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The Influence of E-WOM, Brand Trust and Promotion on Purchase Decision of The Originote Products on Tiktokshop

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ABSTRACT

This study aims to analyze the influence of E-WOM, Brand Trust, and Promotion on the purchase decision of The Originote products through Tiktokshop. The study uses a quantitative approach with a population of users of The Originote products who shop at Tiktokshop. The sample was determined using a non-probability sampling method with a purposive sampling technique, referring to the Rao Purba formula, resulting in 96 respondents. However, this abstract does not clearly explain the purposive sampling criteria used, so further explanation is needed to improve the clarity of the methodology. Data were collected through a questionnaire with interval and Likert scale measurements, but the constructs or items measured, such as E-WOM dimensions, Brand Trust aspects, and types of Promotion, were not detailed, making it difficult to assess the reliability and validity of the measuring instrument. Data analysis used the SmartPLS 3.0 application, and the results of the study showed that E-WOM had a significant positive influence on the Purchase Decision of The Originote Products at Tiktokshop, e-WOM on the e-commerce platform increased the perception of product quality and influenced consumer purchase intentions. Brand Trust also has a significant positive influence on The Originote Product Purchase Decision on Tiktokshop, brand trust increases customer loyalty and encourages repeat purchases. Promotion also has a significant positive influence on The Originote product purchase decision on Tiktokshop, promotion on e-commerce platforms can significantly increase consumer purchase intentions.

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1. INTRODUCTION

The era of digital society 5.0, which we are currently witnessing, is a marker of an era where technology is developing rapidly and very significantly. This period is marked by the increasing pace of innovation and digital transformation. The internet and various digital platforms are

now an inseparable part of people's daily lives, from communication, business, entertainment, education, to social interaction. The internet, as a global network that connects millions of people around the world, has placed information and access to various services in our grasp. Digital platforms such as social media, e-commerce, and mobile applications have become an integral part of the daily routine of modern society. They not only provide a means to connect and interact, but also a place to learn, shop, seek inspiration, and even find work. Among the various digital platforms that are currently popular, TikTok Shop has emerged as one of the most dominant. TikTok Shop has proven to be able to reach millions of users worldwide, allowing them to share creative and interactive content.

According to a report from We Are Social & Meltwate, Indonesia is the country with the largest number of TikTok users in the world. In April 2024, the number of users reached 127.5 million, ranking first, followed by the United States with 121.52 million users. Brazil is the country with the third largest number of TikTok users with 101.8 million users, followed by Mexico 77.93 million, Vietnam 66.68 million, Pakistan 59.64 million, Russia 58.22 million users, and Thailand 53.42 million users (see Figure 1). In order to continue to develop and meet the demands of the growing market, TikTok did not remain silent. They launched a revolutionary new feature, known as TikTok Shop. With TikTok Shop, TikTok users can now easily learn more about various products and even make purchases directly through the application. This opens up very interesting new opportunities for brands and companies to market directly to a very wide audience, which was previously difficult to reach through conventional marketing methods (Sa'adah, Rosma, & Aulia, 2022).

