more selective in selecting or purchasing daily necessities products.

This change in people's behavior is an opportunity for companies to compete fiercely to meet people's needs and desires (Sheth & Parvatiyar, 1995). So digital marketing is currently used by marketers not only to compete to promote products or services owned by companies, but also to compete to distribute content created by companies. A growing company raises issues in every activity that gives rise to new phenomena in the world of marketing (Aljumah et al., 2021). Companies are required to provide something unique, interesting and educational to their consumers. Because if a company only presents direct promotions (hard sell) continuously regarding product details, consumers will respond to this method as less interesting because advertising and promotions are commonly carried out by many companies and consumers are starting to get bored. Because of this, the term content marketing finally emerged (Kapoor & Kapoor, 2021).

According to Yaghtin et al., (2020), content marketing is direct or indirect marketing used to build awareness, recognition, memory and action for brands, businesses, products. Because content marketing is the art of how a brand creates and distributes relevant content, which is aimed at attracting consumers by providing content that suits the character of a brand but is still relevant to what consumers want, and content marketing is not just one part from digital marketing alone. Digital marketers also hope that content marketing can influence consumers to buy or use services consistently, because traditional advertising about products and service promotions alone are no longer attractive to today's consumers (Kashani et al., 2005). Another reason is that the cost of displaying content marketing is cheaper than advertising in various media, making many digital marketers from various brands in Indonesia believe that content marketing is a new and interesting opportunity to enter digital marketing. Utilizing technology has entered a new phase through digital marketing. In the world of digital marketing there is a famous expression. "Content is king" which can be translated as, "Content is king." In the world of digital marketing, content is very important because content is a way of conveying messages to the audience (Ho et al., 2020).

When selling a product or service, including complete product information, features, photos, strike-through prices and purchasing instructions on a web page with good customer service is not enough (Sabri, 2021). To get people to buy, marketers need to know human psychology and understand how decisions are made. In marketing science, the art of arranging words that can influence people who read to do what the marketer wants is called copywriting (Escandell-Poveda & Papí-GÁLvez, 2023).

With the right sentences, you can encourage visitors or prospects to buy products or use services, as well as the goals that have been set. Copywriting can be the most effective marketing strategy by regularly convincing consumers to make decisions quickly (Escandell-Poveda & Papí-GÁLvez, 2023). The social media platform that is currently on the rise is TikTok. According to application research company Sensor Tower, TikTok is the best-selling application. With total downloads of more than 63.3 million on iOS and Android devices. And Indonesia is the country that downloads the Tiktok application the most, with 11 percent of total downloads. TikTok is used in the early stages of sales to increase brand awareness and drive consumer engagement (Ren et al., 2024). One of the most popular social media platforms in 2020 is TIK tok. In January 2021, it was revealed that TikTok ranked fourth among the top five platforms. The ranking is based on the cumulative time spent by an average user of approximately 13.8 hours per month (Zou et al., 2023).

One of the most popular content on Tik Tok is beauty products such as makeup and skin care. In Indonesia itself, based on data from the Central Statistics Agency, in the first quarter of 2020, the chemical, pharmaceutical and traditional medicine industries (including cosmetics) experienced positive growth of around 5.59% (Pagani et al., 2022). The National Industrial Development Master Plan (2015e2035) states that the pharmaceutical, pharmaceutical ingredients and cosmetics industries will continue to lead the sectors in driving the future economy, thereby making competition between market players even tighter (Villa-Ruiz et al., 2021). Seeing the fact that TikTok is becoming a popular social media, local skincare brands have started using TikTok for their marketing strategies (Om et al., 2021). This increases marketing competition on TikTok (Yones & Muthaiyah, 2023). As online recommendations and reviews or Copywriting have a high influence on consumers, therefore, it is interesting to examine the influence of Copywriting on TikTok on the intention to buy local skin care (Shutsko, 2020). This motivates us to study at Scarlett Whitening.

