

# The Influence of Electronic Word of Mouth (E-WOM) and Customer Trust on Purchasing Decisions in TikTok Shop (Case Study of STIE Makassar Maju Students)

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## Abstract

**The Objectives** – This study aims to determine the influence of Electronic Word of Mouth (e-WOM) on Purchasing Decisions in TikTok Shop, 2) The influence of Customer Trust on Purchasing Decisions in TikTok Shop, 3) The influence of Electronic Word of Mouth (e-WOM) & Customer Trust simultaneously on Purchasing Decisions in TikTok Shop.

**The Methods/approaches** – This study uses a quantitative approach with a causal associative research type. Data were collected through offline questionnaires distributed directly and online questionnaires via Google Forms. Each variable was measured using a Likert scale and then processed using SPSS 25 where the appropriate data analysis was multiple linear regression analysis, partial t-test, F-test, and determinant coefficient test. The sampling technique used a purposive sampling method with a final sample of 81 respondents using the Slovin formula.

**The Results** – The results of the study indicate that electronic word of mouth and customer trust partially influence purchasing decisions. These two variables form a strong synergy in creating confidence and a sense of security when shopping at TikTok Shop. Therefore, it can be concluded that e-WOM and customer trust simultaneously act as important determinants in driving purchasing decisions of STIE Makassar Maju students.

**The Research Implications** – This research contributes to the understanding of consumer behavior in social commerce, particularly on TikTok Shop. TikTok Shop needs to improve the quality of review content by encouraging buyers to provide more detailed reviews, demonstrating integrity by sending products as described, strengthening their ability to provide prompt service, and maintaining sincere communication to ensure consumers feel safe and comfortable shopping.

**Keywords:** *Electronic Word Of Mouth, Customer Trust, Buying decision*

## 1. Introduction

The current era of information and communication technology has transformed the way people interact. A 2018 survey by the Indonesian Internet Service Providers Association (APJII) revealed that social media is one of the primary reasons people use the internet daily. The development of digital technology has transformed the way consumers shop. One platform experiencing rapid growth in the e-commerce world is TikTok Shop. According to a report by Statista (2024), it is



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estimated that the number of TikTok Shop users in Indonesia will reach around 157.6 million. Initially known as a video-sharing entertainment platform, TikTok has now evolved into a social media platform that also facilitates direct buying and selling through the TikTok Shop feature. This makes it easy for consumers to view products, view real-time reviews, and make purchases directly within a single app, effectively influencing consumer behavior, particularly among the younger generation.

However, in practice, consumer decisions to purchase a product on TikTok Shop are not solely determined by promotions or price; they are also heavily influenced by reviews from other consumers (e-WOM) and the level of trust (customer trust) in the seller and the platform. Electronic Word of Mouth (e-WOM), or digital-based word-of-mouth communication, is a crucial component in the consumer decision-making process. According to Kotler and Keller (2020), the purchasing decision-making process is a series of steps consumers go through in selecting and acquiring products or services to meet their needs or desires. Therefore, e-WOM can influence purchasing decisions and other consumer behaviors. Furthermore, consumer trust, or customer trust, also plays a vital role in determining purchasing decisions. The level of trust in product quality, transaction security, and seller reputation on TikTok Shop are key factors that make consumers feel confident about purchasing.

The Makassar Maju College of Economics campus is located in Tamalanrea District, Makassar City. As part of the digital generation, students tend to actively use social media, including TikTok Shop, as a shopping platform. STIE Makassar Maju students, as representatives of this group, have the potential to be active TikTok Shop users. Therefore, it is important to examine the extent of the influence of e-WOM and customer trust on purchasing decisions among students. The emerging phenomenon indicates that STIE Makassar Maju students' purchasing behavior is significantly influenced by e-WOM and customer trust. Before purchasing, students typically seek references through comments, reviews, and video reviews. Furthermore, trust in the seller is also an important consideration. Students prefer to shop at stores with a good reputation, high ratings, and an Official Store label or a return guarantee if the item is not suitable. Therefore, it can be concluded that STIE Makassar Maju students' purchasing decisions at TikTok Shop are not solely influenced by price and promotion, but rather by the power of e-word of mouth and customer trust.