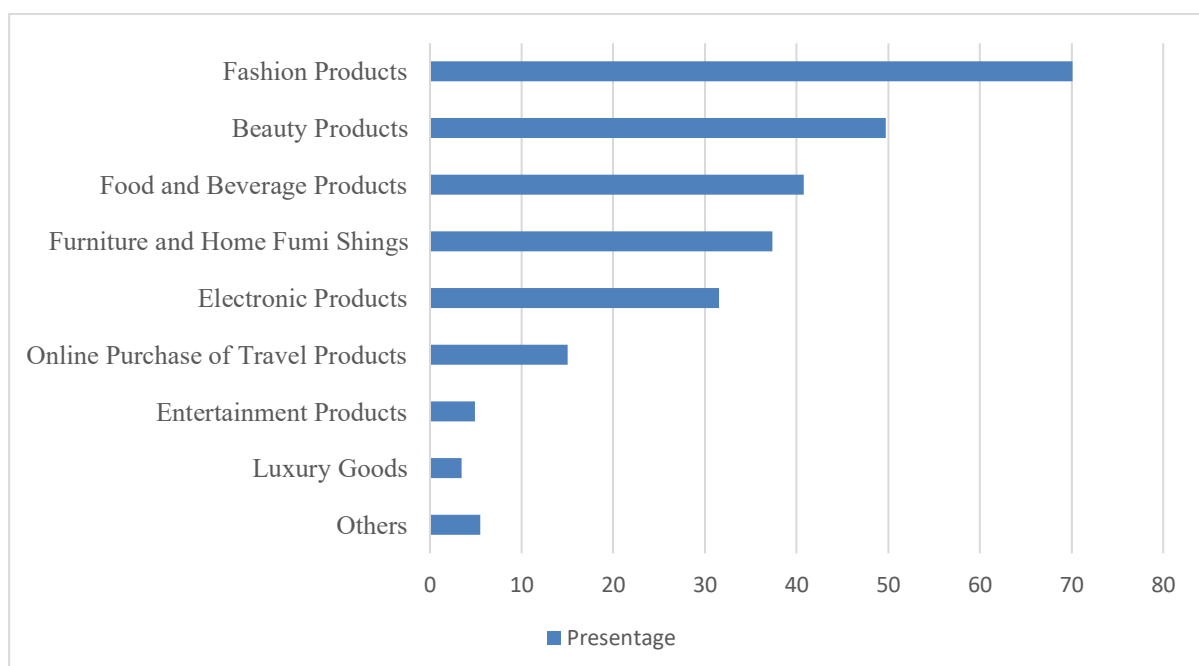


Figure 1. Online Shopping Preferences of Indonesian People

Source: Standard Insights

Figure 1 describe that data from the Consumer Report Indonesia 2023 from Standard Insights, around 24.11% of Indonesians shop online at least once a month. As many as 4.05% of people shop online every day. Fashion products are the category most purchased online, including clothing to footwear with a percentage of 70.13%. In addition, beauty and personal care products reached 49.73%, food and beverage products 40.8%, furniture and home furnishings 37.34%, and electronic products such as mobile phones, cameras, and laptops

31.51%. There are also online purchases of travel products of 15.3%, entertainment products 4.92%, luxury goods 3.46%, and other product categories 5.46%.

A brand known as The Originote, a participant in Tiktoshop, is taking this opportunity to expand the marketing reach of quality beauty care products through Tiktoshop. By actively participating in TikTok Shop, The Originote has managed to increase the exposure of their beauty products to thousands, even millions of TikTok users worldwide (Puspita Sari & Ambardi, 2023). By utilizing the advanced features provided by TikTok Shop, The Originote managed to attract the attention of potential consumers and increase awareness of their brand.

The Originote as a business actor needs to improve its marketing strategy on the TikTok Shop platform after the platform was closed due to a government ban on the use of the TikTok Shop feature for selling in Indonesia. This ban is regulated in the Regulation of the Minister of Trade Number 31 of 2023 which came into effect on September 26, 2023. This decision was taken after a number of business actors, especially MSMEs and offline traders, experienced a decline in sales due to competition with sellers on TikTok Shop which were considered more competitive. In addition, selling on TikTok Shop is considered detrimental to the market because imported goods at low prices can easily enter Indonesia without going through customs or import processes (Halim & Lie, 2024). However, TikTok took steps by partnering with Tokopedia as a marketplace, so that TikTok Shop will resume operations on December 12, 2023. Through investment and share acquisition, TikTok owns 75.01% of Tokopedia's shares with the aim of expanding and strengthening the digital economy in Indonesia, especially to support MSMEs (Muna & Santoso, 2024).

Amidst the competitive beauty industry landscape, fierce competition between beauty products is a challenge for The Originote. As a beauty care brand that is actively involved in TikTokShop, The Originote is required to compete and win the hearts of consumers amidst increasingly fierce competition. It is important to understand that consumer purchasing decisions are influenced not only by product quality but also by factors such as brand trust, promotions, and recommendations from other users (E-WOM) (Yulitaningrum & Andjarwati, 2024). The challenge faced by The Originote is how they can position their beauty products amidst the fierce competition on TikTokShop. With so many choices of beauty products offered by various brands, The Originote needs to focus their marketing strategy to influence consumer purchasing decisions. In this case, maintaining good brand trust, effective promotions, and positive reputation from E-WOM are important keys to winning consumer trust and encouraging them to choose The Originote products (Nurhasanah, Mahliza, Nugroho, & Putra, 2021), (R. G. Siregar, 2020). By understanding the importance of factors that influence purchasing decisions on TikTokShop, The Originote can develop a more targeted and efficient marketing strategy. By doing so, they can increase their competitiveness in the beauty e-commerce market and achieve success in winning the hearts of increasingly smart and selective consumers.

E-WOM occurs when consumers who use a product provide their own assessments, and consumers will share product reviews with others (Fadhilah, 2022). E-WOM functions as feedback, whether favorable or unfavorable, from customers who have used certain services or products on online platforms to other individuals or organizations (Febianti, Arifah, Maulana, & Yusuf, 2024). This marketing communication is more effective and efficient in influencing purchasing decisions because it requires minimal costs, reaches a wider audience, spreads information faster, and is more easily accepted in an online context even without face-to-face interaction (Puspita Sari & Ambardi, 2023). Brand trust can make consumers believe in a brand even though there are risks involved because of the expectation that the brand will provide positive results (Fadhilah, 2022). Building brand trust creates a sense of security and credibility, reducing consumer perception of risk in transactions (Atulkar, 2020). Promotion refers to

communication activities aimed at offering products or services and convincing consumers to buy them (Kotler & Armstrong, 2014). Promotional activities not only function as a means of communication between companies and customers in the process of using or purchasing goods/services according to their expectations and needs (Efendi & Aminah, 2023).

Previous research conducted by Astari and Fajri stated that E-WOM has a significant positive influence on purchasing decisions for purchasing Emina cosmetic products on Twitter (Astari & Fajri, 2023). In line with this research, research conducted by shows that E-wom has an influence on Purchasing Decisions for Hanasui lipstick in Malang City (Ajeng Sintiya, Aziz, & Praharjo, 2023). These two studies are in contrast to the research conducted by Cristimonica and Setiawan which stated that E-WOM has a negative and insignificant influence on the purchasing decision of YOU Brand cosmetics (Cristimonica & Setiawan, 2022).

