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THE INFLUENCE OF ARTIFICIAL INTELLIGENCE AND ELECTRONIC WORD OF MOUTH (EWOM) ON CONSUMER PURCHASING DECISIONS

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Abstract

This study aims to analyze the effect of using artificial intelligence (AI) algorithms and electronic word of mouth (eWOM) on consumer purchasing decisions on the TikTok social media platform, with a focus on fashion products in the Greater Jakarta area. This study focuses on Generation Z and Millennials as the research population. This study used a quantitative approach with a survey involving 358 active respondents who met the criteria. The research model examines the relationship of variables such as Purchase Duration, Product Recommendation, Social Media Dependency, and Consideration Set, as well as the impact of eWOM on purchasing decisions. The results showed that Product Recommendation and Social Media Dependency have a significant influence on Consideration Set, which in turn influences consumer purchasing decisions. On the other hand, Purchase Duration does not have a significant influence on Consideration Set in the context of fashion purchases through TikTok. In addition, perceived eWOM was found to play an important role as an external factor that directly influences purchasing decisions. These findings provide insights for fashion industry players and digital platforms to optimize AI and eWOM-based marketing strategies, to increase consumer engagement and drive purchase decisions in the social media era.

Keywords: Artificial Intelligence, TikTok, Consumer Behavior, Fashion Industry, Jabodetabek, Digital Marketing

Introduction

In recent years, technological developments have had a significant impact on various aspects of life, including the way consumers make online purchasing decisions. Artificial intelligence (AI), especially machine learning and predictive analytics, is now one of the main pillars of digital transformation. This technology helps social media platforms improve user experience by personalizing product recommendations, understanding consumer behavior, and increasing marketing efficiency (Beyari & Garamoun, 2022; Yeo et al., 2022). With the ability to analyze consumer search trends and provide relevant recommendations, AI directly contributes to increasing purchase conversion rates on e-commerce platforms. In addition, social media such as Instagram and TikTok are now important spaces for sharing eWOM (Electronic Word of Mouth) content that influences consumer perceptions of certain brands and products. Previous studies have shown that emotional elements, product quality, and perceived eWOM have a significant influence on consumer purchasing decisions on social media platforms (Beyari & Garamoun, 2022; Yeo et al., 2022). Thus, the integration of AI into social media platforms not only changes the way consumers interact with technology but also increases business opportunities to reach consumers more effectively (Yeo et al., 2022).

The advent of AI has also created a technical basis for intelligent operations in the advertising industry (Barsan et al., 2023; Chuan et al., 2023). Specifically, this technology

is used in ad targeting, personalization, content creation, and ad optimization (Singh et al., 2023). By analyzing consumer behavior, AI provides valuable insights that help advertisers strategize more effectively. This improves the efficiency of advertising information processing and decision-making, especially in audience targeting segments using machine learning techniques (Dwivedi et al., 2023). For example, machine learning can significantly increase the reach of target audiences and facilitate user segmentation (Gao et al., 2023).

Artificial intelligence (AI) technology plays a vital role in influencing consumer perceptions, interests, and purchasing decisions through its advanced features such as content personalization, product recommendations, and predictive analytics. AI-generated content personalization can increase user interest and engagement by presenting relevant content according to individual preferences and needs. This can increase the likelihood of purchase because users feel that the content presented is highly relevant to their desires. In addition, AI-based product recommendations also play a significant role in consumer purchasing decisions. AI analyzes purchase history and browsing behavior to provide relevant product recommendations, which in turn increases the perception of product value and purchase intention. Research conducted by Chowdhury et al. (2024) shows that AI-based product personalization and recommendations can increase user interest and encourage them to make purchases. In addition, the use of chatbots and virtual assistants powered by AI provides instant support to customers, which not only enhances user experience but also builds consumer trust and loyalty. All these features work together to influence consumer perceptions, interests, and ultimately purchasing decisions in today's digital era (Chowdhury et al., 2024)

Social media has a significant role in individual life, because it can create two-way or more interactions and communication in various places. Social media that is often used also follows the development of trends in social media applications. TikTok is one of the most popular social media applications in Indonesia (Prabayanti et al., 2022). Based on data from Kemp (2024), it can be seen that TikTok is one of the most widely used social media platforms by the Indonesian people. With a usage percentage reaching 73.5%, TikTok is ranked fourth after WhatsApp (90.9%), Instagram (85.3%), and Facebook (81.6%).

