



The Role of Consumer Trust in Mediating the Effect of Product Quality, Online Customer Reviews, and Online Customer Ratings on Purchasing Decisions at Tiktok Shop

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ABSTRACT

This study had the aim to analyze the effect of Product Quality, Online Customer Review, as well as Online Customer Rating on Purchasing Decisions with Consumer Trust as mediation for TikTok Shop users in Purwokerto. This study applied quantitative approach, along with a survey through a questionnaire to 104 people. PLS test results, Product Quality as well as Online Customer Review positively and significantly affect Consumer Trust, whereas Online Customer Rating shows no significant influence. Consumer Trust is evident to have a positive impact on Purchasing Decisions and also mediates the relationship between Product Quality with Online Customer Reviews on Purchasing Decisions. By increasing Product Quality and obtaining positive reviews, entrepreneurs can build and maintain Consumer Trust.

INTRODUCTION

The advancement of technology and the internet has changed shopping behavior at this time (Nazilah, 2025). Anggraini et al. (2023) state that e-commerce is an internet user with the intention of buying, selling, transporting or trading data, goods, or services. Due to technological advances, human needs can be met easily. People can shop to fulfill their needs without having to go to the store, just by using a smartphone and waiting for the product to be delivered to their home. This technology is known as e-commerce (Pasi & Sudaryanto, 2021).

According to a shopping researcher in Indonesia called Populix in 2022 regarding Tiktok Shop being the most media used by Indonesians Shopping. The survey results recorded 81% of Indonesians have shopped through Tiktok Shop. Clothing (61%) ranks as the most commonly purchased products, followed by beauty products (43%), food and beverages (38%), then cellphones and accessories (31%), with an average of IDR 275,000 per month. Even researchers say some people will continue to shop at Tiktok Shop. Based on the data described and the latest developments (Rizal, 2022), it shows that Tiktok shop is developing, so researchers will examine purchasing decisions through Tiktok Shop.

Purchasing Decisions, as explained by Firmansyah (2019), are a form of problem-solving where a person weighs two alternative behaviors or more and considers the best alternative by buying first through the stages of the process of decision-making. Decisions arise because of consumer awareness of meeting their needs. The study's results of Anggraini et al. (2023), found that online reviews, ratings, and trust in products can influence purchasing decisions. One among the crucial things in online purchases is to see the quality of the product that will be purchased, if the product quality is good then you will feel satisfied, if the product quality is not possible then to buy it think twice. Product quality is a very important characteristic, and it is closely linked to the product's capability in satisfying customers' expectations and needs (Oktaviani, 2024).

Many things influence Purchasing Decisions. One of them is Online Customer Review (OCR), a place to provide reviews related to products and services online. Cheung C. M. K. et al. (2008) state that consumer reviews are an information source for potential buyers before they decide on a purchase and help form expectations of the product. In addition, what influences Purchasing Decisions is Online Customer Rating, because ratings can help to understand the importance of the offered product and service quality. Ningsih & Andjarwati (2021) state that rating is a star scale given by consumers to online stores after purchasing products that have been received.

Consumer Trust, according to Sitorus (2019), is one among the things that influences Purchasing Decisions. Trust is the knowledge consumers possess as well as all the conclusions considered by consumers starting from attributes, objects, or benefits for consumers. The bond between trust and Purchasing Decisions through purchase attention is one of the influential aspects in Purchasing Decisions. In online purchases, the trust of buyers, sellers, and

platforms is very important. If there is no trust, then the transaction may not happen.

The results from Hasanah et al. (2023) found that reviews and ratings are proven to have an influence on purchasing decisions through Shopee for FKIP Untan economic education students. The research by Anggraini et al. (2023) also resulted with the conclusion that Online Customer Review, Online Customer Rating, as well as Trust affect Purchasing Decisions, the three factors have a positive effect (partial). Simultaneously, all of them proved to play a crucial part in encouraging purchases. From the findings of previous studies, a conclusion can be made that most research on Purchasing Decisions on e-commerce platforms is still limited to Online Customer Rating and Reviews variables, and not many have included Product Quality variables as a major factor, especially in the context of Tiktok shop. In addition, studies examining the mediating role of Consumer Trust as a whole on these variables are still limited. So this study is here to fill the gap by testing the Consumer Trust mediation model and focusing on Tiktok shop users in Purwokerto because it is a potential location for research and easy access to respondents.