In this context, according to Ismagilova et al. (Khaerunnisa, S., & Ramantoko, G. 2022), e-WOM is a dynamic and ongoing information exchange process between potential, actual, or former consumers regarding a product, service, brand, or company, available to many people and institutions via the internet. Therefore, the more positive e-WOM a consumer receives, the more likely they are to make a purchase decision. In the context of TikTok Shop, video reviews and customer testimonials have a strong influence on shaping potential buyers' perceptions and purchasing decisions. ***H1: Electronic Word of Mouth has a significant influence on Purchasing Decisions.***

On the other hand, customer trust can be understood as the confidence a customer has in a company, brand, or product, which is formed from previous experiences, the company's reputation, the quality of the product or service, and the intensity and quality of interactions between the customer and the company. On

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online shopping platforms like TikTok Shop, trust is a crucial factor because buyers cannot directly see the product they are about to purchase. Trust is formed from several factors, such as the seller's reputation, product authenticity, transaction security, and return policies. The higher a consumer's level of trust in TikTok Shop or its sellers, the more likely they are to make a purchase. Without trust, consumers will tend to hesitate and delay or even cancel a purchase decision. **H2: Customer Trust has a significant influence on Purchase Decisions.**

Meanwhile, the simultaneous relationship refers to the combination of electronic word of mouth and customer trust. E-WOM and customer trust are interconnected in influencing purchase decisions. Information conveyed through e-WOM not only influences consumer perceptions of a product but can also strengthen or weaken consumer trust in the seller. When e-WOM provides consistently positive reviews, consumer trust tends to increase. Thus, the combination of good e-WOM and high levels of trust will encourage consumers to be more confident in making purchase decisions. In this case, TikTok Shop, as a highly visual and interactive platform, strengthens the influence of both variables on purchase decisions. **H3: Electronic Word of Mouth and Customer Trust have a simultaneous influence on Purchase Decisions**

Based on the theoretical review presented, it is clear that these variables are interrelated. These relationships are then illustrated in the following conceptual framework, thus forming the basis for formulating the research hypotheses.

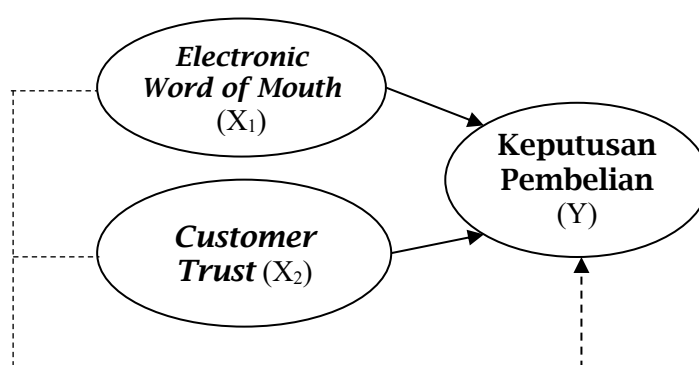


Figure 1. Conceptual Framework

## 2. Methodology

This research uses a quantitative approach. According to Sugiyono (2021), quantitative research is a scientific research method that examines phenomena that can be concrete, objective, rational, measurable, and systematic. This study uses causal associative research. This study aims to determine whether there is an influence (causal relationship) between the independent variables (e-WOM and customer trust) on the dependent variable (purchase decisions). Therefore, the data analysis used is multiple linear regression analysis, where the study contains more than one independent variable suspected of having a simultaneous influence on the dependent variable. To determine the effect of each independent variable partially, a t-test is conducted. To test the effect of both independent variables together, an F-test is used to determine the simultaneous effect. The research will focus on the Stie Makassar Maju campus. The study will be conducted from May to July 2025.

