

# The Effect of Social Media Marketing and E-WOM on Purchase Intention of TikTok Users

Purchase Intention of  
TikTok Users

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## ABSTRACT

This study aims to analyze the role of E-trust as a mediating variable on the influence of social media marketing and e-WOM on purchase intention of TikTok users in Sleman Regency. The sampling technique uses a non-probability sampling technique with purposive sampling. Data obtained using a questionnaire technique in the form of a Google form, distributed online to 100 respondents. The data analysis method in this study used the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the SmartPLS 4.0 data processing program. The results of this study indicate that social media marketing has a positive and significant influence on purchase intention, e-WOM has a positive and significant influence on purchase intention, social media marketing has a positive and significant influence on E-trust, e-WOM has a positive and significant influence on E-trust, E-trust has a positive and significant effect on purchase intention, social media marketing has a positive and significant effect on purchase intention through E-trust as a mediating variable, e-WOM has a positive and significant influence on purchase intention through E-trust as mediating variable.

**Keywords:** Social Media Marketing, E-WOM, E-Trust, Purchase Intention, TikTok Shop

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran E-trust sebagai variabel mediasi pada pengaruh social media marketing dan e-WOM terhadap purchase intention pada pengguna TikTok di Kabupaten Sleman. Teknik pengambilan sampel menggunakan teknik non-probability sampling dengan purposive sampling. Data diperoleh dengan menggunakan teknik kuesioner dalam bentuk google form yang disebarakan secara online kepada 100 responden. Metode analisis data dalam penelitian ini menggunakan metode Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan program olah data SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa social media marketing memiliki pengaruh positif dan signifikan terhadap purchase intention, e-WOM memiliki pengaruh positif dan signifikan terhadap purchase intention, social media marketing memiliki pengaruh positif dan signifikan terhadap E-trust, e-WOM memiliki pengaruh positif dan signifikan terhadap E-trust, E-trust memiliki pengaruh positif dan signifikan terhadap purchase intention, social media marketing memiliki pengaruh positif dan signifikan terhadap purchase intention melalui E-trust sebagai variabel mediasi, e-WOM memiliki pengaruh positif dan signifikan terhadap purchase intention melalui E-trust sebagai variabel mediasi.

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*media marketing memiliki pengaruh positif dan signifikan terhadap E-trust, e-WOM memiliki pengaruh positif dan signifikan terhadap E-trust, E-trust memiliki pengaruh positif dan signifikan terhadap purchase intention, social media marketing berpengaruh positif dan signifikan terhadap purchase intention melalui E-trust sebagai variabel mediasi, e-WOM berpengaruh positif dan signifikan terhadap purchase intention melalui E-trust sebagai variabel mediasi.*

*Kata kunci: Pemasaran Media Sosial, E-WOM, E-Trust, Niat Pembelian, Toko TikTok*

## **INTRODUCTION**

Increasingly easy internet access encourages the business world to make the most of it. The internet has become a virtual media that can be used for various purposes, including business economics, social, politics, and so on. One of the benefits of using the internet for the community is that it provides an alternative in meeting needs, because the internet can provide various products or services without territorial boundaries. According to Katadata in February 2023, the adoption of Indonesian internet users has reached 77% of the total population of 276.4 million people. The increase in internet users opens up new opportunities for the business world to carry out the buying and selling process, one of which is e-commerce (Hartawan et al., 2021). E-commerce is a process of buying and selling and marketing products or services through electronic systems, such as the internet, computers, and other digital devices (Kedah, 2023). Currently, consumers' attention has shifted to online media compared to conventional media (Sari, 2022). Online social networks play a vital role in social media marketing and provide many opportunities for companies, such as approaching consumers, gathering information, and participating in their online discussions (Boon-long & Wongsurawat, W., 2015). E-commerce that is currently popular among the public is TikTok Shop. TikTok Shop is a feature or platform launched by TikTok to answer consumer needs in shopping online efficiently and effectively. TikTok as the main application has an important role in the success of TikTok Shop. According to Nam (2018), Currently, social media is an online communication tool that has a big impact on society, encouraging companies to expand their marketing practices on social media.

