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The effect of TikTok-based electronic word of mouth (e-WOM) on consumer purchase intention: Evidence from Kedai Cak Dul Srikana, Indonesia

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Abstract

The growing use of TikTok as a digital marketing platform makes electronic word of mouth (e-WOM) relevant to understanding consumer purchase intention in culinary businesses. This study aims to analyze the effect of e-WOM through TikTok on purchase intention among consumers of Kedai Cak Dul Srikana. A quantitative approach was employed, involving purposive sampling of 66 respondents and simple linear regression analysis. The results indicate that e-WOM has a positive and statistically significant effect on purchase intention, with a regression coefficient of 0.373, a *t* value of 3.281, and a significance level of 0.002. The coefficient of determination (R^2 = 0.144) indicates that e-WOM accounts for 14.4% of the variation in purchase intention, while the remaining variation is associated with factors outside the model. These findings provide empirical evidence of the relevance of e-WOM in TikTok-based culinary marketing and offer practical insights for improving digital information and communication strategies to support consumer purchase intention.

Keywords: Electronic word of mouth; TikTok; Consumer purchase intention; Culinary marketing; Kedai Cak Dul Srikana.

Abstrak

Perkembangan TikTok sebagai media pemasaran digital menjadikan *electronic word of mouth* (e-WOM) relevan untuk dikaji dalam pembentukan minat beli konsumen pada usaha kuliner. Penelitian ini bertujuan menganalisis pengaruh e-WOM melalui TikTok terhadap minat beli konsumen Kedai Cak Dul Srikana. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 66 responden dan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa e-WOM berpengaruh positif dan signifikan terhadap minat beli, dengan koefisien regresi 0,373, nilai *t* sebesar 3,281, dan signifikansi 0,002. Nilai koefisien determinasi sebesar 0,144 menunjukkan bahwa e-WOM menjelaskan 14,4% variasi minat beli, sedangkan sisanya berkaitan dengan faktor lain di luar model. Temuan ini memperkuat bukti empiris mengenai relevansi e-WOM pada pemasaran kuliner melalui TikTok dan memberikan masukan bagi pengelola kedai dalam mengoptimalkan informasi serta komunikasi digital untuk mendukung minat beli konsumen.

Kata Kunci: *Electronic word of mouth*; TikTok; Minat beli konsumen; Pemasaran kuliner; Kedai Cak Dul Srikana.

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Introduction

The development of digital marketing has made information about culinary products increasingly accessible through social media, including TikTok. Such information comes not only from business owners but also from consumers' experiences, reviews, and comments, which can influence prospective buyers' evaluations. Angelicha et al. (2025), in a study involving 130 social media users in Jakarta, Special Capital Region, found that electronic word of mouth (e-WOM) had a positive and significant effect on purchasing decisions regarding viral food products on TikTok and Instagram, with a coefficient of determination of 0.404. This finding indicates that consumer-to-consumer information shared on social media is relevant to the study of culinary marketing. For Kedai Cak Dul Srikana, the key issue is not merely the presence of content on TikTok, but rather how information circulating through the platform is associated with consumers' purchase intention.

This issue is important because the availability of online reviews does not automatically lead to purchase intention. Consumers may encounter appealing information but still consider other users' experiences, the content of reviews, and the consistency of the information before making a choice. Sarayar et al. (2021) examined purchase intention for Folcis Pudding in Manado using multiple linear regression and data from 100 respondents. Their findings showed that e-WOM, price, and product quality had positive and significant effects on purchase intention. Putri et al. (2024), in a study involving 150 respondents examining Mixue products in Medan, also found that e-WOM had a positive and significant effect on purchase intention. These findings demonstrate the relevance of e-WOM to culinary marketing. Nevertheless, differences in products, locations, and consumer characteristics mean that findings from previous studies need to be tested in other business contexts.

In the context of TikTok, e-WOM can be understood in terms of the intensity of information encountered, the valence of users' opinions, and the content of product-related information. These three dimensions help identify the characteristics of the digital information examined without assuming that all forms of reviews have the same effect. Susanti and Kamila (2024) studied 100 TikTok Shop users in relation to Implora products using SmartPLS 4. Their findings indicated that e-WOM had a significant direct effect on purchase intention, with trust serving as a moderating variable. Winarno and Indrawati (2022) also found a positive and significant relationship between e-WOM and purchase intention in a social media marketing study involving Sunday Bowl Cereal Club products. In addition, Fitriasari and Ahmadi (2025) and Aulia et al. (2024), through their literature reviews, highlighted the relevance of e-WOM in shaping consumers' purchase intention on social media.