The aim is to help business people better understand the benefits of the Copywriting phenomenon in marketing efforts. The focus is to understand the impact and popularity of the platform which has 1.1 million followers and how it has become relatively more popular compared to competitors on the same platform since its initial founding in 2019. We aimed to conduct this research to further examine treatment purchase intentions local skin, because purchase intention is considered as one of the main effects of Copywriting, which will ultimately lead to increased sales (Sabri, 2021) and the growth of cosmetics which allows competition between brands in Indonesia. Based on the research focus above, the objectives of this research are: To find out the influence of content marketing in the Tiktok application on purchasing decisions for Scarlett Whitening products and To find out the relationship between copywriting in the Tiktok application and purchasing decisions for Scarlett Whitening products. Academically, it is hoped that this research will be able to contribute to the development of scientific progress in general and specifically regarding digital marketing as well as increasing the number of research references that study similar matters.

## II. LITERATURE REVIEW (*HEADING 2*)

### **Content Marketing**

According to (Shutsko, 2020), content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire and engage a clear and understood target audience with the aim of encouraging profitable customer action. (Lou & Xie, 2021), content marketing is something created or shared by individuals or organizations, in order to tell their stories like a conversation. (Geng et al., 2020), defines it as the process of promoting a business or brand through text, video or audio content that adds value to the business both online and offline. According to (He et al., 2021) content marketing is the art of creating and distributing relevant and authentic content about brands, with the hope of attracting attention and getting closer to consumers.

So, according to experts, it can be concluded that content marketing is marketing in the form of creating text, audio and video containing topics that attract the attention of consumers related to the company's brand so that they are interested in the products we offer, and even share them with potential consumers. others and make a profit. The objectives of content marketing can be concluded from the definition of content marketing, namely:

- 1) Notify consumers.
- 2) Attract consumers.
- 3) Convert consumers.

According to Seyyedamiri & Tajrobehkar, (2021), the indicators for measuring content marketing are:

- 1) Relevance: the company provides content with information that suits needs related to problems faced by consumers.
- 2) Accuracy: the company provides content with the information displayed which is true in accordance with the facts and reality that occurred.
- 3) Value: the company provides content with useful information for consumers so that the content provided has selling value.
- 4) Easy to understand: the content created by the company can be easily understood by consumers.
- 5) Easy to find: content can be distributed through the right media so that the information provided can be easily reached by consumers.
- 6) Consistent: the quality of the content must be maintained, such as always updating information and creating it continuously on a regular basis.

### **Copywriting**

Copywriting is defined as an activity of arranging words to attract attention and convince people who read it (Liu, 2021). The power of the narrative, text or diction or word choice of the advertisement influences many people to act as desired by the advertisement's message. Sometimes it can be felt as subtle, a little teaching, on the one hand it is felt as an order (Youngmann et al., 2021). Copywriting is the art of writing the most persuasive and powerful sales messages, which is motivated by sales (Liu, 2021). The main goal of copywriting is to shape buying behavior. Because copywriting is advertising text material that has a significant role in creating advertising work, and is rich in sales messages (Youngmann et al., 2021). Copywriting is considered proven to be effective. This can be shown by the appearance of rival advertisements from competitors who try to play with words so that the positive image that has been imprinted on the old product so far does not just fade away. The composition of copywriting must be in line and in accordance with provisions, orders, basic concepts, perceptions, principles and opinions of consumers. Advertising placement must be communicated in such a way that consumers can receive it well.

In concept, copywriting is made as attractive as possible to create consumer curiosity about a product, then encourage readers to find out more about the product, and ultimately lead to the act of purchasing the product being offered.