Social media is a place where users can freely share information and discuss with other users, thus becoming an opportunity for businesses to gain customer trust and market their products (Ceyhan, 2019). Social media marketing is a marketing practice that uses digital distribution channels to reach consumers more personally and relevantly, and cost-effectively (Trulline, 2021). In general, before making an online transaction, consumers tend to look for information from various references, for example other people's experiences (Pradhanawati, 2021). According to Kotler & Keller (2016), e-WOM is a form of marketing using the internet to create a word-of-mouth effect in order to achieve marketing goals. Consumers tend to trust reviews presented by other consumers more than claims made by product manufacturers or sellers (Nieto et al., 2014). One of the media used to search for information is social media, social media is a technology that facilitates users to share information, ideas, and hobbies through networks (Kietzmann et al., 2011). The main goal of marketing is a purchasing process from a series of consumer behavior processes, because consumers have various views, references, and different perceptions of a product or service (Sinulingga et al., 2023). Purchase intention is a form of consumer behavior in responding to objects that indicate the consumer's desire to make a purchase. Strong purchasing intentions can stimulate a movement including the act of buying a product (Aryadhe et al., 2018). The transaction process that does not require face-to-face contact in online shopping poses a very high risk of fraud. One of the important things in online transactions is the trust of prospective customers (Ananda et al., 2017). The formation of consumer trust is highly desirable for vendors, because it facilitates long-term, repeated relationships to encourage interaction/purchases (Anisa, 2013). E-trust occurs in an environment where direct and physical contact does not occur, because interactions are mediated by digital

devices. E-trust is an important point for consumers in online shopping, because the level of risk perception is higher than non-online transactions in terms of payment to delivery.

Kotler & Armstrong (2010), stated that unexpected events can change consumers' purchase intention towards a vendor, such as seeing bad reviews of a vendor. Consumers tend to look for vendors who have good e-WOM compared to vendors with bad e-WOM. According to Nuseir (2019) e-WOM has an influence on the purchase intention of a product. In addition, e-WOM also has an influence on the E-trust of a product (Pradhanawati, 2021). Aji et al. (2020) shows that social media marketing has a positive and significant effect on purchase intention. However, Chan et al. (2020) shows that social media marketing does not have a significant effect on online purchase intention. Nuseir (2019) shows that e-WOM has a significant effect on online purchase intention. However, Meybani et al. (2019) shows that e-WOM does not have a significant effect on purchase intention. This study examines the effect of social media marketing and e-WOM on the purchase intention of TikTok users, as well as the role of E-trust as a mediator in the relationship between these variables.

## **LITERATURE REVIEW**

Purchase intention is a happy attitude towards an object that makes individuals try to get the object by paying for it with money or sacrifice. Purchase intention is a form of consumer behavior in responding to objects that indicate the consumer's desire to make a purchase. Purchase intention is the consumer's readiness in terms of perception, purchasing behavior, and attitude which are useful for consumers in purchasing products in the near future (Edyansyah & Ahyar, 2021). There are many factors that influence consumer intentions in choosing a product, where the final decision depends on consumer intentions. In general, consumer perception, product packaging, customer knowledge is some of the factors that can influence consumer purchase intentions. The purchase intention indicators of a prospective consumer are exploration intention, referential intention, transactional intention, preferential intention.

According to Pane (2023), E-trust occurs in an environment where direct and physical contact does not occur, because interactions are mediated by digital devices. In addition, E-trust is defined as a condition of consumer trust in the quality and reliability of goods or services offered by a seller. According to Setyoparwati (2019), E-trust is a trust that consumers have to buy via the internet. Reluctance to shop online can arise from uncertainty about the settlement or risks that are seen regarding payment and the security of personal information. E-trust is an important point for consumers in shopping online, because the level of risk perception is higher than non-online transactions in terms of payment to delivery. Therefore, online consumers will only transact on e-commerce that they trust. E-trust on e-commerce sites is an important factor for business success. According to Mukherjee & Nath (2007) E-trust consists of three indicators are propensity to trust, confidence in website, trust in internet technology.

According to Kim & Ko (2012) social media marketing is a form of two-way communication to seek empathy from users, and to minimize misunderstandings and prejudices towards a brand. Social media marketing is a marketing practice that uses digital distribution channels to reach consumers more personally and relevantly, and cost-effectively. Social media marketing is the pinnacle of integrated marketing efforts; when a company fails to address minor customer issues, it will lead to disappointment and loss of customer goodwill. Social media marketing indicators according to Kim & Ko (2012) include entertainment, customization, trends, interaction and word of mouth.