The population in this study is Stie Makassar Maju students. Based on the data obtained, the number of STIE Makassar Maju students from the 2021 to 2024 academic year is 417. The sampling technique used was purposive sampling, a

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method of selecting samples deliberately chosen by researchers based on certain characteristics. Determination of the number of samples refers to the Slovin formula, this formula is a mathematical system used to achieve the desired sample error rate ( $e = 10\%$ ). The Slovin formula as the basis for determination, where the number of samples ( $n$ ), the number of populations ( $N$ ), is as follows.

$$n = \frac{N}{1 + Ne^2}$$

By drawing this sample, a final sample of 81 respondents was obtained. Data collection techniques included two instruments: an offline and an online questionnaire distributed to students who made purchases on TikTok Shop. The questionnaire was structured based on theoretical indicators for each variable and used a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions of the variables of Electronic Word of Mouth, Customer Trust, and Purchase Decisions.

The questionnaire instrument was tested for validity using Pearson Product Moment correlation. Meanwhile, to test the questionnaire's reliability, a Cronbach's Alpha test was used. After the validation and reliability processes were completed, the collected data were analyzed using multiple linear regression to examine the effect of Electronic Word of Mouth and Customer Trust on Purchase Decisions. A  $t$ -test was conducted to assess the partial influence of each independent variable on the dependent variable, while an  $F$ -test was used to assess the influence of both independent variables simultaneously. The coefficient of determination ( $R^2$ ) test was conducted to measure the extent to which the independent variable model explains the dependent variable.

Classical assumption tests were also conducted to ensure the validity of the regression model. Normality tests were used to check whether the residual data were normally distributed, using the Kolmogorov-Smirnov method. Linearity tests were used to determine the linear relationship between the independent and dependent variables. Furthermore, multicollinearity tests were conducted by examining the Variance Inflation Factor (VIF) and Tolerance values to ensure there were no strong relationships between the independent variables that could influence the regression results.

To obtain measurable research results that can be analyzed quantitatively, each variable in this study needs to be operationally defined. Operational definitions aim to provide clear boundaries for abstract concepts so they can be measured using research instruments. In this study, there are three main variables: Electronic Word of Mouth ( $X_1$ ), Customer Trust ( $X_2$ ), and Purchase Decision ( $Y$ ). Each variable is described through a number of indicators compiled based on theory and previous research, and measured using a 5-point Likert scale. The operational definitions and indicators for each variable can be seen in the following table.

Variable	Operational Definition	Indicator
<b>Buying decision (Y)</b>	Purchasing decision is the process of choosing one action from several available alternatives.	According to Kotler and Keller (2020), there are four indicators of consumer decisions when purchasing a product: 1. Product choice 2. Brand choice 3. Purchase time 4. Purchase amount
<b>Electronic Word Of Mouth (X1)</b>	<i>Electronic word of mouth (e-WOM)</i> is a new way of communication in the world of marketing communications	According to Ismagilova et al (Khaerunnisa, S., & Ramantoko, G., 2022), e-WOM indicators are: 1. Content 2. Consistency of recommendations 3. Ratings 4. Quality
<b>Customer Trust (X2)</b>	Customer trust is the belief that customers have in a company, brand, or product.	Customer Trust Indicators according to Kotler and Keller (2016): 1. Benevolence (Sincerity) 2. Ability (Ability) 3. Integrity (Integrity) 4. Willingness to Depend (Willingness to Depend)

### 3. Result and Discussion

This research was conducted on the campus of the Makassar Maaju College of Economics in Tamalanrea District, Makassar City, with students from the campus as the subjects. Of the 81 respondents who participated, 45 (55.6%) were from Makassar City. Meanwhile, respondents from outside Makassar City accounted for a smaller number, 36 (44.4%). This relatively even distribution indicates that electronic word of mouth (eWOM) and customer trust in the TikTok Shop platform have spread throughout Makassar City and also to areas outside Makassar. This means that people in various locations, both in the city center and in the suburbs, have begun to use and trust this platform. The influx of digital technology and increasingly widespread internet access has enabled more people to connect and interact with e-commerce platforms like TikTok Shop.

Based on the age distribution of respondents, the majority of respondents were between 19 and 22 years old, accounting for 49 (63.0%) of the total. Meanwhile, 30 respondents (37.0%) were aged between 23 and 26. Overall, this data indicates that respondents are predominantly in the 19-22 age group, reflecting the typical characteristics of individuals in higher education or early careers. This means that students aged 19-22 are more active on digital platforms like TikTok Shop, are easily influenced by eWOM, and are more trusting of online testimonials.