In addition to supporting interaction and learning, TikTok has also become one of the most effective marketing tools for the fashion industry. The majority of popular and frequently promoted products on TikTok are fashion, including clothing, accessories, and footwear. The platform connects brands with consumers directly through creative and engaging content, leveraging AI technology to target the right audience. The combination of advanced AI technology and TikTok's popularity as a marketing platform creates a strong synergy, driving increased sales of fashion products (Tartaraj et al., 2024)**.** Furthermore, TikTok and Tokopedia have formed a significant strategic partnership to strengthen the e-commerce sector in Indonesia. In this collaboration, TikTok invested USD 1.5 billion in Tokopedia, which made TikTok own 75% of the company, while GoTo Group retained 25%. Through this partnership, TikTok's in-app shopping feature (TikTok Shop) is integrated into the Tokopedia platform, so that all shopping transactions via TikTok in Indonesia are now operated by Tokopedia. This partnership strengthens Tokopedia's position as one of the leading e-commerce platforms, while leveraging TikTok's advanced technology to drive growth (Goode & Kim, 2021).

Along with the rapid development of AI technology, the fashion industry in Indonesia has also experienced significant growth. The textile, apparel, and footwear sub-sectors have shown an increasing contribution to the national economy. In the first quarter of 2024, the

contribution of this sector reached 2.64% for textiles and apparel, and 5.90% for footwear, compared to the same period the previous year. This growth was driven by strong demand from overseas markets and the stability of domestic consumption, with an increase in overseas demand of 7.34% for textile products, 3.08% for apparel, and 12.56% for footwear (JPNN, 2024).

The fashion industry faces various challenges in online marketing and sales, especially in an increasingly competitive business environment. One of the main challenges is the intense competition in the digital market. The large number of fashion brands present online requires companies to continue to innovate and offer added value to attract and retain customers. In addition, rapid changes in consumer preferences also require companies to always update their collections and marketing strategies. Another significant challenge is the issue of product quality. Often, consumers have difficulty in ensuring the quality of products purchased online, which can differ from those seen in the product images. This can lead to dissatisfaction and product returns, which negatively impact the company's reputation and profits. For example, studies show that differences between product images and actual products can reduce consumer trust and hinder purchasing decisions (Mokodompit et al., 2024). Shipping and logistics are also major challenges in online marketing. The risk of product damage during shipping or delays in shipping can lead to customer dissatisfaction and affect future purchasing decisions. Therefore, companies must ensure that they have a reliable and efficient logistics system to minimize this risk. In addition, the use of technology in marketing strategies also presents challenges. While technologies such as AI can provide significant benefits in product personalization and recommendations, implementing these technologies requires significant investment and high technical capabilities. Companies must be prepared to invest in the technology and human resources needed to optimize the use of technology in their marketing. Research conducted by Mokodompit et al. (2024) also shows that customer engagement through integrated social media and websites is critical to increasing sales and customer loyalty. Elements such as online advertising, integration of social media shopping features, reward campaigns, and monitoring after-sales interactions all contribute to increasing customer engagement and sales transactions. However, implementing these strategies also requires careful planning and execution to achieve the desired results (Mokodompit et al., 2024).

Artificial intelligence (AI) and other technology advancements have had a big impact on how consumers make online purchases in recent years. According to earlier studies, artificial intelligence (AI), particularly in the form of machine learning and predictive analytics, can significantly enhance the user experience on social media platforms by understanding consumer behavior and personalizing product recommendations (Beyari & Garamoun, 2022; Yeo et al., 2022). With AI features that aid in audience targeting and content customisation, TikTok has emerged as one of the most successful social media channels for fashion product marketing (Tartaraj et al., 2024). AI-based product customisation can boost user interest and stimulate purchases, according to research by Chowdhury et al. (2024). This study's uniqueness comes from its particular focus on how TikTok's AI implementation affects fashion shoppers' decisions to buy in the Jabodetabek area.