Previous research conducted by Nurhasanah stated that Brand Trust has a positive and significant influence on purchasing decisions (Nurhasanah et al., 2021). In line with the research, research conducted by Hera and Fourqoniah shows that Brand Trust has a positive and significant effect on Purchasing Decision MS glow Beauty skincare (Hera & Fourqoniah, 2023). These two studies are in contrast to the research conducted by Mohamad Rizal Nur Irawan which stated that Brand Trust does not have a significant influence on purchasing decisions (Irawan, 2023).

Previous research conducted by Maulana stated that promotion has a significant influence on purchasing decisions on the e-commerce Shopee by students at the Muhammadiyah University of Sidoarjo (Maulana, 2024). In line with research conducted by Saharani and Lilik Indayani, it shows that promotion has an effect on purchasing decisions because the more attractive the promotion, the more it will increase consumer purchasing decisions (Saharani & Indayani, 2023). These two studies are in contrast to the research conducted by Suprpto which stated that promotion does not have a significant positive effect on purchasing decisions (Suprpto, 2024).

Based on the findings of previous research, it can be concluded that there is a gap or gap that emerged after the previous study on E-WOM, Brand Trust and Promotion on purchasing decisions. Therefore, the researcher decided to conduct further research to explore the novelty of whether these variables have an influence or not. The researcher identified a gap in the results or evidence of existing research (evidence gap) (Mielke et al., 2022). This evidence gap reflects the inconsistency between the phenomena that occur with the results or evidence found in the field, thus, the researcher concludes that there is a mismatch between the results of previous studies, which encourages researchers to conduct research or re-study.

This study aims to provide benefits for companies in promoting products to increase production through increased sales, which can influence consumer decisions in purchasing The Originote products. With the right assumption and production strategies, The Originote can be a consumer choice for beauty products that are not only of high quality but also beneficial for skin health. Given this, further research is needed to understand how E-WOM, Brand Trust, and Promotion can influence consumers in making purchasing decisions for The Originote products marketed, with the hope of attracting more consumers to choose the product.

Electronic Word of Mouth (E-WOM) refers to any statement made by a prospective customer, regular, or former customer about a product or company that is available to many people over the internet (A. I. Siregar, Johannes, Yacob, & Octavia, 2024). The importance of E-WOM has soared with the rise of social media platforms, where consumers are increasingly relying on online reviews and recommendations to inform their purchasing decisions (Ajeng Sintiya et al., 2023).. Research shows that E-WOM can significantly influence consumer behavior, particularly in shaping purchase intent (Tjhin & Aini, 2019). For example, studies

have shown that a positive E-WOM increases consumer perception of brand credibility and trust, ultimately leading to higher purchase intent (Rahmawati, Jatmiko, & Sa'diyah, 2022).

The effectiveness of E-WOM is often attributed to its clarity and clarity. A clear E-WOM characterized by detailed and expressive reviews tends to have a stronger impact on consumer decisions compared to less descriptive messages (Solikhah, Fatmawati, Widowati, & Suyanto, 2022). This is because clear communication facilitates better retention and understanding of the information presented, thus making it more persuasive. The credibility of the source providing E-WOM plays an important role; Consumers tend to trust reviews from peers or influencers more than the brand itself (Aprianti & Avianti, 2023). In the context of TikTok Shop, where visual content and user engagement are paramount, leveraging E-WOM effectively can result in a significant competitive advantage. Brands that actively encourage satisfied customers to share their experiences can create a chain effect that strengthens their reach and increases consumer trust in their products (Eliza, 2023).

E-WOM plays an important role in decision making in the purchasing process (Astari & Fajri, 2023). E-WOM occurs when consumers who use a product provide their own assessments, and consumers will share product reviews with others (Fadhilah, 2022). E-WOM functions as feedback, whether favorable or unfavorable, from customers who have used certain services or products on online platforms to other individuals or organizations (Febianti et al., 2024). This marketing communication is more effective and efficient in influencing purchasing decisions because it requires minimal costs, reaches a wider audience, spreads information faster, and is more easily accepted in an online context even without face-to-face interaction (Puspita Sari & Ambardi, 2023). E-WOM plays an important role in decision making in the purchasing process (Astari & Fajri, 2023). According to (Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2021) and (Ismagilova, Slade, Rana, & Dwivedi, 2020), there are 5 related indicators E-WOM, 1) information credibility, 2) review relevance, 3) review quantity, 4) review quality, and 5) content visualization and presentation.

Trust in brands is an important component of the consumer decision-making process, especially in an online environment where direct interaction is limited (Villagra, Monfort, & Sánchez Herrera, 2021). Trust in a brand shows consumer confidence in the reliability and integrity of a brand. A high level of brand trust can increase customer loyalty, repeat purchases, and positive word-of-mouth recommendations (P. Becerra & Badrinarayanan, 2013). Research has shown that trust in brands significantly mediates the relationship between various marketing activities including purchase decisions (Audrey & Usman, 2021).

The development of brand trust is influenced by several factors, including the consistency of the brand message, the quality of customer service, and the overall customer experience (Lestari, 2022). Brands that maintain transparency and authentically engage with their audience are more likely to build trust over time. In the digital age, where consumers have access to vast amounts of information, building credibility through consistently delivering quality products and services is becoming increasingly important (Suleman et al., 2023).