Electronic word of mouth is an informal, non-commercial online communication about opinions about a product or service, which occurs via e-mail, online discussion forums, or other online communication methods. According to Hennig-Thurau et al. (2004), Electronic Word of Mouth (e-WOM) is a form of marketing communication that contains positive or negative statements by potential customers, customers or

former customers about a product via the Internet. Electronic word of mouth (e-WOM) according to Kotler & Keller (2016) is marketing using the internet to create a word-of-mouth effect to support marketing efforts and goals. E-WOM communication can be done in various settings. Website bulletin boards, email, chat rooms, weblogs, discussion forums, review websites, retail websites, social networks, and other internet media to exchange opinions and experiences related to companies, products, and services with other individuals. The concept of e-WOM has played a central role in research related to behavior on the internet network, because the products or services studied are intangible, meaning their quality is difficult to evaluate before consumption. Therefore, customers will seek references through e-WOM before making a decision. Dividing Electronic Word of Mouth into intensity, opinion valence and content indicators.

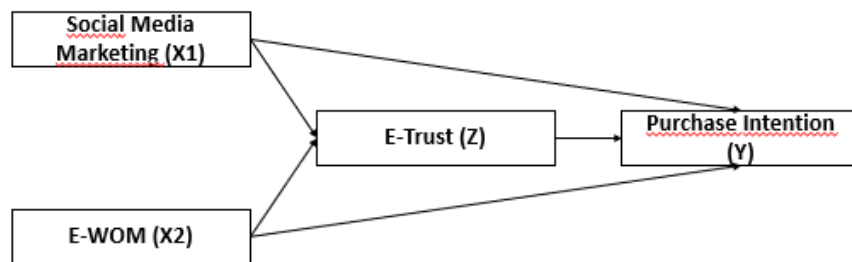


Figure 1. Conceptual Framework

Based on the conceptual framework above, the following research hypotheses are determined:

- H1.** Social media marketing has a positive and significant effect on Purchase intention of TikTok users.
- H2.** E-WOM has a positive and significant effect on Purchase intention of TikTok users.
- H3.** Social media marketing has a positive and significant effect on E-trust of TikTok users.
- H4.** E-WOM has a positive and significant effect on E-trust of TikTok users.
- H5.** E-trust has a positive and significant effect on Purchase intention of TikTok users.
- H6.** Social media marketing has a positive and significant effect on Purchase intention of TikTok users through E-trust
- H7.** E-WOM has a positive and significant effect on Purchase intention of TikTok users through E-trust

## METHODS

This research was conducted in Sleman Regency with several stages: initial survey (March), proposal preparation (March–May), questionnaire preparation and data analysis (June), and report preparation (June 2023). This research is descriptive and quantitative to explore the role of E-trust as a mediating variable between social media marketing and e-WOM on purchase intention of TikTok users. Sampling used a non-probability sampling method with a purposive sampling technique. The study population was TikTok users in Sleman, and the sample was calculated using the Cochran formula, resulting in 100 respondents. The sample criteria included TikTok users and domiciled in Sleman. Data were collected through a Google Form questionnaire distributed online with closed questions about social media marketing, e-WOM, e-trust, and purchase intention. This study uses primary data from respondents and secondary data from related literature. Data analysis was carried out using descriptive and quantitative methods using Structural Equation Modeling-Partial Least Square (SEM-PLS). Descriptive analysis describes the collected data without generalization, while quantitative analysis aims to test the hypothesis statistically. SEM-PLS is used to test validity and reliability through outer model testing (convergent

validity, discriminant validity, AVE, Cronbach's alpha, composite reliability) and inner model (R-square, Model Fit, path coefficient, mediation test).

**RESULTS**

The characteristics of respondents in this study include gender and age. Based on gender characteristics, out of 100 respondents, 49 respondents were male (49%) while female respondents in this study were 51 respondents (51%). So, it can be interpreted that TikTok users in Sleman Regency are dominated by women. Based on age characteristics, 0 respondents (0%) were <17 years old, 90 respondents (90%) were 17-35 years old, 10 respondents (10%) were 36-50 years old, and 0 respondents (0%) were > 50 years old. So, it can be interpreted that TikTok users in Sleman Regency are dominated by users aged 17-35 years.