Given all the above points, it becomes clear that there is an urgent need for in-depth research on how AI-powered social media, especially TikTok, influences consumer purchasing decisions in the fashion sector. This research will provide valuable insights for fashion companies in Jabodetabek to optimize their digital marketing strategies.

Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) is the largest metropolitan area in Indonesia and the center of the country's economy, culture, and politics. The internet access rate in DKI Jakarta, as the core of Jabodetabek, reached more than 80% in 2022, indicating significant technology penetration in the region (CNBC Indonesia, 2023). The high population density, large purchasing power, and wide access to technology make this region an ideal place to study the influence of TikTok AI on fashion consumers' purchasing decisions. This research is not only academically relevant but also has practical significance for the fashion industry that wants to leverage AI technology to increase sales and consumer engagement. Based on the development of AI and ML technology, its impact on social media and e-commerce, and the importance of the fashion sector in Indonesia, this study will explore "The Influence of AI-Based TikTok Social Media on Fashion Consumer Purchasing Decisions in Jabodetabek". This study is not only academically relevant but also practically important for the fashion industry that wants to utilize AI technology to increase sales and consumer engagement.

In the rapidly developing digital era, the use of artificial intelligence (AI) has penetrated various sectors, including digital marketing on social media platforms such as TikTok, where AI personalizes content that influences consumer purchasing decisions, especially in the fashion industry in the Jabodetabek area. This study raises questions about the influence of TikTok AI on consumer purchasing decisions and the role of perceived electronic word of mouth (eWOM) as an independent variable, focusing on factors such as exposure duration, product recommendations, and social media dependence. The purpose of this study is to analyze the influence of AI and eWOM on consumer purchasing decisions in fashion in Jabodetabek. The results of the study are expected to contribute to the development of digital marketing theory, increase insight into the use of AI technology in marketing, and provide practical guidance for fashion industry players and platform developers on utilizing TikTok's AI features to increase sales, while helping to formulate effective digital marketing strategies for fashion companies in Jabodetabek.

Research Methods

This study is a quantitative study that examines the influence of artificial intelligence (AI) technology on consumer purchasing decisions on social media platforms. The focus is on understanding variables such as purchase duration, product recommendations, social media dependence, and perceived eWOM (Electronic Word of Mouth). This study refers to the research of Beyari and Garamoun (2022) and Yeo et al. (2022), which highlighted the significant influence of AI and social interaction on purchasing decisions.

Research Hypothesis

This study proposes five main hypotheses, including: (1) the positive influence of purchase duration on the number of items in the consideration set, (2) the positive influence of product recommendations on the number of items in the consideration set, (3) the influence of social media dependence on the consideration set, (4) the influence of the consideration set on purchasing decisions, and (5) the influence of perceived eWOM on purchasing decisions.

Research Design and Methods

The study was conducted quantitatively with a cross-sectional design, using an online survey method via Google Form. The sample consisted of 385 respondents who were active TikTok users in Jabodetabek who had purchased fashion products. The sampling technique used was purposive sampling, with criteria such as a minimum age of 18 years and shopping experience on TikTok in the last three months.

Data Collection and Analysis Techniques

Data were collected using a questionnaire with a 7-point Likert scale. Data analysis was carried out through a pre-test using SPSS and SEM (Structural Equation Modeling) analysis using SmartPLS 3.0. Convergent validity, discriminant, and reliability tests were carried out to ensure data quality. The structural model was then tested to assess the relationship between variables and test the proposed hypotheses.

Results and Discussion

Implementation of the Questionnaire Wording Test

Before the survey was conducted, the researcher first conducted a wording test to ensure that each question in the questionnaire was easy for respondents to understand. The questionnaire was sent online via Google Form to six respondents who were relevant to the target population of the study, such as active TikTok users who had purchased fashion products online.

Respondents were asked to provide feedback on the clarity and relevance of the questions. Based on the feedback, the researcher revised the terms, reduced ambiguity, and restructured the sentences to improve the readability of the questionnaire. This process aims to ensure the quality of the questionnaire before it is used in the pre-test, so that the data collected is more valid and reliable.

Implementation of Pre-Test 1 Questionnaire

After the wording test process is carried out on each question in the questionnaire, the next stage is to start collecting data by distributing the questionnaire online via Google Form for pre-test purposes. This pre-test aims to test the validity and reliability of the research variables, thus ensuring that the research instrument is reliable. Data from the pre-test, which involved 37 respondents, will be analyzed using the SPSS application.