Previous studies indicate that the relationship between e-WOM and purchase intention has not always yielded consistent findings. Hermawan et al. (2026), in a

survey of 97 consumers of Seblak Mamam Foodies in Sukabumi, found that e-WOM, product variety, and product quality had positive and significant effects on repurchase intention. In contrast, Ukasyah et al. (2025) found a negative effect of e-WOM on purchase intention among Pizza Hut consumers, while brand image did not significantly mediate this relationship. Prasetyo et al. (2024) examined e-WOM in the context of purchasing decisions for coffee beverages at Fortunate Coffee in Medan, using a dependent variable different from that of the present study. These differences in research objects, variables, and findings indicate that conclusions from previous studies cannot be directly applied to all culinary businesses. Therefore, empirical testing is needed that specifically focuses on consumers' purchase intention toward Kedai Cak Dul Srikana through TikTok.

In light of this research gap, this study aims to analyze the effect of electronic word of mouth through TikTok on consumers' purchase intention toward Kedai Cak Dul Srikana. E-WOM is measured through the dimensions of intensity, valence of opinion, and content, while purchase intention encompasses transactional, referential, preferential, and exploratory intention. The importance of this study lies in the need for specific empirical evidence regarding the relationship between e-WOM and purchase intention in the culinary business examined, particularly because previous studies have reported varying findings across different contexts. Involving 66 respondents selected through purposive sampling and employing simple linear regression, this study tests the significance of the effect of e-WOM on purchase intention. The findings are expected to enrich research on digital marketing and provide practical insights for the management of Kedai Cak Dul Srikana in evaluating its communication and product information strategies on TikTok.

Method

This study employed a quantitative approach with an explanatory design to analyze the effect of electronic word of mouth (e-WOM) through TikTok on consumers' purchase intention toward Kedai Cak Dul Srikana. A quantitative approach was used to examine relationships between variables through numerical measurement and statistical analysis (Creswell & Creswell, 2018). The independent variable in this study was e-WOM (X), while the dependent variable was purchase intention (Y). Based on the conceptual framework presented in Figure 1, the research hypotheses were formulated as follows: H_0 states that e-WOM through TikTok has no significant effect on consumers' purchase intention toward Kedai Cak Dul Srikana, whereas H_1 states that e-WOM through TikTok has a significant effect on consumers' purchase intention toward Kedai Cak Dul Srikana. Both hypotheses were tested using simple linear regression.

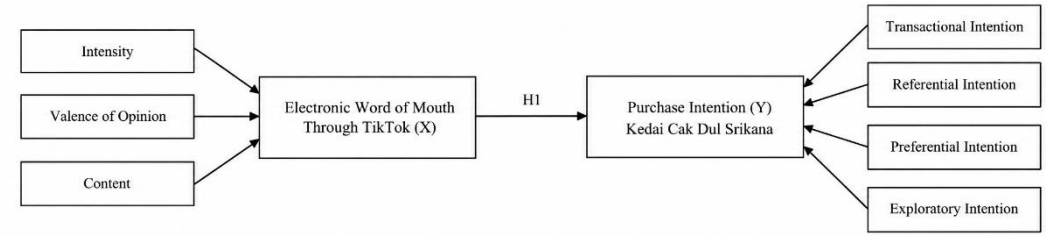


Figure 1. Research conceptual framework

Source: Prepared by the researchers (2026).

Data were collected through a questionnaire administered to 66 respondents selected using purposive sampling. Respondents were selected based on their suitability for the research criteria and the context of Kedai Cak Dul Srikana's marketing through TikTok. The research instrument used a Likert scale and consisted of 15 statement items measuring e-WOM and nine statement items measuring purchase intention. E-WOM was measured through the dimensions of intensity, valence of opinion, and content, which have also been discussed in studies of electronic word-of-mouth communication (Haryono, 2022; Sekarkedaton, 2022). Meanwhile, purchase intention was measured through the dimensions of transactional, referential, preferential, and exploratory intention, following Ferdinand (2014). Details of the variables, dimensions, indicators, and measurement scales are presented in Table 1.