From the results of questionnaires distributed to the surveyed respondents, the majority of respondents were single, 79 (97.5%). Meanwhile, only 2 (2.5%) were married. Respondent characteristics based on marital status provide significant insights into eWOM behavior and customer trust. This study reveals that marital

status can influence how individuals interact with brands and products, as well as how they share their experiences with others.

### Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3.1 Validity Test Results

No	Variabel	Indikator	r-Hitung	r-Tabel	Keterangan
1	Electronic Word Of Mouth	X1.1	0,710	0,184	Valid
		X1.2	0,785	0,184	Valid
		X1.3	0,700	0,184	Valid
		X1.4	0,692	0,184	Valid
2	Customer Trust	X2.1	0,467	0,184	Valid
		X2.2	0,292	0,184	Valid
		X2.3	0,210	0,184	Valid
		X2.4	0,321	0,184	Valid
3	Keputusan Pembelian	Y.1	0,378	0,184	Valid
		Y.2	0,201	0,184	Valid
		Y.3	0,266	0,184	Valid
		Y.4	0,431	0,184	Valid

Source: Processed Primary Data, 2025

Table 4.7 above shows that all statement indicators have a corrected-total correlation ( $r$ -count)  $>$   $r$ -table at a significance level of 10% ( $\alpha = 0.1$ ) and  $n = 81$ . This means that all items in this study are declared valid because they are greater than the  $r$ -table value of 0.184. Therefore, all items can be used for further testing.

The results of the reliability testing of the research variables can be seen in the table below:

Table 3.2 Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.784	12

Source: Processed primary data, 2025

The data above shows that all variables are declared reliable because they pass the reliability coefficient limit, namely Cronbach's alpha for all variables  $>$  0.60, so that each item in each variable concept is suitable for use as a measuring tool.

### Classical Assumption Test

#### a. Normality Test

The normality test is used to test whether the residual variables in the regression analysis are normally distributed (Ghozali, 2018). This study uses a statistical test, namely the Kolmogorov-Smirnov (K-S). It is stated that if the Sig. number is  $>$  0.1, then the data is normally distributed.



Table 3.3. Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		81
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.63461797
Most Extreme Differences	Absolute	.082
	Positive	.058
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

Source: Processed primary data, 2025

Based on the normality test using the Kolmogorov-Smirnov test, the non-parametric statistical results showed an Asymp. Sig. (2-tailed) value of  $0.200 > 0.1$ , indicating that the data in this study were normally distributed.

#### a. Linearity Test

A linear model is considered if the significance value in the Deviation from Linearity test is greater than the significance value used (0.01). This indicates a linear relationship between the independent and dependent variables. However, if the significance value of a variable is  $<0.05$ , the data is considered non-linear (Imam Ghozali, 2018).

Table 3.4. Linearity Test Results

ANOVA Table							
				Sum of Squares	df	Mean Square	Sig.
Y *	Between	(Combined)		93.984	8	11.748	4.049
X1	Groups	Linearity		72.870	1	72.870	25.115
		Deviation from Linearity		21.114	7	3.016	1.040
	Within Groups			208.905	72	2.901	
	Total			302.889	80		

**ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
Y *	Between (Combined)	90.228	10	9.023	2.970	.004
X2	Groups Linearity	58.388	1	58.388	19.219	.000
	Deviation from Linearity	31.841	9	3.538	1.165	.331
	Within Groups	212.661	70	3.038		
	Total	302.889	80			

Source: Processed primary data, 2025

From the statistical data above, it can be concluded that there is a linear relationship between the variables because the significance value obtained is greater than the standard significance value of 0.1. The significance value for Purchasing Decision and Electronic Word of Mouth is 0.412. The significance value for Purchasing Decision and Customer Trust is 0.331.

### b. Multicollinearity Test

The standard test is the tolerance value and the VIF value. If the tolerance value is  $>0.100$  and the VIF value is  $<10.00$ , the data is considered to have no symptoms of multicollinearity. However, if the tolerance value is  $<0.100$  and the VIF value is  $>10.00$ , the data is considered to have symptoms of multicollinearity.