On the basis of the description above, this study puts more focus on the variables of Product Quality, Online Customer Review, Online Customer Rating, Consumer Trust and Purchasing Decisions at Tiktok shop. The research focus is limited to five variables and is aimed at active TikTok Shop users in Purwokerto. This study's purpose is to examine the direct effect of the three independent variables on Consumer Trust as well as Purchasing Decisions, assessing the mediating role of Consumer Trust. Theoretically, the study results are expected to enrich the literature, and practically provide a reference for companies for effective digital marketing strategies.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) was developed by Ajzen (1991) as a theoretical framework for comprehending human behavior influenced by intentions. The intention is formed from three primary factors, which are attitude towards behaviour, perceived behavioral control, as well as subjective norms. In the context of online purchases, product quality, reviews, and customer ratings are stimuli that influence consumer attitudes towards products, subjective norms from other users, and a sense of control over the buying process. Consumer Trust functions as a mediating variable that strengthens the relationship between external stimuli with purchase intention, because consumers who believe in products and sellers will have a greater tendency to buy. Thus, TPB can be used to explain how factors like Product Quality, Reviews, as well as Online Ratings, through Consumer Trust's role, influence actual Purchase Decisions.

The Effect of Product Quality on Purchasing Decisions

Product quality is one key factor in buying and selling and can notably impact consumer purchasing decisions. Product Quality reflects the extent to which the product meets or even exceeds customer expectations (Nasution et al. 2020). This is supported by Putri & Armaniah's research (2023) that Product

Quality has a significant positive effect on Purchasing Decisions. In addition, study carried out by Anam et al. (2020) concluded that Product Quality significantly and positively affects Purchasing Decisions.

H1: Product Quality has a significant positive effect on Purchasing Decisions at Tiktok Shop.

The Effect of Online Customer Reviews on Purchasing Decisions

Online Customer Review, as explained by Anggraini et al. (2023), is a review of various positive, negative and neutral comments on products and services made by consumers, which they share with other consumers in a structured form and then get published on the customer review website. Previous study carried out by Latief & Ayustira (2020) found that Purchasing Decisions is positively and significantly affected by Online Customer Review on Beauty e-commerce.

H2: Online Customer Review has a positive and significant effect on Purchasing Decisions at Tiktok Shop.

The Effect of Online Customer Rating on Purchasing Decisions

Online Customer Rating, as Anggraini et al. (2023) explained, is part of Online Customer Review which utilizes a symbol consisting of 5 stars instead of text in expressing opinions from customers. The more stars obtained, it shows a good seller rating so that it accelerates consumer purchasing decisions. Earlier research carried out by Anggraini et al. (2023) concluded that Purchasing Decisions are positively and significantly affected by Customer Rating at TikTok Shop in the people of Bandar Lampung City.

H3: Online Customer Rating has a positive and significant effect on Purchasing Decisions at Tiktok Shop.

The Effect of Product Quality on Consumer Trust

Product Quality, as explained by Khotimmah et al. (2024), is consumers' perception of the benefits of a service or product and whether it aligns with consumer expectations. Previous research carried out by Yosua (2021) concluded that Consumer Trust is positively and significantly affected by Product Quality.

H4: Product Quality has a positive and significant effect on Consumer Trust at Tiktok Shop.

The Effect of Online Customer Reviews on Consumer Trust

As explained by Lackemair in Rahmawati (2021), Online Customer Review is a consumer's assessment of a company or its product, which may be negative or positive, based on the experience of the individual giving the review. Previous research carried out by Ovaliana (2022) concluded that Consumer Trust is positively and significantly affected by Online Customer Review.

H5: Online Customer Review has a positive and significant effect on Consumer Trust at Tiktok Shop.