Trusted brands tend to be purchased more frequently, because consumers perceive that the risks associated with selecting or purchasing a particular brand are lower (Atulkar, 2020). Brand trust can make consumers believe in a brand even though there are risks involved because of the expectation that the brand will provide positive results (Fadhilah, 2022). Building brand trust creates a sense of security and credibility, reducing consumer perception of risk in transactions. According to (P. Becerra & Badrinarayanan, 2013) and (Chinomora, 2021) There are 5 indicators related to Brand Trust, namely; 1) Brand reliability, 2) Brand integrity, 3) Brand credibility, 4) Brand security, & 5) Brand loyalty.

Promotions include all marketing communications that aim to inform potential customers about a product or service service (Lamasi & Santoso, 2022). Promotions play an

important role in shaping consumer perceptions and driving purchase decisions. An effective promotional strategy can create awareness, generate interest, and ultimately lead to sales conversions (Sudhaker, Teegala, Madhavedi, & Prathima, 2020). Various forms of promotion include advertising, sales promotion, public relations efforts, and direct marketing initiatives. In recent years, digital promotions have become increasingly popular as they increasingly rely on online shopping platforms (Suryani & Syafarudin, 2021). Social media promotion is very effective because it allows for targeted and tailored messaging to specific audiences (Panguriseng & Nur, 2022). Studies have shown that promotional activities on platforms like TikTok not only increase visibility but also increase engagement with potential customers (Fernando & Simbolon, 2022).

By combining traditional promotional tactics with modern digital approaches such as strategic E-WOM engagement, brands can create a comprehensive marketing strategy that suits today's consumers (Sani, Batubara, Silalahi, Syahputri, & Liana, 2022). In summary, promotions remain the main drivers of purchase decisions related to E-WOM and brand trust. Brands that effectively integrate these elements into their marketing strategies are in a better position to positively influence consumer behavior (Sukmawati, Mathori, & Marzuki, 2022).

An increase in brand trust goes hand in hand with an increase in purchase decisions, where any increase in brand trust can result in a significant increase in product purchase decisions (Putri, Safitri, Yovita, & Oktavia, 2024). This confirms that in a digital environment like TikTok Shop, building brand trust through positive interactions and recommendations from other users is crucial. Therefore, the combination of effective E-WOM, attractive promotions, and strengthening brand trust is the key to improving the purchase decision of The Originote products on this platform (Bastian & Roni, 2023). According to (Kotler & Keller, 2019) and (Zhu & Chen, 2022) There are 5 indicators in Promotion, namely; 1) promotion frequency, 2) promotion intensity, 3) clarity of promotional information, 4) promotional offer quality: and 5) impact of promotions on consumer behavior.

Purchase Decision is an approach to solving problems related to human activities in purchasing products to meet their needs and desires (Yusuf, Hendrayati, & Adi Wibowo, 2020). Purchase Decision is a method for analyzing and predicting customer behavior related to brand awareness and potential for making purchases (Suprpto, 2024). This decision-making process is influenced by a variety of factors including personal preferences, perceived value, social influence (such as E-WOM), and brand trust (Ajeng Sintiya et al., 2023).

For example, the effective use of E-WOM during the information search phase can significantly influence consumer preferences for a particular brand or product (Changreani, Manalu, Purb, & Putri, 2023). Additionally, factors such as emotional response and cognitive evaluation play an important role in shaping purchasing decisions (Bansal & Voyer, 2000). Consumers often rely on rational judgment (such as product features) and emotional connection (such as brand loyalty) when making a choice (Andriana & Ngatno, 2020).

Brand trust is also a key factor in influencing purchasing decisions. When consumers feel confident in a particular brand, they are more likely to make a purchase (Putri Mahing & Nainggolan, 2024). According to (Solomon, 2020) and (Amornpashara, Rompho, & Phadoongsitthi, 2021) there are 5 indicators related to Purchase Decision, namely; 1) need recognition, 2) information search, 3) alternative evaluation, 4) purchase decision, and 5) post-purchase behavior.

E-WOM is a form of social communication carried out by consumers via the internet, where they can share and receive information related to products or services offered by a company via the internet (Ajeng Sintiya et al., 2023). E-WOM plays an important role in decision making in the purchasing process (Astari & Fajri, 2023). Positive e-WOM can increase consumer confidence in a product and encourage purchasing decisions (Tang & Wu, 2022).

Positive e-WOM provides social proof that can reduce uncertainty and increase consumer trust, which ultimately drives purchasing decisions (Malichah & Wiwoho, 2021). Previous research conducted by Astari and Fajri stated that E-WOM has a significant positive influence on purchasing decisions (Astari & Fajri, 2023). Trusted brands tend to be purchased more frequently, because consumers perceive that the risks associated with selecting or purchasing a particular brand are lower (Atulkar, 2020). High brand trust makes consumers feel safer in making purchases. When consumers trust a brand, they are more likely to buy the product because of the belief that the product will meet their needs and expectations (Dwivedi & Johnson, 2013). Previous research conducted by Nurhasanah stated that Brand Trust has a positive and significant influence on purchasing decisions (Irawan, 2023). Promotion is a process used to increase the sales volume of a particular product or service (Lamasi & Santoso, 2022). Promotional activities are persuasive and aimed at customers who are considering purchasing decisions (Lamasi & Santoso, 2022). Promotion reviews are reviews of promotions offered by sellers (Chen & Wu, 2023). Positive reviews about a promotion can increase the appeal of the promotion and influence purchasing decisions (Diana, Wiryaningtyas, & Harisandi, 2022). Previous research conducted by Suprpto stated that promotion has a significant influence on purchasing decisions (Suprpto, 2024).