According to (Pavkin, 2023), the elements of copywriting with the AIDCA (Attention-Interest-Desire-Conviction-Action) concept are:

- a. Attention: advertising must attract the attention of its target, whether readers, listeners or viewers. For this reason, advertisements need help, including size, use of colors, layout, type of letters, various sound effects (especially radio or television advertisements).
- b. Interest: how to make consumers interested and want to know more. In this case, advertising is expected to increase the curiosity of potential consumers about the product, for this reason they must be stimulated to read and follow the messages conveyed.
- c. Desire: there is no point in pleasing potential buyers with happy words through an advertisement, unless the advertisement succeeds in arousing people's desire to own or enjoy the product. Thus their needs and desires to have, use, do something must be aroused.
- d. Conviction: to create a sense of confidence in potential consumers, an advertisement can be supported by various demonstration activities such as testimonials or evidence, for example distributing free samples, and raising awareness of the views of prominent public figures, as well as the results of third party testing.
- e. Action: this final stage is the final effort to persuade potential buyers to take purchasing action as soon as possible.

### **Credibility of information**

Credibility of information is the first step in the persuasion process, where information can be considered persuasive. Persuasive perception is seen in the trustworthiness of information (Meel & Vishwakarma, 2020). Bugshan & Attar, (2020) states that the credibility of information or its accuracy influences the ability to convince customers which information is trustworthy. According to (Metzger et al., 2020), credibility is often supported. (Ismagilova et al., 2020), credibility is closely related to confidence, which has the characteristics of being trustworthy, convincing and credible. The credibility of information has been proven to have a positive impact on the usefulness of information. Information that is considered credible by consumers will be more likely to be accepted and help them adopt information that is considered most correct (Meel & Vishwakarma, 2020). Information that is considered accurate, reliable, authentic, and persuasive has increased credibility. As stated in (Metzger et al., 2020) research, the influence of information can be transmitted through peripheral channels, namely source credibility. Source credibility can be used as a simple evaluation to make decisions that determine the usefulness of a message. The credibility of information is said to be an initial factor in the persuasion process. Information credibility was also found to have a positive impact on information usefulness. In research by Ngarmwongnoi, et al, (2020), the credibility of information influences the usefulness of information on social media based on interviews.

### **Purchasing Decision**

Decisions are selecting actions from two or more alternative choices. Decisions can be made when there are only a few alternatives to choose from. According to (Monoarfa et al., 2023), if alternative choices do not exist then actions taken without these choices cannot be said to make a decision. So purchasing decisions can be interpreted as the thoughts of individuals to evaluate various options and decide on a product from among the many choices. According to S. Chen et al., (2021), a purchasing decision is defined as a choice from two more alternative options, but T.-T. Chen et al., 2020) says, purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. According to Santoso & Sispradana, (2021), purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and properly evaluate each alternative to solve the problem, which then leads to a purchasing decision.

From the understanding of several experts above, it can be concluded that a purchasing decision is a decision-making process that begins with recognizing a problem, then evaluating it and deciding on the product that best suits your needs (Razak, 2020; Usman et al., 2022).

### **Hypothesis Development**

The following is the research framework proposed in this research, as shown below in the Research Framework figure. Hypothesis can be defined as follows:

H1. Scarlett Whitening's marketing content on TikTok is positive and significantly affects the usefulness of information.

H2. Scarlett Whitening's copywriting on TikTok is positive and has a significant effect on the Usefulness of Information

H3. The credibility of Scarlett Whitening information on TikTok has a positive and significant effect on the usefulness of the information

H4. Information about the use of Scarlett Whitening on TikTok has a positive and significant influence on Information Adoption.

H5. Scarlett Whitening Adoption Information on TikTok positively and significant influence on purchasing decisions.