Table 1. Operationalization of research variables

Variable	Dimension	Indicator	Scale
Electronic word of mouth (e-WOM) (X)	Intensity	Frequency of encountering or viewing information about Kedai Cak Dul Srikana on TikTok	Likert
	Valence of opinion	Positive and negative opinions or comments posted by TikTok users about Kedai Cak Dul Srikana	Likert
	Content	Content and clarity of information about Kedai Cak Dul Srikana's products presented in TikTok content	Likert
Purchase intention (Y)	Transactional intention	Desire to purchase products from Kedai Cak Dul Srikana	Likert
	Referential intention	Tendency to recommend Kedai Cak Dul Srikana to others	Likert
	Preferential intention	Tendency to regard Kedai Cak Dul Srikana as the primary choice over similar establishments	Likert
	Exploratory intention	Desire to seek further information about Kedai Cak Dul Srikana	Likert

Source: Prepared by the researchers (2026), based on the e-WOM and purchase intention literature used in this study.

Before hypothesis testing, the research instrument was evaluated for validity and reliability to assess the accuracy and consistency of the measurements. The statistical assumption tests included normality and linearity tests, as well as an assessment of heteroscedasticity, to evaluate the suitability of applying simple linear regression. Regression analysis was used to examine the effect of e-WOM on purchase intention by considering the regression coefficient, significance value, and coefficient of determination (R^2). The regression coefficient indicates the direction of the statistical relationship between the independent and dependent variables, while the significance value is used to determine whether H_0 should be rejected or not rejected. The coefficient of determination indicates the proportion of variation in purchase intention explained by e-WOM in the research model. The hypotheses H_0 and H_1 were evaluated based on the significance test of the regression coefficient at the significance level specified in the study.

The interpretation of the findings took into account the sample characteristics, the context of TikTok use, and the limitations of the research design. The use of purposive sampling with 66 respondents limits the generalizability of the findings; therefore, the results cannot automatically be considered representative of all Kedai Cak Dul Srikana consumers or consumers of other culinary businesses. Furthermore, simple linear regression examines the statistical relationship between e-WOM and purchase intention but does not, by itself, establish a causal relationship through experimental evidence. As detailed in Table 1, e-WOM was measured through three dimensions, while purchase intention encompassed four dimensions. The analysis focused on the overall effect of e-WOM on purchase intention rather than examining the effect of each dimension separately. Accordingly, the conclusions are limited to the relationships between the variables in the tested model and the characteristics of the sample studied.

Results and Discussion

Instrument validity and reliability tests

The validity test was conducted on 24 statement items completed by 66 respondents to ensure that the instrument adequately measured the research variables. The results showed that the 15 statement items measuring electronic word of mouth (e-WOM) had calculated *r* values ranging from 0.391 to 0.624, while the nine statement items measuring purchase intention had values ranging from 0.649 to 0.825. All these values exceeded the critical *r* value of 0.242. Therefore, based on the criteria applied in this study, all statement items met the validity criteria and were retained for further analysis. These results provide initial evidence that the indicators were associated with the variables they were intended to measure, although instrument validity must also be considered in terms of conceptual accuracy and the coverage of indicators for each variable.

Table 2. Results of the instrument validity test (N = 66)

Variable	Item	Calculated *r*	Critical *r*	Assessment
e-WOM (X)	X1	0.624	0.242	Valid
	X2	0.570	0.242	Valid
	X3	0.603	0.242	Valid
	X4	0.453	0.242	Valid
	X5	0.482	0.242	Valid
	X6	0.491	0.242	Valid
	X7	0.391	0.242	Valid
	X8	0.403	0.242	Valid
	X9	0.544	0.242	Valid
	X10	0.463	0.242	Valid
	X11	0.399	0.242	Valid
	X12	0.529	0.242	Valid
	X13	0.588	0.242	Valid
	X14	0.568	0.242	Valid
	X15	0.444	0.242	Valid
Purchase intention (Y)	Y1	0.720	0.242	Valid
	Y2	0.668	0.242	Valid
	Y3	0.725	0.242	Valid
	Y4	0.825	0.242	Valid
	Y5	0.763	0.242	Valid
	Y6	0.749	0.242	Valid
	Y7	0.663	0.242	Valid
	Y8	0.673	0.242	Valid
	Y9	0.649	0.242	Valid

Source: SPSS data analysis (2026).