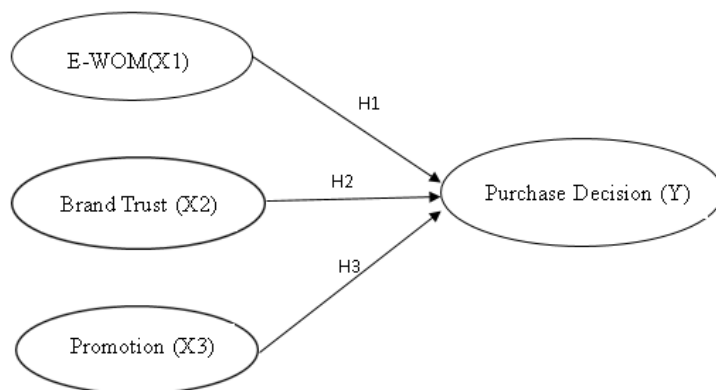


Figure 2. Conceptual Framework

Hypothesis:

- H1: E-WOM has a significant influence on the Purchase Decision of The Originote Tik-Tok Shop products.
- H2: Brand Trust has a significant influence on the Purchase Decision of The Originote Tik-Tok Shop products.
- H3: Promotion has a significant influence on the Purchase Decision of The Originote Tik-Tok Shop products.

2. METHOD

In this study, quantitative research methods were used to determine the relationship between independent and dependent variables. Numerical data were collected and analyzed using statistics from respondent data. The independent variables used were E-WOM (X1), Brand Trust (X2), and Promotion (X3), while the dependent variable was Purchase Decision (Y). Data

were collected through questionnaires and interviews with 5 indicators for each variable. The questionnaire assessment used a scale of 1 to 5. In addition, secondary data from relevant journal articles were also used. Data collection was carried out using a questionnaire based on the Linkert scale and analyzed using Smart Partial Squer (PLS) software version 3.0.

2.1 Population, Sample and Sampling Techniques

The research population includes all objects or subjects studied to obtain an assessment of the research results (Sugiono, 2018). In this case, the population studied is consumers of The Originote products aged 18 to 44 years who make purchases through Tiktok Shop. The sample size was determined because the population size was unknown and there were limitations that prevented researchers from including the entire population in this study (Sugiono, 2018). The sample size was selected using random sampling techniques to guarantee equal opportunities for all members of the population to be sampled (Berndt, 2020). Because the population is unknown, samples were taken using the Lemeshow (1997) formula to determine the number of samples. The following is the Lemeshow formula (Setiawan, Komarudin, & Kholifah, 2022):

The Lemeshow formula is a statistical tool used to determine the necessary sample size for a study based on specific parameters, including confidence level, maximum proportion estimate, and allowable error rate. The formula is expressed as $n = \frac{z^2 p (1-p)}{d^2}$ where n represents the required sample size, z is the z-score corresponding to the desired confidence level (1.96 for 95% confidence), p is the maximum estimate of the proportion (0.5 for 50%), and d is the allowable error rate (0.10 for 10%). By substituting these values into the formula, we can calculate that approximately 96 samples are needed for the study.

2.2 Data analysis

In this study, data analysis was carried out using Partial Least Square (PLS) with SmartPLS software. PLS is one of the methods for solving Structural Equation Modeling (SEM) and has a higher level of flexibility for research that connects theory and data (Harahap & Pd, 2019). The analysis steps include the evaluation of the Measurement Model (Outer Model) through convergent validity testing through the Average Variance Extracted (AVE) value which is expected to be more than 0.5, Construct reliability is tested using Composite Reliability and Cronbach's Alpha with an expected value of more than 0.7 (Leguina, 2015). The structural model (Inner Model) was evaluated based on the R² value for the dependent variable, path coefficients, and its significance which was tested using the bootstrapping technique with a sample size of 96. The predictive effectiveness test of the model was carried out using the Q² value to ensure the predictive relevance of the model (Leguina, 2015). The results of this study are expected to provide comprehensive insights into how much e-WOM, brand trust, and promotion influence the purchasing decision of The Originote products on TikTokShop, as well as help companies in designing more effective marketing strategies.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Demographics

From filling out the questionnaire via Google Form from August 6 to August 30, 2024, the total number of respondents collected was 96 individuals. From that number, the researcher

classified the respondents into 4 categories, namely gender, age, last education and profession. This classification aims to find out about the characteristics of the respondents.