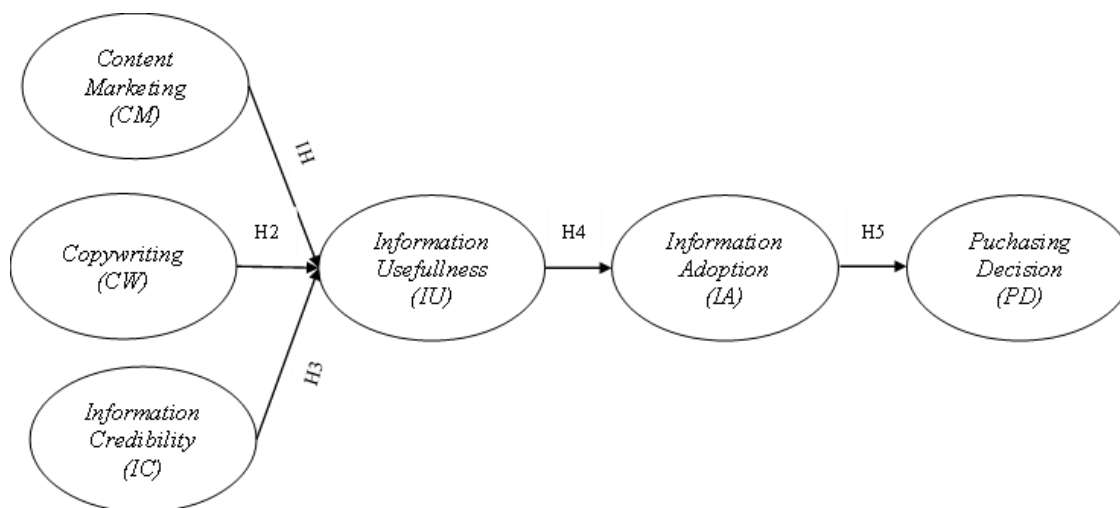


Fig. Research framework

### III. RESEARCH METHODOLOGY (HEADING 3)

Based on the research objectives, this research uses causal descriptive with a quantitative method approach. That The research strategy in this study is a survey strategy, which means that data collection uses a questionnaire to collect quantitative data from respondents.

#### Data collection and analysis techniques

The measurement scale uses a Likert scale (1 being the strength disagree to 5 strongly agree). This research uses a nonprobability sampling technique with purposive sampling because the characteristics of the respondents are focused and specific so samples can better represent the relevant information for this research. To determine the sample size, the author applies Slovin's formula and uses a significance level of 5% ( $e \frac{1}{4} 0.05$  for one test). According to Indrawati, (2015), the sample is members of the population who are selected to be involved in research, either to be observed, given treatment, or asked for their opinion about what is being researched. Questionnaires are distributed to targets respondents or samples with certain conditions to collect responses. Distributing the questionnaire using social media, media announcements on all of the author's social media platforms and informing respondents about the criteria to better target respondents. To determine the minimum sample size using the Slovin Formula, Scarlett Whitening's followers on TikTok were selected as the population, resulting in a minimum sample size of 398 responses. The sample characteristics are TikTok Indonesia users (every day) who know or have encountered Scarlett Whitening content on TikTok; likes looking for skin care product references on TikTok and following or not following Scarlett Whitening on TikTok. To conduct this research, a sample size of 403 respondents was collected. Respondent characteristics are discussed in table.

This research modifies the theoretical framework and several of them variable indicators, this research aims to carry out theory developing and predicting the construct, as well as analyzing the influence of marketing content using modified information adoption purchasing decision models. Therefore, this study uses partial least squares, which is a variance-based structural equation modeling technique also known as VB-SEM. SmartPLS 3.0 software Ringle, (2015) was used to process and analyze the data collection.

#### IV. RESULT AND DISCUSSION / FINDING (HEADING 4)

Data dianalisis menggunakan software SmartPLS 3.0 langkah-langkahnya yaitu melalui evaluasi model pengukuran, dan Evaluasi Model Struktural.

Table : Respondents' characteristics

Description		Percentage
Gender	Male	6%
	Female	94%
Age	16-21 Years Old	63%
	22-27 Years Old	36%
	28-33 Years Old	1%
	>40 Years Old	1%
Education	Middle High	2%
	Senior High	56%
	Bachelor's Degree	42%