As shown in Table 2, all items had calculated *r* values above the specified reference value. Nevertheless, the strength of the correlations varied across items. For the e-WOM variable, the lowest value was recorded for item X7 (0.391), while the highest was recorded for item X1 (0.624). For purchase intention, the lowest value was recorded for item Y9 (0.649), while the highest was recorded for item Y4 (0.825). These differences indicate that the strength of the association between individual items and the variable scores was not uniform. However, these test results alone do not establish that one item is conceptually more important than another. Overall, the findings

support retaining all items for subsequent analysis while continuing to consider the alignment of each indicator with the operational definition of its respective variable.

A reliability test was subsequently conducted to assess the internal consistency of the statement items used to measure each variable. The analysis employed Cronbach's alpha, with a value above 0.70 serving as the reliability criterion established for this study. The results presented in Table 3 show that purchase intention had a Cronbach's alpha of 0.879, while e-WOM had a value of 0.777. Both values exceeded the specified threshold; therefore, both instruments were considered reliable. These values indicate that the items within each variable demonstrated adequate internal consistency according to the criteria applied. Accordingly, the research instrument was considered suitable for further analysis of the relationship between e-WOM through TikTok and consumers' purchase intention toward Kedai Cak Dul Srikana.

Table 3. Results of the instrument reliability test

Variable	Cronbach's alpha	Assessment
Purchase intention (Y)	0.879	Reliable
e-WOM (X)	0.777	Reliable

Source: SPSS data analysis (2026).

A comparison of the reliability coefficients shows that purchase intention had a higher value than e-WOM. This difference indicates varying levels of internal consistency between the two instruments based on their respective coefficients, but it does not, by itself, establish that the measurement of purchase intention is more valid or superior overall. Reliability also does not guarantee that all conceptual aspects of a variable have been adequately covered. Therefore, the validity and reliability results should be interpreted as preliminary evidence of the suitability of the instrument rather than as the sole basis for evaluating measurement quality. Since both instruments met the criteria applied in this study, the analysis proceeded to model assumption testing and simple linear regression. These subsequent analyses were necessary to determine whether the statistical relationship between e-WOM and purchase intention was supported by the model testing results.

Classical assumption tests: normality, linearity, and heteroscedasticity

Classical assumption tests were conducted to assess whether the data met the requirements necessary before interpreting the simple linear regression analysis. In this study, the tests covered residual normality, the linearity of the relationship between electronic word of mouth (e-WOM) and purchase intention, and heteroscedasticity. Normality was assessed using the One-Sample Kolmogorov–Smirnov test, linearity was examined using the ANOVA table, and heteroscedasticity was evaluated by inspecting the scatterplot. These three tests serve different purposes; therefore, their results need to be interpreted separately. Normality concerns the

distribution of residuals, linearity assesses the form of the relationship between variables, and heteroscedasticity concerns the consistency of residual variance. The results of these tests provide a basis for assessing the suitability of the model before proceeding with further regression analysis.

The normality test was conducted to determine whether the residuals in the regression model followed a normal distribution. Based on the test results for 66 respondents, the Kolmogorov–Smirnov statistic was 0.094, with an Asymp. Sig. (2-tailed) value of 0.200 and a Monte Carlo significance value of 0.148. Both significance values exceeded 0.05, indicating insufficient statistical evidence to reject the normality assumption based on these tests. Accordingly, the residuals met the normality criterion applied in this study. These findings support proceeding with the regression analysis, although they do not establish that the residuals are perfectly normally distributed. Detailed normality test results are presented in Table 4, including the number of respondents, distribution parameters, extreme differences, test statistic, and significance values.

