



The Role of Brand Trust in Mediating the Influence of E-WOM on Purchasing Decisions in TikTok Shop (A Case Study of Denpasar City Residents)

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ARTICLE INFO

Keywords: Brand Trust, E-WOM, Purchasing Decisions

Received : 28, November

Revised : 30, December

Accepted: 20, January

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ABSTRACT

This research investigates how electronic word of mouth (e-WOM) influences purchasing decisions among TikTok Shop users, with brand trust acting as a mediating variable. The study involved 101 respondents selected through purposive sampling. Data were gathered using a survey method by distributing structured questionnaires, and the analysis was conducted using the SEM-PLS approach. The findings reveal that e-WOM exerts a positive impact on both purchasing decisions and brand trust. In addition, brand trust is found to have a positive and significant effect on purchasing decisions. Furthermore, brand trust partially mediates the relationship between e-WOM and purchasing decisions through a complementary mediation mechanism. These results suggest that TikTok Shop should place greater emphasis on strengthening brand trust and managing consumer reviews to encourage higher purchase intentions.

INTRODUCTION

The development of science and technology throughout the world has brought us into an era where connectivity knows no boundaries, where communication and information exchange are no longer hampered by distance or time. This all began with the invention of the telegraph and telephone, which redefined the way we communicate over long distances, and then rapidly expanded thanks to the presence of the internet, which allows millions of devices and people to be connected in a single global network (Riyandi, 2024). Examples of these technological advances include 5G networks, the IoT, and cloud computing, which further strengthen the connection between devices and accelerate the process of direct data exchange, thus providing opportunities for more flexible and dynamic interaction, collaboration, and access to information (Riyandi, 2024).

The expansion of unrestricted digital connectivity has gradually shaped changes in consumer behavior in Indonesia. This trend can be observed through the fast-paced and continually evolving digital landscape, as highlighted in Hootsuite's *Digital 2024 Indonesia* report (Riyandi, 2024). The report notes that in early 2024, Indonesia's population stood at 278.7 million, while the number of active mobile subscriptions reached 353.3 million, resulting in a mobile penetration rate that exceeded the total population at 126.8%. This figure indicates the prevalence of multiple mobile device ownership in Indonesia. The high mobile connection ratio illustrates the importance of mobility and adaptability in carrying out various activities in the digital world. A Hootsuite report further revealed that 185.3 million people in Indonesia are connected to the internet, with a penetration rate of 66.5% of the total population (Riyandi, 2024). This penetration rate demonstrates an increase in digital access across various segments of Indonesian society. This indicates that digital transformation has become a crucial element in the daily lives of Indonesians.

As a new player in e-commerce industry, TikTok Shop faces difficulties in converting user engagement into purchasing activity. Data in Table 1.1 shows a striking difference between the level of user engagement and Gross Merchandise Value (GMV) on TikTok Shop, where TikTok Shop's market share only covers 11% with a GMV of IDR 95.9 trillion. This figure is still far below Shopee's GMV of IDR 348.6 trillion (40%) and Tokopedia's GMV of IDR 261.5 trillion (30%) (Erlina, 2025). This gap suggests that although TikTok Shop has combined content with direct transactions, the platform has not yet fully succeeded in converting user engagement into effective purchasing decisions.

Based on study conducted by Noviandini and Yasa (2021), e-WOM is identified as a key variable that affects consumer purchase decisions. Their findings demonstrate that e-WOM contributes positively to consumers' decisions to buy. E-WOM refers to opinions or evaluations shared by individuals who may be prospective buyers, current users, or past consumers regarding a particular product. These opinions, whether favorable or unfavorable, are disseminated through digital platforms and can be widely accessed by the public (Puspita & Pardede, 2023). On TikTok Shop, e-WOM appears through comments, video reviews, and user testimonials that are widely distributed on this platform

(Aprilia et al., 2023). This means that the better and more relevant the information conveyed, likely consumers are made a purchase. Therefore, the quality and credibility of e-WOM received by TikTok users are considered important elements in increasing purchase conversion rates and expanding TikTok Shop's market share amidst increasingly fierce e-commerce competition.