#### Evaluation Of Measurement Models

To assess the measurement model, it can be seen by convergent validity using factor loadings (FL) and the average variance extracted: value (AVE), reliability using Cronbach Alpha (CA) and composite reliability value (CR), and discriminant validity using the ratio Heterotrait-Monotrait (HTMT) is a more accurate measurement when using SmartPLS 3 (Rosli, et al, (2022)). According to Indrawati, (2015), convergent validity has been used to measure whether the items represent the same highly correlated variables. The FL indicator shows that the higher the assignment of an item to a variable, it means the item is assigned to the variable, in other words it meets convergent validity. The value for FL must be at least 0.5 to indicate that it has convergent validity. For this study the minimum limit is 0.6. AVE is a value that shows whether the items measuring the variable are convergent or not. The AVE value must be more than 0.5. become convergent. CA and CR are common techniques used for reliability testing. The minimum CA and CR value is 0.70, namely the reliability is considered quite good. HTMT Ratio represents the maximum value of each related variable. The HTMT ratio of the related variable must be less than 0.85 in order to be a detectable difference between the two variables, Mansoor, M., & Paul, (2022), and (Indrawati, et al (2022) ). The PLS method also needs to have no bias towards data from the composite model population (Ringle, et all (2020) states that the variance inflation of all items (VIF) resulting from full collinearity testing must be the same with or below 3.3 so that the model is free from bias.

The following is the results measurement model evaluation table: Based on the FL, AVE, CA, and CR results table and the Heterotrait-monotrait ratio (HTMT) table, the validity and reliability measurement model evaluation is in a state of satisfactory convergent validity value (FL above 0.7 and AVE above 0.5), discriminant validity (HTMT ratio results show this value is below 0.85), and reliability test (CA and CR above 0.7). The VIF score is also less than 3.3 which means there is no biased data.

Table : FL, AVE, CA, and CR results.

Latent Variable	Item Code	FL	VIF	CA	CR	AVE
<i>Content Marketing (CM)</i> (Cheung et al., 2008); (Filieri, 2015); (Park et al., 2007)	CM1	0.765	2.025	0.906	0.924	0.603
	CM2	0.779	2.147			
	CM3	0.715	1.723			
	CM4	0.758	1.977			
	CM5	0.783	2.187			
	CM6	0.822	2.664			
	CM7	0.779	2.304			
	CM8	0.807	2.171			
<i>Copywriting (CW)</i> (Lo'pez & Sicilia, 2013);	CW1	0.876	1.567	0.751	0.889	0.800
	CW2	0.912	1.567			

Information Credibility (Erkan & Evans, 2018); IC1 (Filieri, 2015); (Weitzl, 2014)	IC1	0.805	1.919	0.906	0.930	0.727
	IC2	0.815	2.104			
	IC3	0.878	2.864			
	IC4	0.883	3.209			
	IC5	0.878	3.124			
Information Usefulness (Hussain et al., 2020)	IU1	0.875	2.457	0.894	0.927	0.759
	IU2	0.869	2.353			
	IU3	0.852	2.293			
	IU4	0.889	2.748			
Information Adoption (Shen et al., 2014)	IA1	0.816	1.452	0.779	0.871	0.693
	IA2	0.863	1.954			
	IA3	0.818	1.714			
Purchase Intention (Erkan & Evans, 2016); PI1 (Ismagilova et al., 2017, p. 80)	PI1	0.919	2.910	0.901	0.938	0.834
	PI2	0.918	2.879			
	PI3	0.903	2.678			

Notes: FL = Factor Loading; CA = Cronbach's alpha; CR = Composite reliability; AVE = Average variance extracted

Table : Heterotrait-monotrait ratio (HTMT).

	Content Marketing	Copywriting	Information Quality	Information Quantity	Information Usefulness	Purchase Intention
Information Adoption						
Information Credibility	0.617					
Content Marketing	0.671	0.811				
Copywriting	0.801	0.771	0.801			
Information Usefulness	0.747	0.745	0.774	0.81		
Purchase Intention	0.541	0.609	0.639	0.575	0.683	

Notes: The bold results are the values for discriminant validity.