Table 4. Results of the normality test (One-Sample Kolmogorov–Smirnov test)

Parameter	**Statistic**	**Value**
Number of respondents (*N*)		66
Normality parameters	Mean	0.0000000
	Std. Deviation	5.40090949
Most Extreme Differences	Absolute	0.094
	Positive	0.073
	Negative	−0.094
Test Statistic		0.094
Asymp. Sig. (2-tailed)		0.200
Monte Carlo Sig. (2-tailed)		0.148
99% Monte Carlo confidence interval	Lower bound	0.139
	Upper bound	0.157

Source: SPSS data analysis (2026).

The linearity test was conducted to assess whether the relationship between e-WOM and purchase intention could be represented by a linear pattern. As shown in Table 5, the significance value for Linearity was 0.003, which was below 0.05, whereas the significance value for Deviation from Linearity was 0.905, which exceeded 0.05. These results indicate a statistically significant linear component, with no statistically significant deviation from linearity detected. Therefore, the relationship between e-WOM and purchase intention met the linearity criterion applied in this study. This finding supports the use of simple linear regression to analyze the relationship between the two variables. However, the linearity test does not establish a causal

relationship. It provides information only about the form of the observed statistical relationship, while the direction and significance of the effect must be assessed through the regression results and hypothesis testing.

Table 5. Results of the linearity test (ANOVA table)

Source of variation	**Component**	**Sum of Squares**	***df***	**Mean Square**	***F***	**Sig.**
Between Groups	Combined	612.486	17	36.029	1.079	0.400
	Linearity	318.946	1	318.946	9.553	0.003
	Deviation from Linearity	293.540	16	18.346	0.550	0.905
Within Groups		1602.499	48	33.385		
Total		2214.985	65			

Source: SPSS data analysis (2026).

Heteroscedasticity was assessed using a scatterplot by examining the relationship between standardized predicted values and standardized residuals. As shown in Figure 2, most points were concentrated at standardized predicted values ranging from approximately −0.5 to 0.5, with residuals distributed both above and below the zero line. The points did not exhibit a consistent funnel-shaped pattern of narrowing or widening as the predicted values increased. Although several points had relatively extreme residuals, particularly around −3.5 and −2.4, they did not form a systematic distribution pattern. Thus, visual inspection revealed no strong indication of heteroscedasticity in the regression model. However, this conclusion is limited to the graphical assessment and does not rule out the possibility of unequal variance that cannot be detected through visual inspection alone.

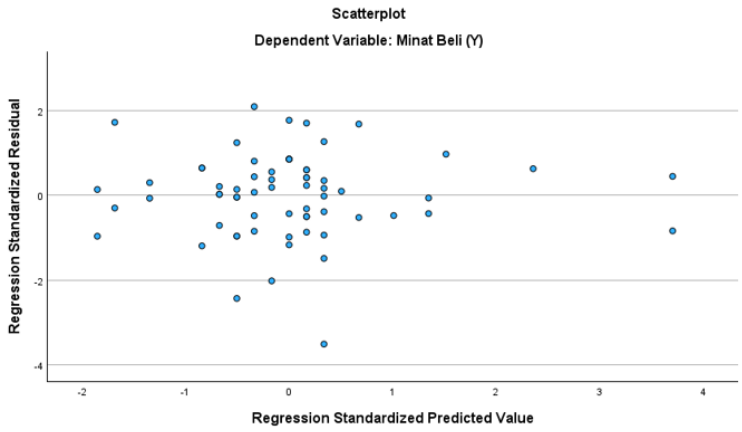


Figure 2. Results of the heteroscedasticity test (scatterplot)

Source: SPSS data analysis (2026).

Overall, the normality, linearity, and heteroscedasticity tests provide preliminary support for the conclusion that the model met the assumption criteria examined in this

study. The residuals showed no statistically significant departure from normality, the relationship between e-WOM and purchase intention met the linearity criterion, and the scatterplot showed no strong indication of heteroscedasticity. Accordingly, the analysis proceeded to simple linear regression to examine the statistical relationship between e-WOM through TikTok and consumers' purchase intention toward Kedai Cak Dul Srikana. Nevertheless, meeting these assumption criteria does not, by itself, establish a causal relationship or guarantee that the model is free from all potential statistical problems. The subsequent interpretation of the regression results must therefore continue to consider the sample characteristics, the adequacy of variable measurement, and the limitations of the research design.