Table 1. Respondent Demographics

Category	Item	Amount	Presentation
Gender	Woman	77	80.2%
	Man	19	19.8%
Age	18-25 Years	88	91.7%
	26-30 Years	6	6.8%
	31-35 Years	2	2.1%
	>35 Years	0	0%
Last education	Junior High School/Equivalent	8	8.3%
	High School/Equivalent	68	70.8%
	Diploma	3	3.1%
	S1/S2/S3	17	17.7%
Profession	Student	5	5.2%
	Student	63	65.6%
	Worker	25	26%
	Freelance	1	1%
	Housewife	1	1%
	Doesn't work	1	1%

Source: *SmartPLS Data Processing (2024)*

Based on the data in table 1 above, it can be seen that the majority of the total respondents taken were female, reaching around 80.2% while for male gender only 19.8%. Age category, respondents aged 18-25 years have the highest percentage of 91.7%, followed by 26-30 years old with a percentage of 6.8%, 31-35 years old with a percentage of 3.1% and for ages > 35 years 0% or it can be said that there are no respondents over the age of 35 years. The last education category, the majority of respondents had a high school/equivalent education with a percentage of 70.8%, while for S1/S2/S3 it had a percentage of 17.7%, SMP/equivalent it had a percentage of 8.3% and Diploma it had a percentage of 3.1%. Then the last category is Profession, Students have the highest percentage with 65.6%, followed by Workers 26%, Students 5.2%, and for Freelancers, Housewives and unemployed, each has a percentage of 1%.

3.1.2. Outer Model

The results of this study were analyzed using SmartPLS version 3.0, a software based on the Partial Least Squares (PLS) method. The respondents' answers were compiled into data tables for further processing. The analysis aimed to identify the model and evaluate the significance of the relationships between variables. SmartPLS was chosen to ensure the validity and reliability of the data used in this study.

3.1.3. Convergent Validity Analysis Test

Convergent validity analysis Test observed from three main parameters, Outer Loading > 0.7, communality 0.5, and Average Variance Extracted (AVE) > 0.5, are the rule of thumb criteria for convergent validity according to (Abdillah & Hartono, 2015).

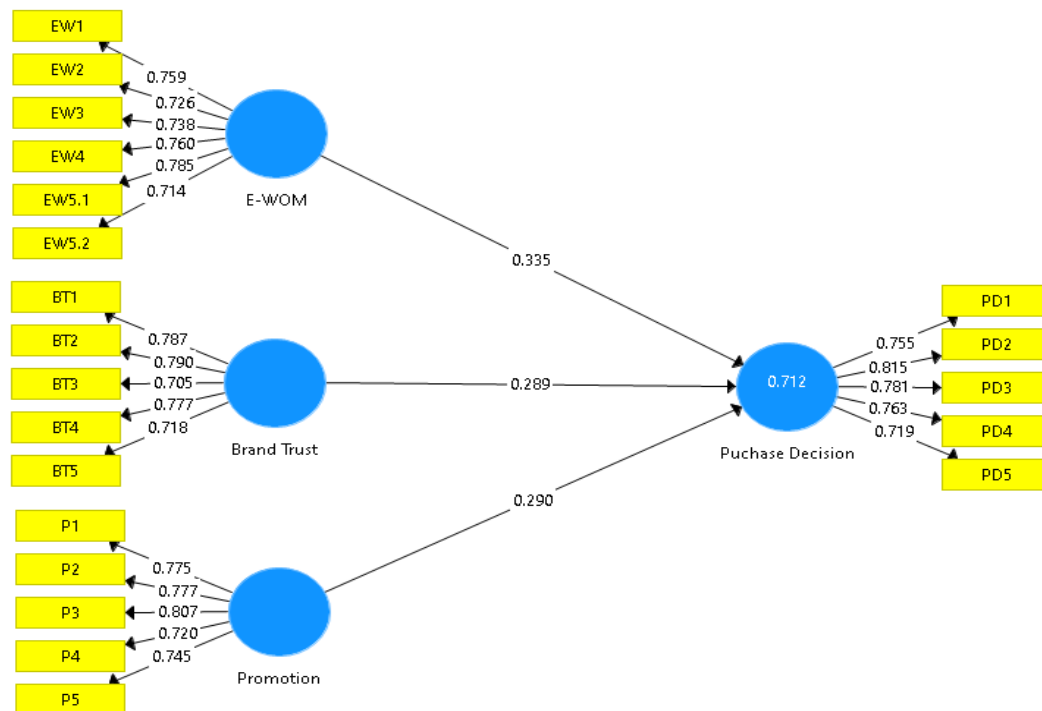


Figure 2. SmartPLS Outer Loading Results

Based on Figure 2 above, it can be seen that each indicator in the variable has a loading factor value greater than 0.7. This is stated as valid because it meets the established correlation criteria. In addition to the outer loading value, the validity of the indicator can also be reviewed from the validity convergent value Average Variance Extracted (AVE), which will be presented in Table 2.

Table 2. Average Variance Extracted (AVE)

Variables	AVE
E-WOM	0.558
Brand Trust	0.572
Promotion	0.586
Purchase Decision	0.589

Source: *SmartPLS Data Processing (2024)*

Based on the data in table 2, it can be concluded that the AVE value exceeds 0.5, indicating significant validity convergence. AVE exceeding 0.5 indicates that in general, the construct is able to explain more than half (50%) of the variation of each of its indicators. Based on the displayed value, it can be seen that the outer loading value for variables of E-wom, brand Trust, Promotion and Purchase Decision is above 0.6. Therefore, it can be concluded that all indicators observed in this study meet the criteria for convergent validity and are declared valid.