This condition is reinforced by several prior studies. Saraswati and Giantari (2022) discovered that e-WOM has a positive effect on how consumers decide to make purchases. Hiola (2022) and Asnawati et al (2022) also reached a similar conclusion. Puspita and Pardede (2023) added to this by showing a positive link among e-WOM and purchase decisions. However, some studies have given different results. Wijaya et al. (2022) and Aprilia et al (2023) found that e-WOM does not affect purchase decisions, while Abror and Sulton (2025) stated a negative effect of them. These mixed outcome show that previous research is not entirely consistent.

The research gaps outlined above demonstrate the influence among e-WOM and purchasing decisions, creating a need to understand the consumer psychology processes underlying this relationship. Within the Stimulus-Organism-Response (SOR) theoretical framework, e-WOM functions as an external stimulus that provides information to consumers. This information is then processed by the organism, the consumer's internal state, encompassing cognitive and emotional elements, one of which is trust or brand trust in a brand or platform. This internal process determines how consumers respond to these stimuli. Consumers then respond in the form of it. In brief, brand trust acts as a crucial mediator connecting the impact of e-WOM as a stimulus to consumers' purchasing decision responses, explaining how external stimuli are interpreted into purchasing actions through mental processes according to SOR theory (Jacoby, 2002).

Noviandini & Yasa (2021) explain that brand dependability can mediate the influence of e-WOM on consumer purchasing decisions. This finding provides new insight that the effectiveness of e-WOM is not independent, but rather highly dependent on how much consumer trust in the brand or platform involved. Indrawan et al., (2024) strengthen this finding by explaining that when trust in a brand is at a high level, it can amplify the positive effects of e-WOM, so that consumers are more consider to the recommendations they receive when making purchasing decisions. Research by Herniati et al., (2024) and Kamalaseana & Sirisena (2021) also strengthens with same result.

Kusumasari et al., (2023) defines brand trust as security perception arising from consumer interactions, thus providing confidence that the brand is reliable and protects consumer concerns and safety. Within social commerce platforms such as TikTok Shop, brand trust plays a critical role due to the unique transaction environment that combines online shopping with entertainment features (Paksi et al., 2023). Consumers need to have confidence that the platform is capable of providing secure transactions, maintaining product standards, and safeguarding personal information. Empirical evidence from studies conducted by Rachmad et al. (2023) and Novitasari et al. (2023) highlights that brand

credibility is a key determinant in shaping consumers' purchasing decisions in the digital marketplace.

As an initial step in identifying the research problem, a preliminary survey involving 40 participants was carried out in June 2025. The findings revealed that among the 31 respondents who had previously made purchases on TikTok Shop, 28 indicated that their buying decisions were shaped by user-generated reviews, comments, or recommendations, commonly referred to as e-WOM. On the other hand, 24 respondents stated that brand trust in the TikTok Shop platform also had an impact on purchasing decisions. This finding indicates that e-WOM and brand trust both contribute to purchasing decisions at TikTok Shop. Although both factors showed an equally large impact, the extent has not been measured. the contribution of each variable and the interaction between them on purchasing decisions.

This research intends to explore how brand trust acts as a mediator among e-WOM and purchasing decisions on the TikTok Shop platform. The study focuses on market participants in Denpasar City who have made purchases through TikTok Shop. Denpasar City was chosen as the research location owing to its strategic benefits. Including well-developed internet infrastructure, widespread access to information and communication technology, and a relatively high level of digital literacy among its population, as well as pre-survey data indicating that the level of TikTok Shop usage in Denpasar City is quite significant, allowing researchers to obtain respondents who meet the research criteria. In light of the discussion presented in the problem background, the inconsistencies identified in previous studies, and the findings of the preliminary survey.