Hypothesis testing: simple linear regression, *t*-test, and coefficient of determination

Simple linear regression analysis was used to examine the effect of electronic word of mouth (e-WOM) through TikTok on consumers' purchase intention toward Kedai Cak Dul Srikana. Based on the results presented in Table 6, the analysis yielded a constant of 16.443 and an e-WOM regression coefficient of 0.373. Accordingly, the regression equation was $\hat{Y} = 16.443 + 0.373X$. The constant represents the predicted purchase intention score when the e-WOM score is zero, while the positive regression coefficient indicates that each one-unit increase in the e-WOM score is associated with a 0.373-unit increase in the purchase intention score. These results indicate a positive relationship between the two variables. However, the interpretation of this coefficient is limited to the statistical model employed and does not directly indicate changes in consumers' actual purchase intention.

Table 6. Results of simple linear regression analysis and the *t*-test

Model	Variable	B	Std. Error	Beta	*t*	Sig.
1	Constant	16.443	5.498	—	2.991	0.004
1	e-WOM (X)	0.373	0.114	0.379	3.281	0.002

Dependent variable: Purchase intention (Y).

Source: SPSS data analysis (2026).

Hypothesis testing was conducted using the *t*-test to determine whether the e-WOM regression coefficient was statistically significant. The results in Table 6 show that the calculated *t* value was 3.281, exceeding the critical *t* value of 1.998 at 64 degrees of freedom and a 5% significance level. The significance value of 0.002 was also below 0.05. Based on these results, H_0 was rejected and H_1 was supported. Thus, e-WOM through TikTok had a positive and statistically significant effect on consumers' purchase intention toward Kedai Cak Dul Srikana. This means that higher e-WOM scores were associated with higher purchase intention scores in the research sample. Nevertheless, these findings are insufficient to establish a causal relationship because

the study employed a survey design without variable manipulation or experimental testing.

The model's ability to explain variation in purchase intention was assessed using the coefficient of determination. As shown in Table 7, the R Square value of 0.144 indicates that e-WOM explained 14.4% of the variation in purchase intention within the research model. The remaining 85.6% represents variation not explained by the model. Meanwhile, the Adjusted R Square value of 0.131 represents the coefficient of determination adjusted for the number of predictors and sample size. These findings indicate that although e-WOM had a statistically significant effect, the model's ability to explain variation in purchase intention remained limited. Therefore, the findings should be understood as empirical evidence of the relationship between e-WOM and purchase intention rather than as a comprehensive explanation of how consumers' purchase intention develops.

Table 7. Results of the coefficient of determination test (model summary)

Model	R	R Square	Adjusted R Square	Std. Error
1	0.379	0.144	0.131	5.443

Predictors: Constant and e-WOM (X).

Source: SPSS data analysis (2026).

Overall, the regression analysis, *t*-test, and coefficient of determination indicate that e-WOM through TikTok had a positive and statistically significant effect on consumers' purchase intention toward Kedai Cak Dul Srikana, although the model's explanatory power was limited. The R Square value of 14.4% indicates that e-WOM explained only part of the observed variation in purchase intention. The unexplained variation may be associated with other factors not included in the model, although their contributions cannot be established from this study. Future research could consider variables such as perceived price, product quality, brand image, and promotion to develop a broader understanding of the factors associated with consumers' purchase intention. Such an approach could also help address the limitations in the explanatory power of the present model.

The effect of electronic word of mouth (e-WOM) through TikTok on consumers' purchase intention toward Kedai Cak Dul Srikana

Electronic word of mouth (e-WOM) through TikTok was positively and significantly associated with consumers' purchase intention toward Kedai Cak Dul Srikana. This finding is supported by a regression coefficient of 0.373, a *t* value of 3.281, a *p* value of 0.002, and a standardized beta coefficient of 0.379. These results indicate that an increase in e-WOM scores was associated with an increase in purchase intention scores in the research model. Ismagilova et al. (2020), in a meta-analysis of 69 studies, found that e-WOM usefulness was correlated with purchase intention at $r = 0.623$, while

argument quality was correlated at $r = 0.468$. Both findings support the relevance of e-WOM, although correlation estimates from studies conducted across different contexts cannot be directly equated with the regression coefficient obtained in the present study. This comparison reinforces the direction of the findings rather than establishing that the magnitude of the effects is equivalent.