The Effect of Online Customer Rating on Consumer Trust

According to Ningsih & Andjarwati (2021) Online Customer Rating is a star scale that consumers give to online stores after purchasing the products they receive. Previous research carried out by Ovaliana (2022) concluded that Consumer Trust is positively and significantly affected by Online Customer Rating.

H6: Online Customer Rating has a positive and significant effect on Consumer Trust at Tiktok Shop.

The Effect of Consumer Trust on Purchasing Decisions

Consumer Trust is defined as a consumer's belief that others have integrity and are trustworthy, along with the expectation that those they trust will meet all obligations in a transaction as expected (Innukertarajasa et al., 2023). Earlier research carried out by Sobandi & Somantri (2020) found that Online Purchasing Decisions are positively and significantly affected by Trust.

H7: Consumer Trust has a positive and significant effect on Purchasing Decisions at Tiktok Shop.

The Effect of Product Quality on Purchasing Decisions with Consumer Trust as a Mediating Variable

According to Dwijantoro (2020) in Pransiska et al. (2024), Product quality refers to a general characteristic of goods' ability in fulfilling consumer needs. Product quality is determined by post-consumption consumer satisfaction and recipient perceptions. Previous research conducted by Yosua (2021) found that Consumer Trust mediates the effect of Product Quality on Purchasing Decisions.

H8: Consumer Trust mediates the effect of Product Quality on Purchasing Decisions at Tiktok Shop.

The Effect of Online Customer Reviews on Purchasing Decisions with Consumer Trust as a Mediating Variable

According to Hijriyatunnisa & Widodo (2024), Online Customer Review is a review given by consumers regarding information from evaluating or assessing certain products. Previous research carried out by (Hijriyatunnisa & Widodo (2024) found that the effect of Online Customer Reviews on Purchasing Decisions is mediated by Consumer Trust.

H9: Consumer Trust mediates the influence of Online Customer Reviews on Purchasing Decisions at Tiktok Shop.

The Effect of Online Customer Rating on Purchasing Decisions with Consumer Trust as a Mediating Variable

According to Rahmawati (2021), Online Customer Rating is part of Online Customer Review which utilizes star symbols instead of texts in expressing opinions from customers. After making a purchase, consumers rate the product on a rating scale from 5 to 1 star, depending on the condition of the product delivered. The more number of stars that consumers give, the more it shows a good sales rating. Previous research carried out by Hijriyatunnisa & Widodo

(2024) found that Consumer Trust mediates the effect of Online Customer Rating on Purchasing Decisions.

H10: Consumer Trust mediates the influence of Online Customer Rating on Purchasing Decisions at Tiktok Shop.

From the description of the theory and framework stated above, this study's framework is displayed as follows:

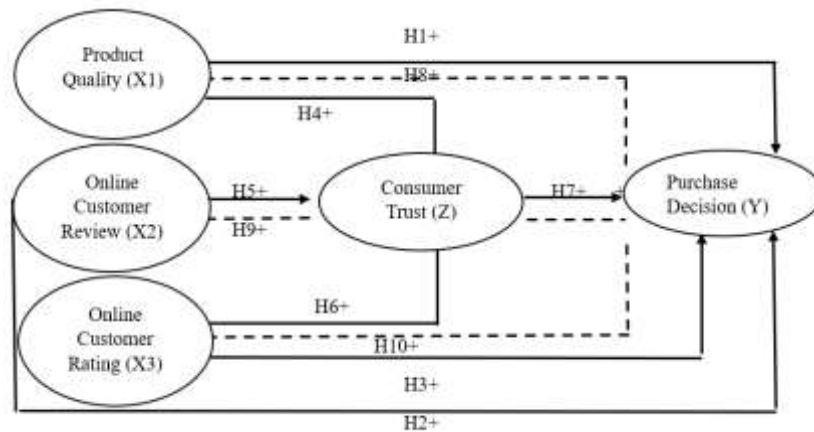


Figure 1. Framework of Thought

METHODOLOGY

This study applied quantitative approach with statistical analysis to examine the effect of Product Quality, Online Customer Review, as well as Online Customer Rating on Purchasing Decisions with a mediating variable, which is Consumer Trust. This study's population were TikTok Shop users in Purwokerto aged more than 17 years and had shopped online. Researchers determined the sample size according to Hair et al. (2010), which is 10 times the indicators' largest number. In this study, the variable with the most indicators is Product Quality which consists of 7 indicators. Thus, the minimum recommended sample size is $10 \times 7 = 70$ respondents. This study successfully used 104 respondents, which means it has exceeded the minimum number required.