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory

The SOR theory is a framework detailing how external stimuli can influence a person's actions through internal mechanisms within the individual (Sultan et al., 2021). This framework emerged as an extension of the Stimulus-Response (SR) theory, which was considered too basic in describing human behavior. According to Jacoby (2002), the evolution of consumer behavior models has shifted from a simple Input-Output (I+O) pattern to a more complex SOR model. Early economic-based models focused solely on financial aspects as inputs and purchasing behavior as outputs, assuming that consumers were rational. This assumption ignored mental states, cognitive processes, and individual differences among consumers, thus treating them as similar to billiard balls reacting to the impact of a cue.

In the mid-1960s, based on findings from psychology, a second-generation consumer behavior model, known as the SOR model, emerged. This model focuses on the role of internal factors within an individual as a link between external stimuli and behavioral reactions (Jacoby, 2002). Thus, there are complex processes occurring within consumers that must be taken into account when they receive stimuli before reacting.

Buying Decision

A purchase is the last step a buyer takes to select and acquire a product or brand based on specific considerations to meet needs or achieve satisfaction (Holidah et al., 2023). Noviandini & Yasa (2021) emphasize that a purchase decision occurs when a buyer has made a complete decision to purchase an item. This choice encompasses various factors, such as the type of product purchased, when to purchase it, where to purchase it, and the payment method chosen.

Indrawan et al., (2024) added that purchasing decisions are a decision-making process by buyers that includes transaction activities in the market, both before, during, and after the goods or services are purchased. Based on several previous descriptions, purchasing decisions can be defined as the final process that consumers go through in choosing to buy goods/services based on concerns ranging from product type, time, location to payment method, and encompassing all stages that occur before, during, and after the transaction takes place, with the aim of fulfilling needs and achieving satisfaction.

Brand Trust

Brand trust is when consumers feel assured that a brand will deliver output that align their assumptions (Kotler & Keller, 2016:202). Rachmad et al. (2023) add is an emotional feeling people get when they feel safe and comfortable. This feeling of trust comes from how consumers see the brand as honest, responsible, and consistent in meeting their needs and making them satisfied. Herniati et al., (2024) says that it is when consumers believe a brand will keep its promises and is dependable. This trust is built through consumer experiences with a product or service, including interactions with customer service and product consistency. Overall, brand trust reflects consumers' belief that a brand has integrity, can fulfill its promises, and consistently delivers value and satisfaction according to expectations.

Conceptual Framework

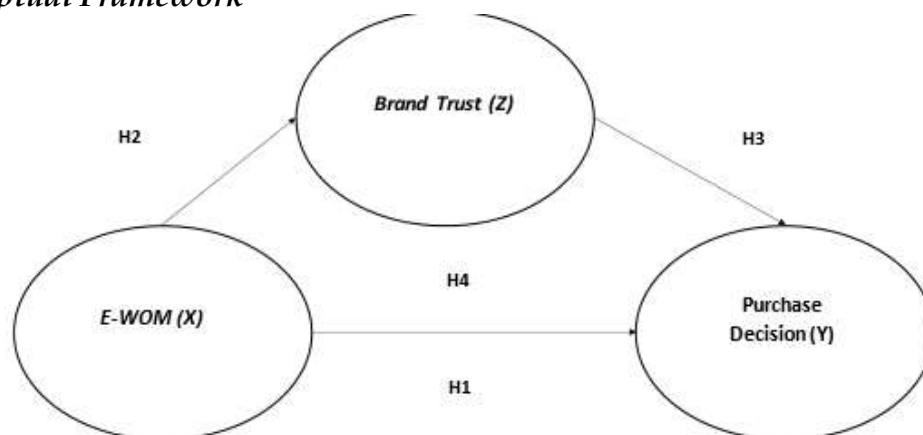


Figure 1. Conceptual Framework

Source:

H1: Akbar et al., (2023), Saraswati & Giantari (2022), Asnawati et al., (2022), Mutaufiq (2024), Kusumasari et al., (2023), Puspita & Pardede (2023),

Rahmawati et al., (2022), Noviandini & Yasa (2021), Hiola (2022), Artin et al., (2025).