Although the relationship between e-WOM and purchase intention was statistically significant, the model's explanatory power remained limited. The R^2 value of 0.144 indicates that e-WOM explained 14.4% of the variation in purchase intention in the research sample, while the remaining 85.6% was unexplained by the model. Albayrak and Ceylan (2021) conducted a meta-analysis of 19 studies and calculated a pooled effect size, as well as effect sizes for 21 e-WOM factors based on the hypotheses examined. Their approach demonstrates that the relationship between e-WOM and purchase intention can be investigated through more specific factors. However, their findings do not provide a basis for concluding that the R^2 value in the present study should have been higher or lower. Accordingly, the 14.4% figure should be interpreted as an indication of the model's explanatory capacity, not as the percentage of consumers who made purchases because of e-WOM.

This limitation in explanatory power provides a rationale for examining the three e-WOM dimensions used in this study: intensity, valence of opinion, and content. Intensity refers to the frequency with which consumers encounter information about Kedai Cak Dul Srikana on TikTok. More frequent exposure may increase opportunities for consumers to become familiar with the establishment, but it does not necessarily make the information more useful. Ismagilova et al. (2020) found that e-WOM volume was not among the strongest predictors of purchase intention in their synthesis, unlike information usefulness and attitudes toward the product. This comparison suggests that exposure frequency does not automatically translate into a stronger effect. Nevertheless, the present study did not examine intensity separately. Therefore, it remains unclear whether exposure frequency is more strongly associated with purchase intention than the other two dimensions.

The valence of opinion dimension concerns the direction of consumer opinions, whether positive or negative, regarding a product or service. For Kedai Cak Dul Srikana, reviews and comments on TikTok may serve as sources of information that prospective consumers consider before forming purchase intentions. Ismagilova et al. (2020) found that e-WOM valence was among the most frequently examined predictors and had a significant relationship with purchase intention in 18 of the 21 relationships analyzed. This finding provides empirical support for the importance of opinion valence. However, evidence from studies across different contexts does not establish that positive opinions are the most dominant dimension for Kedai Cak Dul Srikana. The present study examined e-WOM as an overall construct rather than

testing the individual effect of valence. Therefore, discussions of positive and negative opinions remain conceptually relevant but cannot be treated as specific findings derived from the present dataset.

The content dimension refers to the substance and clarity of information consumers receive through TikTok content. Information that is easy to understand may help prospective consumers become familiar with a product before forming purchase intentions. Hasena and Sakapurnama (2021) studied 100 TikTok users who were familiar with Somethinc products but had never purchased them. Using regression analysis, they found that e-WOM influenced purchase intention; brand image was also associated with purchase intention and played a role in the relationship between e-WOM and purchase intention. These findings suggest that the relationship between e-WOM and purchase intention can be understood through a broader set of variables than content exposure alone. However, their study did not examine the content dimension using a model identical to that of the present study. Therefore, the Somethinc findings support the relevance of e-WOM but are insufficient to establish the independent effect of content on purchase intention in the context of Kedai Cak Dul Srikana.

Comparisons with other TikTok studies indicate that relationships between e-WOM and purchase intention have also been identified for different products, although their findings should not be assumed to be identical. Azhari et al. (2025) examined e-WOM and purchase intention toward Glad2Glow products through TikTok, while Ratman et al. (2026) investigated the influence of TikTok affiliate content by Reizuka Ari on purchase intention toward Scora products. Both studies share similarities with the present research in their use of TikTok and purchase intention as a variable, but their product contexts and forms of information delivery differ. Dwiputri and Syahputra (2023) provided more detailed quantitative evidence through a survey of 445 TikTok users. They found that e-WOM quality, quantity, and credibility simultaneously had positive and significant effects on skincare purchase intention, with an R^2 value of 0.485. However, e-WOM quantity was not statistically significant when examined individually, suggesting that the volume of information alone does not necessarily explain purchase intention.