In this analysis, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value will be calculated to measure the suitability of the sample, as well as the Cronbach's Alpha coefficient to test the reliability of the instrument. The results of this pre-test data processing will provide an overview of the validity and reliability of the questionnaire, which will be explained further in the details of the next test results.

Implementation of Pre-Test 2 Questionnaires

After analyzing the results of the first pre-test, it was found that several indicators in the questionnaire did not meet the validity and reliability criteria. This is indicated by the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value which is still below the minimum threshold of 0.5, as well as several items that have loading factor values of less than 0.7. In addition, the Cronbach's Alpha coefficient for several variables is below the acceptable value, which is 0.6, indicating that the internal consistency of the instrument needs to be improved.

To overcome these problems, improvements were made to the research instrument by revising questions that were irrelevant or difficult for respondents to understand. This

revision process involved an in-depth evaluation of the questionnaire content, both in terms of the suitability of the questions to the construct being measured, and the clarity of the language used.

Respondent Profile and Consumption Patterns

In this study, data collection was conducted using an online questionnaire distributed through the Google Form platform. A total of 357 respondents participated in filling out the questionnaire, which was designed to measure variables related to this study. The data collection process focused on the community of social media users and customers who actively purchase fashion products through the TikTok platform.

The questionnaire was distributed through social media that is related to the TikTok user community, as well as the researcher's personal network. This process was carried out to reach a group of respondents who were relevant to the research objectives, namely those who had used TikTok and purchased fashion products through the platform. In addition, screening questions were included in the questionnaire to ensure that only respondents who met the criteria participated in the study. Of the total respondents, 358 people passed the screening stage and their data could be processed further. The questionnaires collected successfully provided demographic and behavioral information on respondents that was useful for answering the research questions.

Descriptive Analysis

Descriptive analysis is a method for grouping, sorting, and analyzing data based on respondents' responses as questionnaire respondents. The purpose of this analysis is to create views or opinions without intending to make generalizations. Descriptive statistical analysis is used to describe the characteristics of respondents and provide an overview of their attitudes or perceptions, which are usually presented in the form of average values (means).

To facilitate the interpretation of the average results of each questionnaire item, the researcher developed categories of respondents' answers. This process was carried out by subtracting the highest scale value (7) from the lowest scale value (1), then dividing the difference by the number of scales used, which is 7. The results of these answer categories were used to facilitate the descriptive analysis process.

Table 1. Mean Class Category

Mean Value	Information
$1.00 < x \leq 1.86$	Very Low
$1.87 < x \leq 2.72$	Low
$2.73 < x \leq 3.58$	Quite Low
$3.59 < x \leq 4.44$	Currently
$4.45 < x \leq 5.30$	High enough
$5.31 < x \leq 6.16$	Tall
$6.17 < x \leq 7.00$	Very high

(Source: Researcher Processing, 2024)

Measurement Model Analysis

This study tested the validity using SEM-PLS with SmartPLS 3.2.9, assessing the outer loading value (>0.60) and AVE (>0.5) (Ghozali, 2014; Hair et al., 2017). All indicators meet the validity requirements with outer loading values between 0.732-0.938 and AVE ranging from 0.651-0.831. The reliability test showed that the Cronbach's alpha

and composite reliability values of all variables exceeded 0.7, indicating high reliability (Hair et al., 2017). The discriminant validity test was carried out with cross loading and HTMT, showing that the loading value between variables was higher in the intended construct compared to other constructs, and HTMT was below the threshold of 0.90 (Henseler et al., 2022). The fit model was evaluated using SRMR of 0.076, which meets the criteria <0.08 (Hair et al., 2022), confirming that the model is suitable for further analysis.