H2 : Koento (2020), Sari et al., (2021), Lestari (2022), Suryadiningrat et al., (2022), Anggraini et al., (2023), D. Putri & Pratiwi (2023), Ezzat et al., (2022), Indrawan et al., (2024), Le et al., (2024) Putri et al., (2024).

H3: Mahliza (2020), Mirza & Permana (2021), Paksi et al., (2023), Wijaya et al., (2022) Santoso (2023), Rachmad et al., (2023), Novitasari et al., (2023), Herniati et al., (2024), Itasari et al., (2025), Satya & Panasea (2024).

H4: Mirza & Permana (2021), Noviandini & Yasa (2021), Lestari (2022), Kusumasari et al., (2023), Indrawan et al., (2024), Putri et al., (2024), Satya & Panasea (2024), Kanimozhi & Sengottuvel (2023), Putri & Fauzi (2023).

METHODOLOGY

This study adopts a quantitative approach, which aims to assess the interaction among e-WOM (X), brand trust (Z), and purchasing decisions (Y). The research location is Denpasar City, which is considered relevant due to the high level of TikTok Shop usage and high digital literacy among its residents. The research object includes three main variables: e-WOM as an exogenous variable, purchasing decisions as an endogenous variable, and brand trust as a mediating variable.

The study population was Denpasar residents who had shopped at TikTok Shop, and the sample was ascertained using purposive sampling with the following criteria: at least a high school/vocational school graduate, domiciled in Denpasar, and having made a transaction at TikTok Shop in the last 6 months. The sample size was 101 respondents. Data were collected using a Likert-based questionnaire, which had previously undergone validity and reliability testing on 30 non-sample respondents. Data sources comprised of primary data (questionnaire answers) and secondary data (literature and information about TikTok Shop).

The data was analyzed by SEM-PLS 3.0 software. The analysis involved checking the measurement model through tests like convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. Then, the structural model was assessed using R-square, Q-square, and hypothesis testing. Also, mediation testing was done to see how brand trust connects e-WOM to purchasing decisions.

RESEARCH RESULT

Evaluation of Measurement Model (Outer Model)

The measurement model, shows how hidden concepts are shown through the actual questions used (Hair et al., 2013). This model checks how accurate and consistent the concepts used in the study are by seeking at their validity and reliability.

Convergent Validity

Convergent validity is assessed to determine how well an indicator is associated with other indicators that measure the same construct or related latent

variables. This assessment ensures that the indicators consistently reflect the underlying concept being examined. The criteria include: The outer loading values are all above 0.7.

Table 1. Results of Convergent Validity Test with Outer Loading

Variables	Indicator	Outer Loading	Information
Y	Y1	0.74	Valid
	Y2	0.75	Valid
	Y3	0.78	Valid
	Y4	0.79	Valid
X	X1	0.86	Valid
	X2	0.89	Valid
	X3	0.85	Valid
Z	Z1	0.90	Valid
	Z2	0.92	Valid
	Z3	0.89	Valid

Source: Processed Primary Data (2025)

Referring to Table 1, the convergent validity assessment based on outer loading values indicates that all indicators employed in this research exceed the threshold of 0.7. Therefore, the indicators are considered to have satisfied the criteria for it.

Discriminant Validity with Cross Loading

Discriminant validity is used to make sure each concept is different from others, and this is checked by seeking at the cross-loading values of the indicators.