According to Sugiyono (2018), the sample is part of the number and characteristics of the population. The sampling technique is non probability side with purposive sampling method. Data was gathered from a Likert scale questionnaire and analyzed using PLS software Smart PLS 4.0. This study uses three independent variables (Product Quality, reviews, ratings), one mediating variable (Consumer Trust), along with a dependent variable (Purchase Decision).

RESEARCH RESULTS

The profile of respondents in this study is 104 active TikTok Shop users in Purwokerto who have made online purchases. Based on demographic data, the majority of participants were female with a total of 81 people (77.9%), while men totaled 23 people (22.1%). In terms of age, 17-22 years old dominates with 58 people (55.8%), followed by 23-28 years old with 19 people (18.3%), 29-34 years old with 17 people (16.3%), and over 35 years old with 10 people (9.6%).

In terms of employment status, most respondents were students, 63 people (60.6%), followed by entrepreneurs and private employees, 11 people (10.6%) each, civil servants, 10 people (9.6%), and housewives, 9 people (8.6%). Based on the domicile, most respondents live in East Purwokerto 39 people, followed by South Purwokerto 28 people. North Purwokerto as many as 21 people, and West Purwokerto as many as 17 people. Meanwhile, in terms of product categories purchased, most respondents bought beauty and fashion products as many as 40 people (38.5%) each, followed by electronics (12.5%), food and beverages (9.6%), and other products (1%).

To test the hypothesis, two stages were analyzed: outer model and inner model. Model evaluation is carried out thoroughly through conceptualization, algorithm, path analysis, Sig test between variables. The study results provide an overview of the independent variables on the dependent variable and the effectiveness of Consumer Trust as a mediator on Purchasing Decisions at TikTok Shop. The following is a description of the respondents:

Description of Respondents

Table 1. Description of Respondents

Identity	Information	Frequency	Percentage
Gender	Women	81	77,9%
	Male	23	22,1%
Age	17-22 years old	58	55,8%
	23-28 years old	19	18,3%
	29-34 years old	17	16,3%
	>35 years old	10	9,6%
Work	Students	63	60,6%
	Entrepreneur	11	10,6%
	Private sector	11	10,6%
	employees	10	9,6%
	PNS	9	8,6%
Domicile	Housewife		
	Purwokerto Timur	39	37,5%
	Purwokerto Selatan	28	26,9%
	Purwokerto Barat	17	16,3%
	Purwokerto Utara	21	20,2%
Category of goods purchased	Beauty products	40	38,5%
	Fashion	40	38,5%
	Food and beverages	10	9,6%
	Electronic	13	12,5%
		1	1,0%

As shown on Table 1, most respondents were female 81 (77.9%). Most respondents were aged 17-22 years (55.8%). Most occupations are students 63 (60.6%). Based on domicile, the majority in East Purwokerto 39 people (37.5%). The majority of item categories are beauty and fashion products 40 (38.5%).

Outer Model

Knowing whether the measuring instrument is feasible or not (Pransiska et al. 2024). Convergent validity means how well the indicator can describe the variable being measured. The higher the value, the better the indicator is at representing the variable (Pransiska et al. 2024). The outer loading of each indicator is as follows:

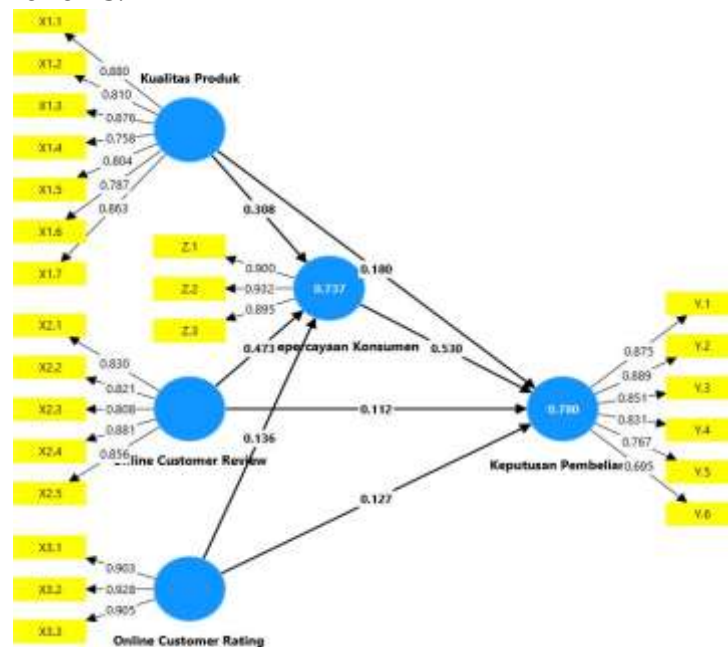


Figure 2. Model Path Analysis Running I

Based on this figure, indicator Y.6 is still not in accordance with the criteria or invalid, because the outer loading value of indicator Y.6 < 0.7 . Therefore, indicator Y.6 was removed and the algorithm was recalculated. Ghazali (2014) states that the outer loading value is > 0.7 . The results of the re-algorithm calculation is as follows:

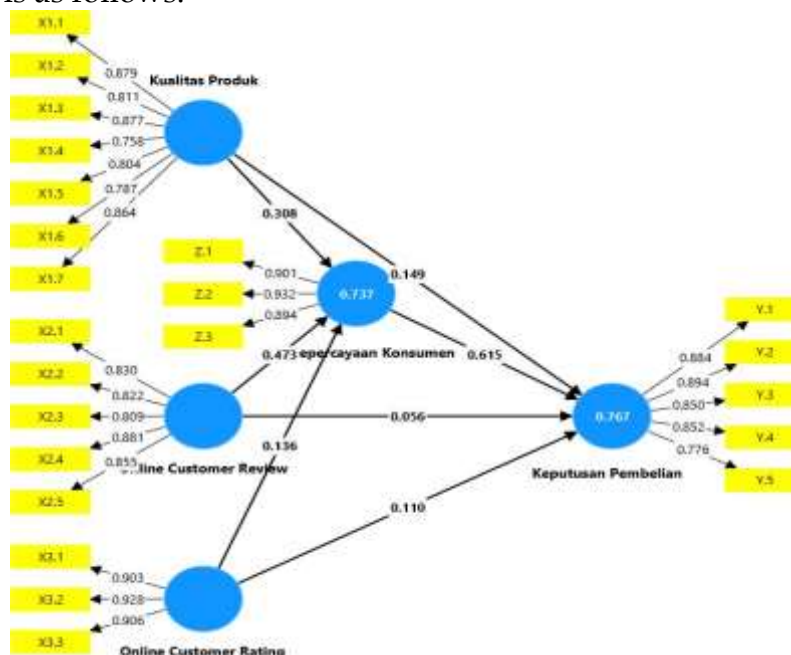


Figure 3. Model Path Analysis Running II

Based on Figure 3, all statement items on each variable have outer loading > 0.7, so it is stated that all statement items are valid (Ghozali, 2014).

Composite Reliability

A good reliability is indicated by a value of > 0.7 at composite reliability. The composite reliability table is as follows:

Table 2. Composite Reliability

Variable	Composite Reliability	Description
Consumer Trust (Z)	0.935	Reliabel
Purchase Decision (Y)	0.930	Reliabel
Product Quality (X1)	0.938	Reliabel
Online Customer Review (X2)	0.923	Reliabel
Online Customer Rating (X3)	0.937	Reliabel

Based on table 3, all variables show a composite reliability value of > 0.7, thus, a statement can be made that every variable has good reliability.