3.1.4. Reliability Test

Composite Reliability and Cronbach's Alpha are two primary methods employed to assess construct reliability. These methods are used by researchers to determine whether a construct is dependable. A construct is considered reliable if the Composite Reliability exceeds 0.6 and the Cronbach's Alpha value is greater than 0.7. However, for exploratory research, a Cronbach's

Alpha value of 0.6 is deemed acceptable (Abdillah & Hartono, 2015). The Composite Reliability and Cronbach's Alpha values for each research variable are presented in Table 3.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	rho_A	Composite Reliability
E-WOM	0.843	0.847	0.883
Brand Trust	0.812	0.812	0.870
Promotion	0.823	0.823	0.876
Purchase Decision	0.825	0.825	0.877

Source: SmartPLS Data Processing (2024)

Table 3 shows that all variables have values exceeding 0.7, indicating that all variables meet the internal consistency reliability standards. This allows for further testing of the measurement model (Inner model).

3.1.5. Inner Model

Table 3 describe that it can be concluded that the coefficient of determination (R square) for the purchasing decision variable is 0.712. This show that E-WOM, brad Trust and Promotion have a contribution 71% to Purchase Decision. The remaining 29% is influenced by other factors not included in the hypothesis.

Table 3. R-Square Test

Variables	R Square	R Square Adjusted
Purchase Decision	0.712	0.702

Source: SmartPLS Data Processing (2024)

3.1.6. Hypothesis Testing

Hypothesis testing aims to provide an explanation of the relationship between the variables studied. The t-test is a statistical method used to test hypotheses by comparing the results of the t-statistic and t-table. A variable is said to have a good or significant influence if the t-statistic is greater than the t-table. In addition, a p-value below 0.05 indicates that the variable has a significant or acceptable influence. The following is an explanation of hypothesis testing.

Table 4. Hypothesis Test Results

Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results	Hypothesis
E-WOM -> Purchase Decision (H1)	0.335	0.123	2,715	0.008	Influential positive and significant	Accepted
Brand Trust -> Purchase Decision (H2)	0.289	0.100	2,885	0.005	Influential positive and significant	Accepted
Promotion-> Purchase Decision (H3)	0.290	0.096	3,015	0.003	Influential positive and significant	Accepted

Source: SmartPLS Data Processing (2024)

The data in Table 5 shows that the e-wom variable (X1) has a parameter coefficient of 0.335 on purchasing decisions, with a T-Statistics of 2.715, which exceeds the T-Table value (1.96), and a P value of 0.008. Thus it can be concluded that lifestyle has a positive and significant influence on purchasing decisions, so that the H1 hypothesis is accepted. Meanwhile, the brand trust variable (X2) has a parameter coefficient of 0.286 on purchasing decisions, with a T-Statistics of 2.885, and a P value of 0.005, indicating a positive and significant influence on purchasing decisions, so that the H2 hypothesis is accepted. The promotion variable (X3) has a parameter coefficient of 0.290 on purchasing decisions, with a T-Statistics of 3.015, and a P value of 0.003, indicating a positive and significant influence on purchasing decisions, so that the H3 hypothesis is accepted (see figure 3).