Table 2. Outer Loading Results

	<i>Brand Trust</i>	<i>E-WOM</i>	<i>Buying decision</i>
X1		0.460.86	0.54
X2		0.530.89	0.55
X3		0.380.85	0.45
Y1	0.440.61		0.74
Y2	0.590.44		0.75
Y3	0.580.41		0.78
Y4	0.500.34		0.79
Z1	0.900.44		0.64
Z2	0.920.56		0.63
Z3	0.890.44		0.62

Source: Processed Primary Data (2025)

As shown in Table 4.7, the cross-loading results demonstrate that discriminant validity has been adequately achieved. This is evidenced by each indicator exhibiting a stronger correlation with its corresponding construct than with any other constructs in the model.

Discriminant Validity with Average Variance Extracted

This can also be tested by comparing the AVE extracted for each variable. A model is deemed good if the AVE value is more than 0.50.

Table 3. Results of Convergent Validity Test with AVE

<i>Average Variance Extracted(AVE)</i>	
Y	0.59
X	0.75
Z	0.82

Source: Processed Primary Data (2025)

Referring to the results, all constructs of exhibit AVE values that transcend the suggest threshold of 0.5. This indicates that the constructs possess adequate convergent validity.

Composite Reliability

Composite reliability is utilized to evaluate the degree of internal consistency, as well as the accuracy and stability of measurement instruments in capturing a construct. In addition, This measure shows how consistently respondents answered the question items (Hair et al., 2013). When all the latent variables have composite reliability scores of at least 0.70 and Cronbach’s alpha scores over 0.70, it shows that the constructs are reliable. That means the questionnaire used in this study is consistent and trustworthy.

Table 4. Composite Reliability Test Results

	<i>onbach's Alpha</i>	<i>Composite Reliability</i>
Y	0.76	0.85
X	0.83	0.90
Z	0.89	0.93

Source: Processed Primary Data (2025)

The analysis reveals that the integrated reliability and Cronbach’s alpha values for all three variables are above 0.70, revealing that the variables have good reliability.

Structural Model Evaluation (Inner Model)

Assess the structural (inner) model. This is done by looking at the Q-Square Predictive Relevance (Q²) value, which shows how well the model can observed data. The Q² value ranges from 0 to 1, with values near zero meaning weak predictive power and values close to one showing strong predictive relevance.

Table 5. R-square Test Results

	<i>R Square</i>
Y	0.55
Z	0.29

Source: Processed Primary Data (2025)

From the results in the table, the R-square value for the Purchasing Decision construct is 0.55, meaning that E-WOM and brand trust together explain 55% of

the variation, while the remaining 45% is due to factors not included in the model. For the brand trust construct, the R-square value is 0.29, indicating that E-WOM explains 29% of the variation in brand trust, with the remainder 71% influenced by other factors outside the research scope.

Predictive relevance is evaluated by examining the Q² value, which is used to specify the predictive capability of the research model. Predictive relevance is assessed using the following formula.

$$Q^2 = 1 - (1 - R^2_1) \dots (1 - R^2_n)$$

$$Q^2 = 1 - (1 - 0.55) (1 - 0.29)$$

$$Q^2 = 1 - (0.45 \times 0.71)$$

$$Q^2 = 1 - 0.3195$$

$$Q^2 = 0.6805$$

Based on these calculations, the Q² value is 0.6805, which is greater than 0. This shows that the model has strong predictive relevance and can accurately predict unobserved variables, making it a reliable model in terms of prediction.

Hypothesis Testing

The significance of relationships among constructs or latent variables is examined through the path coefficient or t-statistic obtained from the bootstrapping procedure. A relationship is regarded as significant when the p-value is below 0.05.

Table 6. Research Hypothesis Testing

Hypothesis	Variable Relationship	Original Sample(O)	P Values	Decision
H1	X → Y	0.313	0,000	H1 accepted
H2	X → Z	0.535	0,000	H2 accepted
H3	Z → Y	0.527	0,000	H3 accepted
H4	X → Z → Y	0.282	0,000	H4 accepted

Source: Processed Primary Data (2025)

Grounded in the outcome of the bootstrapping test, the results of the hypothesis, described:

- 1) The influence of e-WOM (X) on purchasing decisions (Y)

The first hypothesis suggests that X has a positive effect on Y. The table shows that the path coefficient is positive at 0.313, and the p-value is 0.000, which is lower than the 0.05 significance level. This means we accept H1.