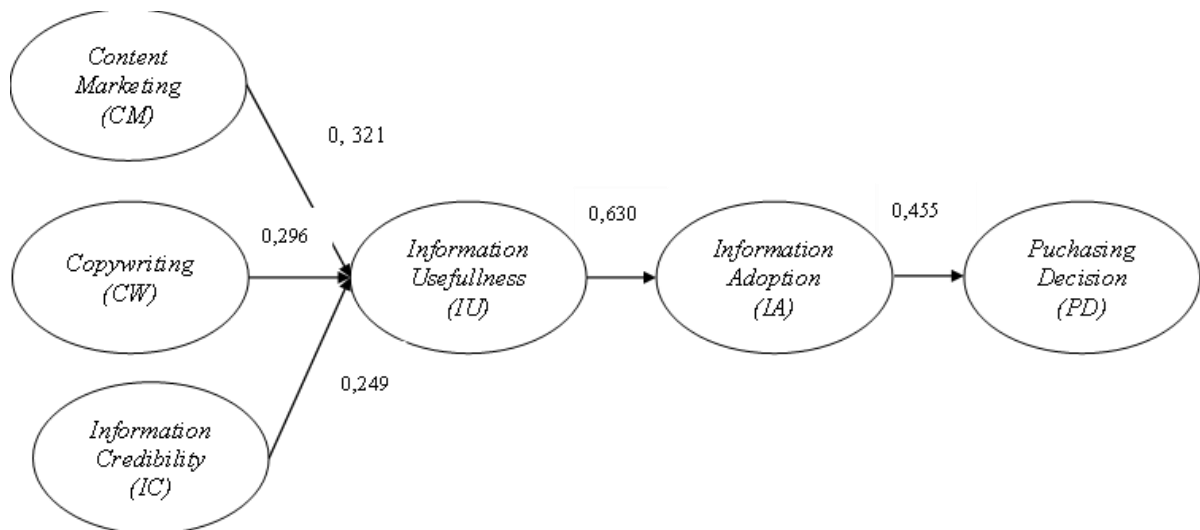


Fig : Path model results.

Hypothesis	Relationship	b Value	T-Statistics	P-Values	Confidence Interval		R <sup>2</sup>	Q <sup>2</sup>	F <sup>2</sup>
					5%	95%			
H5	IA / PD	0.455	8.647	0.000*	0.370	0.543	0.207	0.169	0.261
H4	IU / IA	0.630	16.892	0.000*	0.569	0.691	0.397	0.268	0.657
H3	IC / IU	0.296	6.040	0.000*	0.214	0.376	0.591	0.442	0.109
H2	CW / IU	0.249	4.672	0.000*	0.161	0.335			0.063
H1	CM / IU	0.321	5.658	0.000*	0.229	0.417			0.100

Notes: CM = Content Marketing, CW = Content Writing, IC = Information Credibility, IU = Information Usefulness, IA = Information Adoption, PI = Purchase Intention.

\*Significant

## Structural Model Evaluation

Bootstrapping techniques were used to assess structural pathways. To test the hypothesis, 5000 sub-samples were used. The Heterotrait-monotrait ratio (HTMT) image shows the results of the bootstrapping technique which shows the b value of all paths and the R-square value of the model. In the results shown in Figure Heterotrait-monotrait ratio (HTMT) and Table Evaluation of structural model results, all the proposed hypotheses are supported, and the confidence interval results of the structural model do not exceed the confidence interval, which means that the results are significant.

For the first hypothesis, the effect of marketing content on information usefulness was found to be positive and significant (b = 0.321, T-value = 5.658). These results are relevant to previous research findings which found marketing content had a positive influence on the usefulness of information. This finding can be supported and linked to Filieri's (2015) theory which states that the better the marketing content, the more it helps consumers in assessing the quality and performance of a product. It can be indicated that Scarlett Whitening information on TikTok has the characteristics of marketing content that explains Scarlett Whitening to recipients or viewers.

The second hypothesis, the influence of Copywriting on the usefulness of information, was found to be positive and significant (b = 0.249, T-value = 4.672). These results are relevant to previous research findings which agreed on the same thing. These findings can be supported and linked to the research of (Yones, (2023) who stated that Copywriting helps consumers reduce the risk and uncertainty they feel in the decision-making process. For an online presence, copywriting sources are essential in assessing online information. On TikTok itself, people may persuade or convince others to try Scarlett Whitening, as current and former consumers claim that the product has worked on them.