The research sample of 100 respondents taken, obtained the average value of respondents in assessing the social media marketing variable included in the high category, with a mean value of 3.896. This shows that respondents consider TikTok Shop's social media marketing to be good and able to attract social media users to make transactions at TikTok Shop. The average value of respondents in assessing e-WOM is included in the high category, with a mean value of 3.908. This shows that respondents consider e-WOM on TikTok Shop to be good, quality and informative. The average value of respondents in assessing purchase intention is included in the high category, with a mean value of 3.425. This shows that respondents consider TikTok Shop's purchase intention to be high to convince respondents to make transactions on the TikTok application. The average value of respondents in assessing e-trust is included in the high category, with a mean value of 3.583. This shows that respondents consider TikTok Shop's E-trust to be good and able to reduce user doubts about transacting through TikTok Shop.

Quantitative analysis in this study uses Partial Least Square (PLS) data analysis techniques. The results of the PLS analysis are reported through two steps, namely testing the measurement model (outer model) and testing the structural model (inner model). Outer model measurements are used to test convergent validity, discriminant validity, AVE, Cronbach's alpha and composite reliability obtained by testing the PLS Algorithm.

**Table 1.** Convergent Validity Discriminant Validity

<b>Indicator</b>	<b>Social Media Marketing</b>	<b>E-WOM</b>	<b>Purchase Intention</b>	<b>E-Trust</b>
<b>SMM1</b>	0.840	0.450	0.577	0.529
<b>SMM2</b>	0.787	0.407	0.496	0.427
<b>SMM3</b>	0.824	0.375	0.478	0.472
<b>SMM4</b>	0.775	0.458	0.477	0.517
<b>SMM5</b>	0.837	0.473	0.491	0.483
<b>EW1</b>	0.396	0.753	0.369	0.326
<b>EW2</b>	0.473	0.833	0.501	0.399
<b>EW3</b>	0.366	0.814	0.449	0.385
<b>EW4</b>	0.469	0.805	0.457	0.406
<b>EW5</b>	0.438	0.828	0.438	0.367
<b>EW6</b>	0.398	0.740	0.366	0.320
<b>PI1</b>	0.558	0.467	0.834	0.538
<b>PI2</b>	0.502	0.481	0.869	0.628
<b>PI3</b>	0.516	0.515	0.815	0.669
<b>PI4</b>	0.475	0.315	0.776	0.589
<b>ET1</b>	0.594	0.479	0.706	0.886
<b>ET2</b>	0.514	0.347	0.671	0.883
<b>ET3</b>	0.449	0.381	0.541	0.853

Based on the table above, it can be seen that each indicator in each variable in this study meets the criteria of convergent validity with a value of  $> 0.7$  so that the data can be said to be valid and meets the criteria of convergent validity, the cross-loading factor value of each indicator on its construct is greater than other constructs. Thus, it can be concluded that it has met the criteria of discriminant validity. Table 2 presents the results of the Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha tests on the variables analyzed in this study. This table aims to evaluate the validity and reliability of the measurement model.

**Table 2.** Average Variance Extracted (AVE), Composite Reliability and Cronbach's Alpha

Model		Variable			
		Social Media Marketing	E-WOM	Purchase Intention	E-Trust
Average Variance Extracted (AVE)	AVE	0.661	0.634	0.679	0.765
	Criteria	> 0,5	> 0,5	> 0,5	> 0,5
	Description	Valid	Valid	Valid	Valid
Composite Reliability	Composite Reliability	0.907	0.912	0.894	0.907
	Criteria	> 0,7	> 0,7	> 0,7	> 0,7
	Description	Reliable	Reliable	Reliable	Reliable
Cronbach's Alpha	Cronbach's Alpha	0.871	0.884	0.842	0.847
	Criteria	> 0,7	> 0,7	> 0,7	> 0,7
	Description	Reliable	Reliable	Reliable	Reliable

Based on table 5, it can be seen that all variables in this study have an AVE value > 0.5 so that all variables can be declared valid and meet the Average Variance Extracted (AVE) criteria, composite reliability value > 0.7 so that all variables can be declared reliable and meet the composite reliability criteria and Cronbach's alpha value > 0.7 so that all variables can be declared reliable and meet the Cronbach's alpha criteria.

According to Ghozali & Latan (2015), the inner model is a test that can show the relationship between independent latent variables and dependent latent variables. This structural model is also called a hypothesis test or influence test. The inner model test in this study is explained by the R-Square test (determination coefficient) and the Q-Square test.