Structural Model Analysis

This study uses R^2, F^2, and Q^2 analysis to evaluate the predictive power of the structural model (Hair et al., 2017). The R^2 value shows that Purchase Decision (CPD) is explained by 62.1% by the Consideration Set (CS) and eWOM variables, while CS is explained by 42.9% by Purchase Duration (PD), Product Recommendation (PR), and Social Media Dependency (SMD). In the F^2 test, PR has a moderate influence on CS ($f^2 = 0.113$), while eWOM contributes moderately to CPD ($f^2 = 0.187$). SMD has a weak influence on CS ($f^2 = 0.093$) and CPD ($f^2 = 0.035$), while PD shows minimal influence on both. The Q^2 test shows a predictive relevance value of 0.439 for CPD and 0.312 for CS, confirming the model's ability to significantly predict the dependent variable (Hair Jr. et al., 2019).

Research Hypothesis Testing

The hypothesis testing stage in this study was carried out through path coefficient analysis using the bootstrapping method in SmartPLS. The results showed that Product Recommendation (PR), Social Media Dependency (SMD), and Consideration Set (CS) have a significant influence on purchasing decisions (CPD). PR shows a direct positive influence on CS with a path coefficient value of 0.362 and a p-value of 0.000, while SMD is also significant with a path coefficient of 0.174 and a p-value of 0.006. In addition, CS has a significant influence on CPD with a path coefficient of 0.276 and a p-value of 0.000. Consumer reviews (eWOM) also play an important role with a path coefficient of 0.396 and a p-value of 0.000. However, the relationship between Purchase Duration (PD) and CS is not significant, with a path coefficient of 0.049 and a p-value of 0.161. The mediation test shows that CS mediates the influence of PR and SMD on CPD, while PD does not have a significant indirect effect. Overall, this study confirms that product recommendations, social media reliance, and eWOM influence purchase decisions through the formation of consumer consideration lists.

Discussion

Each hypothesis tested in this study will be further explained through analysis and justification of the results. This explanation aims to provide a deeper understanding of the relationship between variables based on the results described in the previous sub-chapter.

Table 2. Comparison of Research Results

Hypothesis	Path Coefficient	Research result	Beyari & Garamoun Research Results, 2022	Research result Yeo, 2022
H1	PD → CS	Not Supported	Supported	-
H2	PR → CS	Supported	Supported	-
H3	SMD → CS	Supported	Not Supported	-

Hypothesis	Path Coefficient	Research result	Beyari & Garamoun Research Results, 2022	Research result Yeo, 2022
H4	CS → CPD	Supported	Supported	-
H5	eWOM → CPD	Supported	-	Supported

(Source: Researcher Processing, 2024)

The results of the hypothesis testing provide in-depth insights into the relationship between the variables analyzed in this study. In hypothesis H1, the effect of Purchase Duration on Consideration Set was found to be insignificant with a path coefficient value of 0.049, t-value of 0.990, and p-value of 0.161. This insignificance indicates that purchase duration is not the main factor influencing consumer consideration in the Jabodetabek area, especially in the context of the TikTok platform.

This is in contrast to the findings of Beyari and Garamoun (2022), which showed that purchase duration has a significant positive effect on customer consideration sets in the context of traditional e-commerce. In this context, purchase duration is considered an important element because it allows consumers to research, evaluate, and compare products in more depth. However, on short video-based platforms such as TikTok, purchases tend to be made impulsively based on product recommendations or promotional content personalized by the algorithm. This emphasizes the difference in the nature of consumption between platforms that allow for in-depth evaluation and platforms that prioritize visual and emotional content as triggers for purchasing decisions.

The results of the H2 hypothesis test show that Product Recommendation has a significant positive effect on Consideration Set with a path coefficient of 0.362, t-value of 4.416, and p-value of 0.000. Relevant and personalized product recommendations, such as those generated by TikTok AI, play an important role in building consumer consideration lists by increasing confidence, narrowing choices, and providing greater trust in the purchasing process.

These results are in line with the findings of Beyari and Garamoun (2022), who showed that AI-based recommendations significantly improve the Consideration Set by filtering products based on user purchase history and preferences. However, TikTok's algorithm offers additional advantages through interactive video content, creating a more dynamic experience than conventional e-commerce platforms. This confirms that the relevance and personalization of recommendations are key elements in building consumers' Consideration Sets.

In Beyari and Garamoun (2022) study, the relationship between social media dependency and consideration set was found to be insignificant, in contrast to the findings in the H3 hypothesis of this study, which showed a significant relationship with a path coefficient value of 0.174, t-value of 2.534, and p-value of 0.006. In the context of Beyari's study, dependence on social media is not strong enough to influence the formation of consideration sets, because other variables such as machine learning and product recommendations have a more dominant role in determining consumer considerations.