The third hypothesis, the influence of information credibility on information usefulness, was proven to be positive and significant (b = 0.296, T-value = 6.040). These findings are relevant to research from Ngarmwongnoi, (2020); Pavkin, (2023) who found that the credibility of information influences the usefulness of information. (Ngarmwongnoi, (2020) found the effectiveness of information credibility on the usefulness of information by 30 people interviewed. (Filieri, (2021) stated that information credibility or a high volume of reshares allows recipients/viewers to find the useful information they are looking for, a small number of reviews also support these findings. These findings may be relevant to how TikTok's algorithm works to display recommended videos based on viewers. Viewers who usually like beauty content videos on TikTok will be more likely to be treated to the same content by TikTok. TikTok videos about Scarlett Whitening are also usually trending so they can appear on many people's For You Pages (FYP).

In the fourth hypothesis, the effect of information usefulness on information adoption was found to be positive and significant (b = 0.630, T-value = 16.892). These results are also consistent with previous research conducted in this domain. This finding can be supported and linked to the theory which states that information usefulness is the first step in information adoption (Hussain, 2020). According to Ngarmwongnoi, et al (2020), the usefulness of information is measured by its contribution in providing information or knowledge. Meanwhile, Luo, (2020) explained that useful reviews show that they help people evaluate products. Because information on TikTok about Something usually displays reviews from many current and former consumers about a product, this helps recipients/viewers to become more familiar with and familiar with the product, thereby increasing knowledge and acceptance of recipients/viewers.

For the fifth hypothesis, the effect of information adoption on purchase intention was found to be positive and significant (b = 0.455, T-value = 8.647). This finding is relevant to consumer attitude theory, namely the cognitive component which has the characteristics of knowledge, opinion, belief and awareness. Adoption of information represented by acceptance and knowledge indicators influences the conative component (the possibility of taking certain actions or behaving), which in this case is the intention to purchase. This shows that Some-thinc's



information has contributed to the recipient's knowledge, then they accept Some-thinc's information and recommendations. This increases the likelihood that recipients gain interest and purchase intent due to the information and recommendations available.

For the predictive relevance of the structural model, it was found that the exogenous variables have predictive relevance to the endogenous variables because the Q2 values are all greater than zero. From F2, it can be seen that the influence of each predictor variable is considered small for Information Credibility, Information Quality, Information Quantity, and Information Adoption, and large for Information Usefulness.

According to Indrawati, (2022), another analysis to evaluate the correctness of the proposed model is R-squared which is used to measure the percentage of construct variation. In this research, R-squared is used to find out whether the model explains the variance in information usefulness, information adoption, and intention to buy something by TikTok users. Based on Table 5, it is known that the R-square of information usefulness is 0.591 or 59.1% of the variance in information usefulness is explained by information quality, information quantity and information credibility. The R-square of information adoption is 0.397, so 39.7% of the variance in information adoption is explained by information usefulness. The R-square of purchase intention is 0.207, so that 20.7% of the variance in purchase intention is explained by information usefulness, information adoption, information quality, information quantity, and information credibility. According to Malhotra, (2020), an R-Squared value higher than 0.60 is preferred. Jony, A. I., & Serradell-López, (2021) states that 0.67 indicates strong correlation, 0.33 indicates moderate correlation, and 0.19 indicates weak correlation. Based on this classification, information usefulness has the strongest predictive power, while information adoption is moderate, and purchase intention has the weakest predictive power.

Table : PLS model vs LM model.