**Table 3.** Structural Model Test Results (Inner Model)

R-Square		
Test	R square	R square Adjusted
Purchase Intention	0.620	0.609
E-Trust	0,389	0,376
Model Fit		
NFI	Saturated Model	Estimated Model
	0.825	0.825

The R-Square test or coefficient of determination is used to measure the magnitude of the influence of independent variables in influencing the dependent variable. Table 3 shows that the purchase intention variable is influenced by the social media marketing and e-WOM and e-trust variables by 62% and the remaining 38% is influenced by other variables not included in this research model. While the e-trust variable is influenced by the social media marketing and e-WOM variables by 38.9% and the remaining 61.1% is influenced by other variables not included in this research model. According to Chin (1998), R-square ranges from 0 to 1, categorized as strong if more than 0.67, moderate if more than 0.33 but lower than 0.67, and weak if more than 0.19 but lower than 0.33. So, it can be said that the R square on the Purchase Intention variable is moderate and, on the E-Trust variable is moderate. The NFI value ranging from 0 - 1 is derived from the comparison between the hypothesized model and a particular independent model. The model has a high fit if the value is close to 1. Based on the table above, the NFI value is at 0.825, which means that it has a good model fit (Ghozali & Latan, 2015). In using the SmartPLS 4.0 program, the hypothesis acceptance criteria are carried out by bootstrapping, so that the relationship between the influence of the independent variable on the dependent variable can be known. A hypothesis can be said to be accepted and significant if the P-value <0.5 and the t-statistic value > t-table (1.96).

**Table 4.** Path Coefficient and Specific Indirect Effect Result

Model	Variable	Original Sample	Sample Mean	Std. Deviation	T Stat.	P Values
Path Coefficient	Social Media Marketing -> Purchase Intention	0.204	0.203	0.093	2.203	0.028
	E-WOM -> Purchase Intention	0.191	0.195	0.094	2.024	0.043
	Social Media marketing -> E-Trust	0.492	0.488	0.093	5.284	0.000
	E-WOM -> E-Trust	0.201	0.216	0.095	2.120	0.034
	E-Trust -> Purchase Intention	0.528	0.523	0.078	6.781	0.000
	Specific Indirect Effect	Social Media Marketing -> E-Trust -> Purchase Intention	0.260	0.255	0.059	4.399
	E-WOM -> E-Trust -> Purchase Intention	0.106	0.113	0.053	2.014	0.044

Based on the above, it can be seen that the hypothesis testing for each variable in the Patch Coefficient test is in hypothesis 1, it is known that the path coefficient results through the original sample column (O) in the results of the social media marketing variable test on purchase intention obtained a value of 0.204 or 20.4% and the t-statistic result  $2.203 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between social media marketing variables and purchase intention. The level of significance of the relationship between social media marketing variables and purchase intention can be seen from the P-value in table 9. With a P-value of  $0.028 < 0.05$ , the social media marketing variable has a significant effect on purchase intention. Thus, hypothesis 1 can be accepted so that the social media marketing variable has a positive and significant effect on purchase intention because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 1 is proven). In hypothesis 2, it is known that the path coefficient results through the original sample column (O) in the test results of the e-WOM variable on purchase intention obtained a value of 0.191 or 19.1% and the t-statistic result of  $2.024 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the e-WOM variable and purchase intention. The level of significance of the relationship between the e-WOM variable and purchase intention can be seen from the P-value in table 9. With a P-value of  $0.043 < 0.05$ , the e-WOM variable has a significant effect on purchase intention. Thus, hypothesis 3 can be accepted so that the e-WOM variable has a positive and significant effect on purchase intention because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 2 is proven).

Hypothesis 3 is known that the path coefficient results through the original sample column (O) in the results of testing the social media marketing variable on e-trust obtained a value of 0.492 or 49.2% and the t-statistic result of  $5.284 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the social media marketing variable and e-trust. The level of significance of the relationship between the social media marketing variable and e-trust can be seen from the P-value in table 9. With a P-value of  $0.000 < 0.05$ , the social media marketing variable has a significant effect on e-trust. Thus, hypothesis 2 can be accepted so that the social media marketing variable has a positive and significant effect on e-trust because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 3 is proven). Hypothesis 4 is known that the path coefficient results through the original