- 2) The influence of e-WOM (X) on brand trust (Z)

The second posits that X positively affects on Z. Based on the outcome presented, the estimated path coefficient is 0.535 and shows a positive direction, with a p-value of 0.000, which is lower than the 0.05 significance threshold, leading to the acceptance of H2.

- 3) The influence of brand trust (Z) on purchasing decisions (Y)

The third hypothesis says that Z has a positive effect on Y. The table shows a path coefficient of 0.527, with a p-value of 0.000, which is again below 0.05. This leads to accepting H3. These findings show that brand trust is important

and statistically significant role in how people make buying decisions on TikTok Shop.

4) *Brand trust* (Z) able to mediate the influence of e-WOM (X) on purchasing decisions (Y)

The fourth hypothesis states that Z mediates the effect of X on Y. As shown in the table, the coefficient is positive at 0.282 with a p-value of 0.000, which is less than 0.05. So, we accept H4. According to Hair (2021), to test mediation, if p1, p2, and p3 are all positive and significant, the mediation is considered partial and complementary.

DISCUSSION

The Influence of E-WOM on Purchasing Decisions

The study's findings show that X has a positive effect on Y. This means that more exposure to e-WOM and better-quality information from it increase the chances. It includes online reviews, user testimonials, and recommendations shared on social media or other digital platforms. It strongly influences how consumers view products, build trust, and form purchase intentions. Information from real user experiences is usually seen as more trustworthy than traditional advertisements, so it has a stronger effect on consumer choices. As a result, companies are encouraged to manage and encourage positive e-WOM as part of their marketing strategies to improve sales and build customer loyalty. Akbar et al. (2023) and Saraswati and Giantari (2022) reported that favorable consumer reviews influence other consumers' purchasing decisions.

The Influence of E-WOM on Brand Trust

The outcome of the study show that X has a positive influence on Z. The more positive information consumers share online, whether through product reviews, testimonials, or discussions on social media, Authentic e-WOM derived from the real experiences of other users is considered more trustworthy than information conveyed directly by the company. Credibility, relevance, and honesty in e-WOM communication can shape positive perceptions of brand integrity and quality. Thus, companies need to encourage and manage e-WOM strategically to build strong brand trust. The findings of this study are in line with those of Anggraini et al. (2023) and Putri & Pratiwi (2023) also reached the same conclusion.

The Influence of Brand Trust on Purchasing Decisions

The research outcome indicate that Z has a positive impact on Y. It can be concluded that when consumers trust a brand more, they are more likely to make a purchase. Brand trust shows that consumers believe in the quality, consistency, and reliability of the product or service provided, which helps reduce doubts and risks in making a decision. Consumers who trust a brand feel more confident and comfortable when making a purchase. Therefore, building strong brand trust is important for companies to encourage more sales and to create lasting relationships with customers. In the process of making decisions, consumers usually prefer brands they trust over those they don't know much about or feel

uncertain about. These findings align with Mahliza's (2020) study, which shows that brand trust greatly influences purchasing decisions, especially in online shopping. Paksi et al. (2023) and Wijaya (2023) also support that conclusion.

The Role of Brand Trust in Mediating the Influence of E-WOM on Purchasing Decisions

The findings reveal that brand trust functions as a complementary partial mediator in the relationship among e-WOM and purchasing decisions. This suggests that e-WOM not only directly affects consumers' purchasing decisions but also exerts an indirect effect by enhancing trust in the brand. In essence, favorable information and shared experiences conveyed by other consumers through digital channels help shape brand trust, which subsequently reinforces consumers' intentions and final purchase decisions. While e-WOM alone is capable of influencing purchasing behavior, the presence of brand trust amplifies this effect, positioning it as a critical factor within the consumer decision-making framework. Consequently, companies are encouraged to not only stimulate positive e-WOM but also to consistently cultivate and maintain brand trust to generate a synergistic impact on purchase conversion and long-term customer loyalty. These results are in line with the study by Kusumasari et al. (2023), which identified brand trust as a significant mediator in the relationship among e-WOM and purchasing decisions. Similar conclusions were drawn by Indrawan et al. (2024). Moreover, Putri et al. (2024) and Satya and Panasea (2024) says the same conclusion.