However, in this study, the reliance on social media was found to be significant, which may be due to differences in platform context and consumer demographics. TikTok, as a highly interactive social media platform based on short video content, allows consumers to receive information in a more engaging and understandable way. This is in

contrast to the social media ecosystem that may be more static or less interactive as used in Beyari's study. In addition, TikTok's penetration among the younger generation in Jabodetabek who were the subjects of this study may explain the difference in results, as this group tends to be more exposed to and influenced by social media in their consumer decision making.

This difference indicates that the influence of social media reliance on consideration sets is highly contextual, depending on the characteristics of the social media platform used and user behavior in a particular research area. TikTok, with its powerful personalization algorithm and ability to combine promotional content with user experience, may have a more significant influence than the other platforms analyzed in Beyari's study.

The test results on the H4 hypothesis show that Consideration Set has a significant positive effect on Purchase Decision, with a path coefficient of 0.276, t-value of 3.329, and p-value of 0.000. The justification for accepting this hypothesis is that the consumer consideration list is often the main basis in the purchasing decision-making process. The consideration list helps consumers filter and evaluate products that suit their needs and preferences. In the context of the fashion sector, where product variations are very wide, the existence of a structured consideration list gives consumers greater confidence when making decisions. In addition, these considerations reflect consumers' efforts to ensure that they choose products that have the best value according to their expectations, which ultimately improves the quality of purchasing decisions.

Finally, hypothesis H5 regarding the influence of Perceived eWOM on Purchase Decision shows a highly significant relationship with a path coefficient of 0.396, t-value of 6.378, and p-value of 0.000. This finding confirms the importance of electronic reviews and recommendations in building consumer trust. In a digital ecosystem like TikTok, eWOM is a key element that convinces consumers of the quality, credibility, or relevance of a product. Consumers often look for reviews or opinions from other users before deciding to buy a product, especially in the fashion category, where trust in a brand or product is heavily influenced by social recommendations. Positive reviews from other users can strengthen consumers' purchasing decisions and encourage them to feel more confident in their choices.

This finding is consistent with Yeo et al. (2022) research, which also showed that eWOM has a significant influence on consumer purchasing decisions, mainly through increasing perceptions of product quality and reducing uncertainty in purchasing. In the context of TikTok, AI-based algorithms that prioritize short video content and personalization strengthen the impact of eWOM by creating a stronger visual and emotional experience for consumers. In contrast, Yeo et al. (2022) who studied Instagram, revealed that although eWOM is effective in building trust, the platform is more limited to static visual content and text-based interactions. This suggests that TikTok is superior in delivering authentic and emotionally engaging eWOM through video formats, thereby accelerating consumer purchasing decisions. These findings highlight the strategic role of eWOM as an important element in AI-based digital marketing, while providing insights for industry players to maximize the potential of social media such as TikTok in increasing consumer trust and purchasing decisions.

Overall, the results of the hypothesis testing in this study indicate that factors such as product recommendations, reliance on social media, and perceived eWOM play an important role in influencing consumers' consideration lists and their purchasing decisions. In contrast, purchase duration shows an insignificant impact in the context of

this study, underlining the important role of emotional factors and more relevant information in influencing consumer behavior patterns in the digital era. These findings provide an important contribution in understanding how AI-based platforms such as TikTok influence consumer behavior, especially in the fashion sector, and provide insights for platform managers and industry players in designing more effective and personalized marketing strategies.

Conclusion

This study explores the influence of AI technology and eWOM on consumer purchasing decisions of Generation Z and Millennials in Jabodetabek, especially on the TikTok platform in the fashion product category. Using a quantitative approach through PLS-SEM analysis, this study found that product recommendations and reliance on social media significantly influenced consumers' consideration lists. Meanwhile, purchase duration did not significantly affect the consideration list, indicating the impulsive nature of online shopping. A strong consideration list increases consumer confidence in making purchase decisions, which is also influenced by positive reviews through eWOM that build trust and reduce uncertainty. These results highlight the importance of AI-based content personalization and eWOM-based marketing strategies to improve business competitiveness in a dynamic digital market.

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