sample column (O) in the test results of the e-WOM variable on e-trust obtained a value of 0.201 or 20.1% and the t-statistic result of  $2.120 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the e-WOM variable and e-trust. The level of significance of the relationship between the e-WOM variable and e-trust can be seen from the P-value in table 9. With a P-value of  $0.034 < 0.05$ , the e-WOM variable has a significant effect on e-trust. Thus, hypothesis 4 can be accepted so that the e-WOM variable has a positive and significant effect on e-trust because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 4 is proven). (Hypothesis 5 is known that the path coefficient results through the original sample column (O) in the test results of the e-trust variable on purchase intention obtained a value of 0.528 or 52.8% and the t-statistic result is  $6.781 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the e-trust variable and purchase intention. The level of significance of the relationship between the e-trust variable and purchase intention can be seen from the P-value in table 9. With a P-value of  $0.000 < 0.05$ , the e-trust variable has a significant effect on purchase intention. Thus, hypothesis 5 can be accepted so that the e-trust variable has a positive and significant effect on purchase intention because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 5 is proven).

In the Specific Indirect Effect test, hypothesis 6 is known that the results of the specific indirect effect through the original sample column (O) in the results of the social media marketing variable test on purchase intention through e-trust obtained a value of 0.260 or 26% and the t-statistic result of  $4.399 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the social media marketing variable and purchase intention through e-trust. The level of significance of the relationship between the social media marketing variable and purchase intention through e-trust can be seen from the P-value in table 4.14. With a P-value of  $0.000 < 0.05$ , the social media marketing variable has a significant effect on purchase intention through e-trust. Thus, hypothesis 6 can be accepted so that the social media marketing variable has a positive and significant effect on purchase intention through e-trust because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 6 is proven). Hypothesis 7 is known that the results of the specific indirect effect through the original sample column (O) in the results of testing the social media marketing variable on purchase intention through e-WOM obtained a value of 0.106 or 10.6% and the t-statistic result of  $2.014 > t\text{-table} (1.96)$  which means that the hypothesis can be accepted and has a positive influence in the relationship between the e-WOM variable and purchase intention through e-trust. The level of significance of the relationship between the e-WOM variable and purchase intention through e-trust can be seen from the P-value in table 4.14. With a P-value of  $0.044 < 0.05$ , the e-WOM variable has a significant effect on purchase intention through e-trust. Thus, hypothesis 7 can be accepted so that the e-WOM variable has a positive and significant effect on purchase intention through e-trust because the t-statistic is greater than the t-table (1.96) and the p-value  $< 0.05$  (Hypothesis 7 is proven).

E-trust as a mediating variable of the influence of Social Media Marketing on Purchase Intention. Based on the VAF value obtained, which is 56.01%, this value is in the partial mediation category. So, it can be concluded that e-trust is proven to be able to mediate the influence of social media marketing on purchase intention, with the nature of mediation in the form of partial mediation. E-trust as a mediating variable of the influence of E-WOM on Purchase Intention. Based on the VAF value obtained, which is 35.72%, this value is in the partial mediation category. So, it can be concluded that e-trust is proven to be able to mediate the influence of e-WOM on purchase intention, with the nature of mediation in the form of partial mediation.

## **DISCUSSION**

This study aims to analyze the role of e-trust as a mediating variable in the influence of social media marketing and e-WOM on purchase intention in TikTok users. A number of dimensions and indicators consisting of several statement items are used to measure and test the relationship between variables in this study. The data obtained through the questionnaire were then processed and analyzed by the researcher to obtain the output or results of the study. The results of this study successfully prove the first hypothesis that there is a positive and significant influence on the Social Media Marketing variable on Purchase Intention. The existence of this influence shows that the higher the Social Media marketing, the higher the Purchase Intention. The high level of purchase intention can be created from the company's excellence in managing its social media. Prospective consumers will feel helped to get product information such as promos, benefits, variants and prices from the presentation of content presented on TikTok Shop social media. Thus, the use of social media marketing can encourage prospective customers to make purchases at TikTok Shop. The results of this study support previous research conducted by Ang & Andreani (2022).