	PLS MODEL				LM MODEL			
	RMSE	MAE	MAPE	Q <sup>2</sup> _predict	RMSE	MAE	MAPE	Q <sup>2</sup> _predict
IA1	0.710	0.544	16,886	0.317	0.697	0.523	15,853	0.342
IA3	0.846	0.658	22.324	0.239	0.859	0.655	22.063	0.214
IA4	0.883	0.682	24,408	0.233	0.894	0.674	24,060	0.215
IU1	0.558	0.437	11.524	0.450	0.558	0.435	11.400	0.451
IU3	0.535	0.416	11.232	0.493	0.550	0.421	11.315	0.465
IU4	0.635	0.498	13,179	0.374	0.653	0.514	13,609	0.337
IU5	0.568	0.454	11.737	0.442	0.564	0.440	11.405	0.450
PI1	0.808	0.633	19,821	0.185	0.737	0.553	16,831	0.321
PI2	0.803	0.629	19,298	0.178	0.754	0.574	17,194	0.276
PI5	0.834	0.694	20.585	0.170	0.775	0.587	17,247	0.283

### Predictability of the model

PLSPredict is used to measure the predictability of a model in addition to using the R-square value and Q-square value. The R-square value only assesses the explanatory power of the model but does not provide an indication of its out-of-sample predictive power in the sense of its ability to predict the value of new cases that were not included in the estimation process. Assessing the predictive power of an out-of-sample model involves estimating the model on a training sample (analysis) and evaluating its predictive performance on data other than the training sample (Shmueli, et all ;2019). Q-square values dos not refer to out-of-sample data, but for single omitted and imputed data points, this metric is a combination of in-sample and out-of-sample predictions without clearly indicating whether the model has a good explanatory fit. or demonstrate predictive power (Sarstedt, Ringle, & Hair, 2017). PLSPredict offers a way to assess the out-of-sample predictive power of a model, as well as the accuracy of the model when predicting the outcome value of new cases (Shmueli, et all ; 2019). This research compares the RMSE, MAE, and MAPE values of the PLS model with the LM values of each indicator in the model, as shown in the PLS model vs LM model table.

The PLS model vs LM model table shows the results of PLS-SEM analysis compared to LM showing lower prediction errors in terms of RMSE, MAE, and MAPE because a small number of dependent construct indicators produce lower PLS-SEM prediction errors compared to the LM benchmark. naive. The predictive power of purchase intention of this research model is weak; it is therefore important to increase explanatory power by finding alternative pathway models. Shmueli, et all (2019) state that increasing the complexity of a model can increase its explanatory power in terms of R2. Shmueli et al. Researchers can use PLSPredict that includes out-of-sample predictions as an integral element of model assessment in PLS-SEM and as a way to assess the practical relevance of their models. To analyze the predictability of the model using PLSPredict, it is necessary to formulate



information adoption model, namely the R-Squared value on purchasing decisions, was found to be in the weak category. This shows that there are other factors that influence purchasing intentions for Scarlett Whitening which must be studied in further research.

### Managerial Implications

Based on the direct path of adoption of information regarding purchase intent, marketers can intervene and strengthen purchasing decisions by making their referrals to reviews conducted by influencers. This helps marketers control the content of marketing content. Marketers may better understand their customers so that content shared with other consumers can be under management control. Second, suggestions based on the direct path to the usefulness of marketing content information on information adoption can be taken from learning and analysis of reviews carried out by customers themselves, both from their customers and competitors' customers. Reviews can be useful for improving the product or even serving as inspiration for developing new products. These findings will offer benefits in copywriting to better target consumer needs. Marketing content variables, copywriting, and information credibility can be taken into consideration to improve management and marketer activities.

### Recommendation

Based on the findings and supported hypotheses, local skin care products are recommended to solve the research problem formulation. Since the information adoption hypothesis regarding purchasing decisions is supported, local skincare brands are advised to start using TikTok as part of their marketing platform. The increasing number of TikTok users helps businesses find their target users. New market players can start introducing their brands to the wider TikTok audience. Local skincare brands can also start running campaigns with the help of TikTok for Business. Information about product attributes is also important to include in TikTok marketing content. The role of influencers and customers in spreading eWOM is also worth pursuing to improve copywriting. Finally, it is recommended to choose high information credibility to review the product to increase the credibility of the information.

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