AVE

The AVE value is declared valid, AVE > 0.5 Pransiska et al. (2024). The AVE value for each variable is as follows:

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Consumer Trust (Z)	0.827	Valid
Purchase Decision (Y)	0.726	Valid
Product Quality (X1)	0.683	Valid
Online Customer Review (X2)	0.705	Valid
Online Customer Rating (X3)	0.832	Valid

As can be seen on Table 3, each variable's AVE value is of > 0.5. This signifies all indicators can be used to regulate the amount of variance supported by the construct, so the AVE is good convergent validity.

Inner Model

Looking at the relationship between exogenous with endogenous variables in the study, with the inner model test. The evaluation of the inner model is as follows: R square measures how much the dependent variable can be explained by the independent variable. The value is between 0 - 1. With higher value, the better it explains the changes that occur. The R square table is as follows.

Table 4. *R Square* (R^2)

Variable	<i>R square</i>	<i>R square Adjusted</i>	Description
Consumer Trust (Z)	0.737	0.729	Powerful
Purchase Decision (Y)	0.767	0.758	Powerful

Table 4. endogenous variable (Purchase Decision) R square value of 0.767 (76.7%) strong category. 76.7% of endogenous variables are influenced by Product Quality (X1), Online Customer Review (X2), Online Customer Rating (X3) and Consumer Trust (Z), 23.3% are affected by other variables.

R square endogenous variable (Consumer Trust) 0.737 (73.7%) strong category. 73.7% of the Consumer Trust variable (Z) is influenced by Product Quality (X1), Online Customer Review (X2) and Online Customer Rating (X3), with 26.3% being influenced by other variables.

Hipotesis Test

Hypothesis testing is determined by the original sample value, T statistics, as well as P value. The following is the inner model path coefficient table and the specific indirect effect inner model table:

Table 5. Path Coefficient Inner Model

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Product Quality -> Purchase Decision	0.149	0.180	0.191	0.778	0.218	Rejected
Online Customer Review -> Purchase Decision	0.056	0.052	0.115	0.488	0.313	Rejected
Online Customer Rating -> Purchase Decision	0.110	0.089	0.112	0.980	0.164	Accepted
Product Quality -> Consumer Trust	0.308	0.324	0.092	3.345	0.000	Accepted
Online Customer Review -> Consumer Trust	0.473	0.466	0.120	3.928	0.000	Accepted
Online Customer Rating -> Consumer Trust	0.136	0.125	0.105	1.295	0.098	Rejected

Consumer Trust						
Consumer Trust -> Purchase Decision	0.615	0.603	0.103	5.995	0.000	Accepted

Based on table 5, three initial hypotheses (H1, H2, and H3) were rejected because Product Quality, Online Customer Review, as well as Online Customer Rating did not show an influence that is significant on Purchasing Decisions, indicated by the T statistic value < 1.96 with a P value of > 0.05 . Conversely, H4 and H5 are accepted because Product Quality as well as Online Customer Review are evident to affect Consumer Trust positively and significantly (T statistic 3.345 and 3.928 respectively; P value 0.000). H6 is rejected because its T statistic value is of $1.295 < 1.96$ with a P value of $0.098 > 0.05$. Meanwhile, H7 is accepted with a T statistic of $5.995 > 1.96$ as well as a P value of $0.000 < 0.05$.

Table 6. Specific Indirect Effect Inner Model

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Value	Result
Product Quality -> Consumer Trust -> Purchase Decision	0.190	0.194	0.061	3.112	0.001	Accepted
Online Customer Review -> Consumer Trust -> Purchase Decision	0.291	0.280	0.084	3.469	0.000	Accepted
Online Customer Rating -> Consumer Trust -> Purchase Decision	0.084	0.078	0.067	1.245	0.107	Rejected

Based on Table 6, H8 and H9 are accepted due to its statistical T value of 3.112 and 3.469 > 1.96 and the P value is 0.001 and 0.000 < 0.05 . Conversely, H10 is rejected because its statistical T value is of $1.24 < 1.96$ with a P value of $0.107 > 0.05$.