The results of this study successfully prove the second hypothesis that there is a positive and significant influence on the E-WOM variable on Purchase Intention. The existence of this influence shows that the better the Electronic Word of Mouth, the higher the Purchase Intention level of TikTok Shop consumers. Conversely. The worse the Electronic Word of Mouth, the lower the Purchase Intention level of TikTok Shop consumers. The results of this study support previous research conducted by Pradana et al. (2022) and Nuseir (2019). The results of this study successfully prove the third hypothesis that there is a positive and significant influence on the Social Media Marketing variable on E-Trust. The existence of this influence shows that the higher the Social Media Marketing, the higher the E-Trust. Social Media Marketing in transactions on an e-commerce can encourage E-Trust in potential consumers, because with social media marketing, it provides a lot of information about advantages such as promos, events, and so on for social media users, thereby reducing the sense of distrust of social media users in an e-commerce. In addition, verified social media profiles tend to make social media users confident in making transactions. The results of this study support previous research conducted by Hajli (2014) and Chan et al. (2020).

The results of this study successfully prove the fourth hypothesis that there is a positive and significant influence on the E-WOM variable on E-Trust. The existence of this influence shows that the higher the E-WOM, the higher the E-Trust. Positive E-WOM on an e-commerce can encourage e-trust in its users to make purchases, because with positive E-WOM, users are more confident in making transactions, this also applies vice versa. The results of this study are in accordance with research conducted by Pradhanawati (2021). The results of this study successfully prove the fifth hypothesis that there is a positive and significant influence on the E-Trust variable on Purchase Intention. The existence of this influence shows that the higher the E-Trust, the higher the Purchase Intention. High E-Trust from potential consumers for an e-commerce in transactions can encourage purchasing intentions in potential consumers, because with high E-Trust, potential consumers' doubts about the transaction can be reduced. The results of this study support previous research conducted by Meybiani et al. (2019).

The results of this study successfully prove the sixth hypothesis that there is a positive and significant influence on the Social Media Marketing variable on Purchase Intention which is influenced by the E-Trust variable. The existence of this influence shows that the higher the Social Media Marketing influenced by E-Trust, the higher the Purchase Intention. When viewed from the results of the mediation test, it shows that the E-Trust (trust) variable partially mediates the influence of Social Media Marketing on Purchase Intention. This is in line with research conducted by Hajli (2014) and Chan et al. (2020). The results of this study successfully prove the seventh hypothesis that there is a positive and significant influence on the E-WOM variable on Purchase Intention which is influenced by the E-Trust variable. The existence of this influence shows that the higher

the E-WOM influenced by E-Trust, the higher the Purchase Intention. When viewed from the results of the mediation test, it shows that the E-Trust variable (trust) mediates the influence of e-WOM on Purchase Intention partially. This is in line with research conducted by Budiman & Hartoko (2022)

## CONCLUSION

Based on the research that has been conducted, it can be seen that TikTok users in Sleman Regency, Yogyakarta in Sleman Regency have a purchase intention on TikTok Shop because they have e-trust formed from social media marketing and e-WOM by TikTok Shop. In analyzing the influence between variables, this study uses the Partial Least Square (PLS) data analysis technique with the help of the SmartPLS 4.0 program. Based on the results of data analysis and testing and the discussion that has been described, it can be concluded that social media marketing has a positive and significant effect on the Purchase intention of TikTok users. E-WOM has a positive and significant effect on the Purchase intention of TikTok users. Social media marketing has a positive and significant effect on the E-trust of TikTok users. E-WOM has a positive and significant effect on the E-trust of TikTok users. E-trust has a positive and significant effect on the Purchase intention of TikTok users. Social media marketing has a positive and significant effect on the Purchase intention of TikTok users through E-trust as a mediating variable. E-WOM has a positive and significant effect on the Purchase intention of TikTok users through E-trust as a mediating variable.

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## Suggestion

Suggestions for further researchers are to add other variables such as brand image, perceived quality, price, and security that can affect purchase intention. In addition, the sample coverage needs to be expanded from the Sleman Yogyakarta area so that the results are more comprehensive. The use of data collection methods such as print out questionnaires can also be considered to overcome the obstacles in using Google Forms by some respondents. For companies, the results of the study show that e-trust can be a mediator between social media marketing and e-WOM on purchase intention. Therefore, TikTok Shop must be more active on social media to maintain and increase e-trust. The use of filters on e-WOM is needed so that random reviews and comments do not damage consumer trust. TikTok Shop can also maximize social media marketing, especially on user interactions that have low scores. To increase interaction, companies can provide rewards such as points or vouchers to users who share their experiences on social media, and respond to complaints quickly so as not to have a negative impact on purchase intention.

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