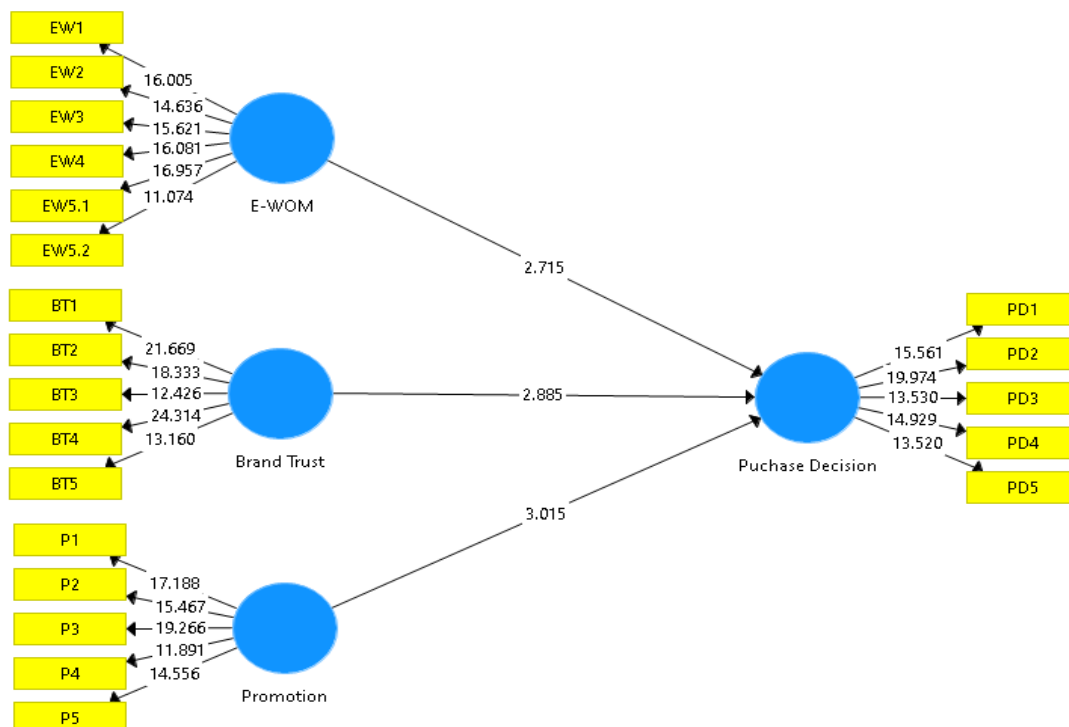


Figure 3. SmartPLS Bootstrapping Results

3.2. Discussion

The results of the hypothesis testing show that E-WOM has a significant positive influence on purchase decisions. E-WOM (X1) has a significant positive influence on purchase decisions (Y). This means that if E-WOM increases (more positive reviews), purchase decisions will also increase. With a parameter coefficient value of 0.335, a T-statistic value of 2.715 (greater than the T-table value of 1.96), and a p-value of 0.008, the first hypothesis (H1) is accepted. This indicates that positive reviews and recommendations from other users on TikTok Shop can enhance consumer trust in The Originote products and encourage them to make a purchase. Consumers tend to trust information conveyed through positive reviews, especially those provided by other consumers or influencers with high credibility (Rante, Akbar, & Sonni, 2024). Respondents tend to trust positive reviews and reviews from users who have purchased products on TikTok Shop. This is supported by the high interaction on The Originote product review video content, both from ordinary consumers and influencers. This study supports previous research (Astari & Fajri, 2023) and (Ajeng Sintiya et al., 2023), which states that e-

WOM on e-commerce platforms increases product quality perceptions and influences consumer purchase intentions.

The analysis results show that Brand Trust has a significant positive influence on purchase decisions. Brand Trust (X2) has a significant positive influence on purchase decisions (Y). This means that if Brand Trust increases (more positive reviews), purchase decisions will also increase. The parameter coefficient value is 0.289, the T-statistic value is 2.885, and the p-value is 0.005, thus the second hypothesis (H2) is accepted. Consumers who have trust in The Originote brand feel more confident when purchasing its products, even though an online platform that involves potential risks. Strong brand trust, built through consistent reputation and high-quality products, can reduce consumer uncertainty in the purchase decision-making process (Supriadi, Larashati, Dwiyanisa, Jannah, & Herawati, 2023). This trust is formed from The Originote's strong reputation as a quality product and responsive to customer complaints (Dafa Karensha Aripin & Wina Driyan Pradana, 2024). This finding is in line with the theory of brand credibility, which states that trust in a brand can reduce uncertainty in the decision-making process (Gardikiotis, Papastamou, Prodromitis, & Crano, 2023). Previous research (Nurhasanah et al., 2021) and (Hera & Fourqoniah, 2023) revealed that brand trust increases customer loyalty and encourages repeat purchases.

Promotions were also found to have a significant positive influence on purchase decisions. Promotion (X3) has a significant positive influence on purchase decisions (Y). This means that if Promotion increases (more positive reviews), purchase decisions will also increase. With a parameter coefficient value of 0.290, a T-statistic value of 3.015, and a p-value of 0.003, the third hypothesis (H3) is accepted. Promotional strategies, such as limited-time discounts or special offers during live streaming sessions, can attract consumer attention and drive purchase decisions (Chukwudi & Aljounaidi, 2021). Well-designed promotions can enhance the perceived value of products, motivating consumers to make immediate purchases (Supriadi et al., 2023). The promotional strategies implemented by The Originote, such as limited-time discounts during live streaming, provide an emotional boost that triggers impulsive purchases. These results are consistent with research (Rivaldo, Kamanda, & Yusman, 2022) and (Saharani & Indayani, 2023) which states that promotions on e-commerce platforms can significantly increase consumer purchasing intentions. The results of this hypothesis testing demonstrate that all independent variables have a significant positive influence on the purchase decisions of The Originote products on TikTok Shop. These findings have practical implications for companies to utilize the power of E-WOM to build consumer trust, strengthen brand trust through excellent customer service and high-quality products, and design attractive and targeted promotional strategies to increase consumer purchase intentions.

4. CONCLUSION

Based on the results of the analysis and discussion regarding the influence of E-WOM, Brand Trust, and Promotion on the purchase decision of The Originote products on TikTok Shop, it can be concluded that the E-WOM variable (X1) has a significant influence on the purchase decision. This shows that reviews and recommendations from other consumers spread across the TikTok Shop platform can influence consumers' desire to buy products. The Brand Trust variable (X2) also has a significant impact on purchasing decisions. Consumer trust in The Originote brand plays an important role in forming a positive perception of the product, thereby increasing the likelihood of purchase. In addition, the Promotion variable (X3) has also been shown to influence purchasing decisions. Attractive promotional offers can increase the appeal of the product and encourage consumers to make purchases immediately. The conclusion of this study can serve as a reference for companies to optimize their marketing strategies on e-

commerce platforms, especially TikTok Shop. This study is also expected to contribute to further research with a more specific scope. For example, future research could explore other factors influencing purchase decisions, such as product quality or customer satisfaction. Moreover, further studies could analyze how various types of promotions, such as discounts or free shipping, impact purchasing decisions. These suggestions provide clearer directions for future research and help deepen the understanding of digital marketing dynamics. Overall, the findings of this study emphasize the importance of understanding the interaction between E-WOM, Brand Trust, and Promotion in influencing consumer purchasing decisions

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