DISCUSSION

The Effect of Product Quality on Purchasing Decisions

As a result, Product Quality shows no positive and significant effect on Purchasing Decisions. As explained by Anam et al. (2020), Product Quality reflects consumer responses influenced by expectations and recommendations on products. In this study, the products offered by TikTok Shop are considered to have no advantages that distinguish them from similar products, so they are not the main driving factor in buyer decisions. Referring to the findings of earlier studies, products that are widely sold are often similar to each other, without specific advantages. Thus, product quality is not a major consideration, because all products are perceived to be quite similar. So a conclusion can be made that Product Quality does not affect Purchasing Decisions. These findings are backed by the study of Shobikhatunnisa et al. (2022) and Kamalita (2021), in which it is stated that Product Quality shows no influence on Purchasing Decisions.

The Effect of Online Customer Reviews on Purchasing Decisions

As a result, online consumer reviews do not positively nor significantly affect Purchasing Decisions, because negative reviews are not enough to make them interested in the product. As a result, they are not encouraged to buy. According to the results of research by Rustika & Pambudi (2024), reviews are proven to have no relationship to Purchasing Decisions due to information overload, because when consumers face a very large number of reviews, it can cause confusion and prevent buyers from taking useful information from the review. This study's results are backed by the research of Rahmawati (2021) and Herman et al. (2023), in which it is stated that Online Customer Review does not affect Purchasing Decisions.

The Effect of Online Customer Rating on Purchasing Decisions

As a result, ratings do not affect Purchasing Decisions. From the analysis, although consumers tend to be influenced by high ratings because they are considered satisfactory, in fact it is not strong enough to influence their decisions. Ratings are considered too general and do not provide in-depth information, so they do not affect consumer confidence in making decisions. From the findings of earlier research, Purchasing Decisions are not affected by Online Customer Rating because it indicates that the existing rating system has not been able to thoroughly communicate the information needed by consumers regarding skincare products at Shopee. This study's results are backed by the research of Rahmawati (2021), Priyatin (2023), and Rustika & Pambudi (2024), in which it is stated that Online Customer Rating shows no influence on Purchasing Decisions.

The Effect of Product Quality on Consumer Trust

Product quality positively and significantly affects consumer trust. Khotimmah et al. (2024), Product Quality is how consumers assess a product's benefits, whether it is as expected. A good product not only makes consumers satisfied, but also makes the company superior. Products at TikTok Shop are proven to work well, are not damaged, have advantages, match the description, and arrive on time. This makes consumers feel more confident in Product Quality.

This study's results are backed by Yosua's research (2021), in which it is stated that Product Quality shows an influence on Consumer Trust.

The Effect of Online Customer Reviews on Consumer Trust

Online Reviews positively and significantly affect Consumer Trust. Lackemair in Rahmawati (2021) Online Customer Review is a consumer assessment after using a product, in the form of good comments or criticism. Reviews help other users when shopping, because they provide info related to the product. This makes consumers feel more confident in the product. If there are many positive reviews, it indicates a better reputation of the product. These findings are backed by the research of Ovaliana (2022) and Hijriyatunnisa & Widodo (2024), in which it is revealed that Online Customer Review shows an influence on Consumer Trust.

The Effect of Online Customer Rating on Consumer Trust

Online ratings do not affect consumer trust. Auliya et al (2017) in Ramadhani et al. (2021) customer rating is a customer review through stars, describing the seller's reputation. Ratings do not provide a clear picture of product features. In fact, many people still don't choose a product even though the rating is high, which makes the rating have no influence on consumer trust. These results are backed by the research of Putri & Hadi (2024), in which it is stated that Online Customer Rating shows no effect on Consumer Trust because there is no impact between ratings on consumer confidence. There is a rating that is less reliable so that it cannot affect consumer confidence in the product.

The Effect of Consumer Trust on Purchasing Decisions

Consumer Trust positively and significantly affects buyer decisions. Innukertarajasa et al. (2023) Trust means that consumers believe the seller has integrity, is trusted, and meets expectations. The more trust, the more possibility of them buying the product. The information provided is considered honest and trustworthy, so they feel confident that this platform can fulfill their needs. These findings are backed by the research of Anggraini et al. (2023), Rahmawati (2021), Innukertarajasa et al. (2023), Ovaliana (2022), Mahartriana (2023), and Putra et al. (2021), in which it is stated that Consumer Trust affects Purchasing Decisions.