Implications of Research Results

1) Theoretical Implications

This study adds value to the field of digital marketing by explaining how brand trust works as mediating role among e-WOM and consumer purchasing decisions. The results highlight that e-WOM affects buying decisions via direct and mediated effects through brand trust, helping us better understand how consumers behave in the digital age. This confirms that brand trust is an important psychological element that bridges digital social information and purchasing decisions.

These implications open up opportunities for future researchers to explore other mediating variables in the line with e-WOM and purchase decisions, as well as to expand the application of this model across various digital platforms. This research also strengthens the theoretical perspective that consumer decision-making is the result of the interaction between external stimuli (e-WOM) and internal psychological processes (brand trust), thus providing a solid foundation for the development of literature on digital marketing and consumer behavior in the modern era.

2) Practical Implications

This study are expected to serve as strategic guidance for TikTok management and businesses utilizing digital platforms to increase marketing and sales effectiveness. First, it is crucial to manage and encourage positive e-

WOM through reviews, testimonials, and user-to-user interactions. This is especially important because e-WOM has a strong influence on purchasing decisions. To achieve this, businesses should make it easy for users to share their experiences and educate them on the value of providing accurate and trustworthy reviews.

Second, brand trust is crucial for e-WOM to function optimally in driving purchasing decisions. TikTok and its business partners must ensure consistent product quality, provide transparent information, and respond quickly to customer complaints and feedback. Building trust will reduce consumer hesitation and strengthen purchase intentions, potentially significantly increasing sales conversion rates.

Third, a marketing approach that simultaneously combines e-WOM and brand trust enhancement has the potential to create synergy that strengthens long-term relationships with consumers. For example, utilizing trusted influencers, establishing a community of active users who share positive experiences, and providing interactive features that facilitate two-way communication will help build loyalty and increase sustainable sales.

CONCLUSIONS

1. e-WOM (X) has a positive and significant impact on consumer purchasing choices (Y). This means that the better the quality and intensity of e-WOM, the more likely consumers are to make a purchasing decision.
2. e-WOM (X) also has a positive impact on brand trust (Y). Positive and valid information provided by other consumers through online platforms can increase consumer confidence in a brand.
3. Brand trust (Z) has a positive influence on consumer purchasing choices (Y). The greater the trust in a brand, the more likely consumers are to purchase that product.
4. Brand trust (Z) is identified as a partial complementary mediator, through which the effect of e-WOM (X) on consumer purchasing choice is partially reinforced by enhanced consumer trust in the brand.

RECOMMENDATIONS

1. From the e-WOM perspective, attention should be given to the statement with the lowest average, which is "I often search for and read reviews and comments."
2. "Other users before purchasing products on TikTok Shop." TikTok Shop should focus on consumer reviews to improve purchasing decisions through their platform. This also serves as a guideline for sellers selling on TikTok Shop to pay attention to product quality and service to increase positive consumer reviews.
3. In terms of brand trust, the statement with the lowest average score is "Sellers on TikTok Shop always provide honest and transparent information about the products they sell to consumers." Sellers must provide accurate information regarding the condition of the products they sell. Accurate information significantly impacts consumer confidence in purchasing

products, so dishonest information can lead to consumers not making purchases on TikTok Shop.

ADVANCED RESEARCH

Future studies are encouraged to incorporate extra variables that may affect purchasing decisions and to broaden the research scope beyond consumers located in Denpasar City.

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