Differences in context are also evident in studies involving other products and platforms. Ndraha (2024) examined the effect of electronic word of mouth (e-WOM) on purchase intention toward Seom Gum soap among 34 male and female consumers with senior high school or vocational high school educational backgrounds in the student community of the Faculty of Economics and Business at Universitas Nias Raya. Using a quantitative causal approach, the study found a significant effect of e-WOM on purchase intention, as indicated by a calculated t value of 2.680, which exceeded the critical t value of 1.694. This finding is consistent with the results for

Kedai Cak Dul Srikana, which also indicate a positive and significant effect of e-WOM on purchase intention, despite differences in the research objects and respondent characteristics. Meanwhile, Safitri and Indra (2024) examined the effects of price and e-WOM through TikTok on purchase intention toward Skintific products using 100 respondents. Their model therefore included an additional predictor that was not examined in the present study.

Relationships among e-WOM, purchase intention, and purchasing decisions have also been reported by Nursal et al. (2023), Bagas et al. (2023), and Yulindasari and Fikriyah (2022), although these studies employed different research contexts and models. Nursal et al. (2023) surveyed 75 Maxim users in Bekasi and found that e-WOM influenced purchase intention, purchase intention influenced purchasing decisions, and e-WOM influenced purchasing decisions both directly and indirectly through purchase intention. Meanwhile, Bagas et al. (2023), who studied 120 TikTok Shop users in Malang using path analysis, found that e-WOM influenced purchase intention but did not mediate the relationship between digital marketing and purchase intention. Yulindasari and Fikriyah (2022), in a study of 100 respondents in East Java who had purchased halal cosmetics through Shopee, found a significant effect of e-WOM on purchasing decisions. Collectively, these studies indicate that e-WOM is associated with both purchase intention and purchasing decisions, although its role depends on the variables and models examined. Because the present study examined only the direct effect of e-WOM on purchase intention, its conclusions are limited to this relationship and do not extend to mediation mechanisms or purchasing decisions.

The findings for Kedai Cak Dul Srikana demonstrate a positive and statistically significant relationship but do not explain the entire process through which purchase intention develops. The sample consisted of 66 respondents selected through purposive sampling, meaning that the findings cannot automatically be generalized to all TikTok users or culinary consumers. In addition, the model included e-WOM as its sole predictor and yielded an R^2 value of 0.144. This value indicates that most of the variation in purchase intention remained unexplained, but it does not identify any particular factor as the cause of that variation. The study also did not examine intensity, valence of opinion, and content separately; consequently, the most influential dimension cannot be determined. Compared with Dwiputri and Syahputra (2023), who reported an R^2 value of 0.485 using three e-WOM dimensions, this difference in explanatory power highlights the importance of considering variable coverage and research context. Therefore, the findings support the relevance of e-WOM without claiming that it is the sole factor explaining purchase intention.

Conclusion

This study found that electronic word of mouth (e-WOM) through TikTok had a positive and statistically significant effect on consumers' purchase intention toward

Kedai Cak Dul Srikana, with a regression coefficient of 0.373, a *t* value of 3.281, and *p* = 0.002. These findings indicate that e-WOM is associated with consumers' tendency to consider purchasing products from the establishment. This relationship can be understood in terms of the role of information and consumer experiences shared on TikTok in helping prospective buyers become familiar with and evaluate products before forming purchase intentions. However, the coefficient of determination of 0.144 indicates that e-WOM explained only 14.4% of the variation in purchase intention within the research model. This means that although e-WOM was a statistically significant predictor, consumers' purchase intention cannot be explained by e-WOM alone. These findings highlight that statistical significance does not necessarily imply substantial explanatory power; therefore, the results should be interpreted in accordance with the scope of the variables examined.

This study contributes to digital marketing research by providing empirical evidence of the relationship between e-WOM through TikTok and purchase intention in the context of a local culinary business. Nevertheless, the study involved 66 respondents selected through purposive sampling, limiting the generalizability of the findings to all Kedai Cak Dul Srikana consumers or TikTok users. The research model also examined e-WOM as the sole predictor and did not analyze the individual effects of the dimensions of intensity, valence of opinion, and content. Future research should involve larger and more diverse samples, examine the three e-WOM dimensions individually, and consider other relevant variables to explain variation in purchase intention. Longitudinal designs or investigations of actual purchasing decisions could also help determine whether the relationship between e-WOM and purchase intention persists over time and is associated with consumers' purchasing behavior.

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