The Effect of Product Quality on Purchasing Decisions with Consumer Trust as Mediation

Consumer Trust plays a part in mediating the relationship between Product Quality with Purchasing Decisions. The better the Product Quality, the higher their trust. This trust ultimately encourages buying. Based on the Theory of Planned Behavior, good product quality will form consumer trust through positive perceptions of the benefits and results of the product. This belief then influences attitudes and intentions to buy, resulting in a Purchase Decision. Thus, Consumer Trust serves as a mediator in the relationship between Product Quality with Purchasing Decisions. These results are in line with the study of Ambarwati & Mathori (2024) and Rosanti et al. (2022), in which it is concluded that Product Quality affects Purchasing Decisions through Consumer Trust.

The Effect of Online Customer Reviews on Purchasing Decisions with Consumer Trust as Mediation

Consumer Trust is a significant and positive link between Online Customer Reviews as well as Purchasing Decisions at TikTok Shop Purwokerto. Reviews in terms of benefits, quality of content, direction of reviews (positive or negative), and the number, affect trust and ultimately the decision to buy. The more positive reviews there are, the greater their trust in the product. This means that Consumer Trust acts as a mediator of Online Customer Reviews on Purchasing Decisions. Usually, consumers will trust if the reviews are considered honest, fair, and describe the product. This aligns with the Theory of Planned Behavior, where it is stated that reviews shape consumer attitudes and beliefs about products which increase trust and ultimately drive purchasing decisions. Thus, Consumer Trust acts as an important mediator in the relationship. This research is in line with Pasi & Sudaryanto (2021), and Sari & Mustaqim (2024) which state that Consumer Trust has the capability to mediate the impact of Online Customer Reviews on purchasing decisions.

The Effect of Online Customer Rating on Purchasing Decisions with Consumer Trust as Mediation

Online Customer Rating is not mediated by Consumer Trust on Purchasing Decisions. If the rating is considered unreliable, consumers are less likely to purchase. The Online Customer Rating indicator does not influence trust or purchase. So, Consumer Trust does not mediate the relationship between Online Customer Rating and Purchasing Decisions, because they tend to trust products through high ratings. Referring to the Theory of Planned Behavior, Consumer Trust does not have to mediate the relationship between Online Customer Rating and Purchasing Decisions because Online Customer Reviews can directly form positive attitudes, then influence purchase intentions and actions without the role of Consumer Trust. From the findings of previous study, Consumer Trust does not mediate the relationship between Online Customer Rating with Purchasing Decisions because the rating feature is still not in line with new customer expectations. This study is backed by Sari & Mustaqim (2024) and Puspita & Setyowati (2019) who state that ratings do not positively affect Purchasing Decisions through Consumer Trust.

CONCLUSIONS AND RECOMMENDATIONS

This study utilized three independent variables, one mediating variable; along with one dependent variable. The total sample was 104 and the data was sourced from questionnaires. Study results, Product Quality, Online Customer Review, as well as Online Customer Rating show no positive and significant impact on Purchasing Decisions. Product Quality and Online Customer Review show an effect that is positive on Consumer Trust, but Online Customer Rating does not. Consumer Trust positively and significantly affects Purchasing Decisions, and mediates Product Quality as well as Online Customer Review on Purchasing Decisions, and does not mediate Online Customer Rating.

ADVANCED RESEARCH

This study has some limitations in the use of questionnaires as the main instrument which can bias the subjectivity of respondents. In addition, the scope of respondents is limited to Tiktok shop users in certain areas, so this study's findings cannot be generalized as a whole. So, it is recommended that future researchers use a larger sample and conduct a longitudinal study that aims to see changes in Tiktok Shop consumer behavior over time. Future research can also add other variables such as price perception, brand image, or psychological factors such as motivation and digital lifestyle to give a more thorough understanding of purchasing decisions at Tiktok shop. For companies, improve Product Quality and promotions to strengthen positive reviews. For sellers, improve Product Quality and provide a good response to increase sales and customer trust.

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