Table 3.5. Multicollinearity Test Results

		<b>Coefficients<sup>a</sup></b>						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	7.491	1.629		4.598	.000			
	X1	.323	.096	.363	3.349	.001	.769	1.301	
	X2	.233	.096	.264	2.436	.017	.769	1.301	

a. Dependent Variable: Y

Source: Processed primary data, 2025

From the statistical data above, it can be concluded that this research data does not exhibit multicollinearity, as the tolerance value for the independent variable is  $0.769 > 0.100$ , with a VIF value of  $1.301 < 10.00$ .

### Multiple Linear Regression Analysis

The purpose of the multiple linear regression analysis in this study is to determine whether there is a significant influence between variables x and y. The multiple linear regression equation model in this study is as follows:



Table 3.6. Multiple Linear Regression Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.491	1.629		4.598
	X1	.323	.096	.363	.001
	X2	.233	.096	.264	.017

a. Dependent Variable: Y

Source: Processed Primary Data, 2025

Based on the table above, the multiple linear regression equation used is as follows:

$$Y = 7.491 + 0.323 (X1) + 0.233 (X2)$$

Interpretation of the results of the multiple linear regression equation:

1. The constant value of Purchase Decision (Y) is 7.491, which states that if X1 and X2 are equal to zero, i.e., Electronic Word of Mouth and Customer Trust, then the Purchase Decision is 7.491.
2. The coefficient of X1 is 0.323, which means that for every 1% increase in variable X1 (Electronic Word of Mouth), the Purchase Decision increases by 0.323, and vice versa.
3. The coefficient of X2 is 0.233, which means that for every 1% increase in variable X2 (Customer Trust), the Purchase Decision increases by 0.233, and vice versa.

### Partial Hypothesis Testing (t-Test)

The t-test in this study was used to determine the significant individual influence of the independent variables (X), namely electronic word of mouth and customer trust, on the dependent variable (Y), purchasing decisions on the TikTok Shop feature. The test results can be seen in the following table:

Table 3.7. t-Test Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.491	1.629		4.598
	X1	.323	.096	.363	.001
	X2	.233	.096	.264	.017

Source: Processed Primary Data, 2025

Based on the partial test calculation results, the influence of the independent variables on the dependent variable can be explained as follows:

- a. The calculated t for Electronic Word of Mouth (3.349) and Customer Trust (2.436) is greater than the t-table value of 1.665.

- b. The significance value for Electronic Word of Mouth (0.001) and Customer Trust (0.017) is less than the significance value used, which is 0.1.

### Simultaneous Hypothesis Testing (F Test)

The F test is used to determine the simultaneous influence of the independent variables (Electronic Word of Mouth and Customer Trust) on the dependent variable (Purchase Decision). Using standard testing, if the calculated f value is greater than the table f value, there is a significant simultaneous influence between variables x and y.

Table 3.8. F-Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.131	2	44.565	16.262	.000 <sup>b</sup>
	Residual	213.758	78	2.740		
	Total	302.889	80			

a. Dependent Variable: Y

Source: Processed Primary Data, 2025

Therefore, it can be concluded from the F-test results that there is a significant and simultaneous influence between the variables Electronic Word of Mouth (X1) and Customer Trust (X2) on Purchasing Decisions (Y), where the df value of  $n1 = 2$  and  $df\ n2 = 81$  meets 3.11. Therefore, the calculated F-value is greater than the F-table value, i.e.,  $16.262 > 3.11$ . Furthermore, the significance value is  $0.000 < 0.1$ , thus  $H_0$  is rejected and  $H_a$  is accepted.

### Coefficient of Determination (R2) Test

The coefficient of determination (R2) essentially measures the model's ability to explain variation in the independent variables. The coefficient of determination value is between zero and one. A small R2 value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

Table 3.9. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 <sup>a</sup>	.294	.276	1.655

a. Predictors: (Constant), X2, X1

Source: Processed Primary Data, 2025

So from the SPSS output data above, it is known that the R Square result is 0.294, which means that the influence of variables X1 and X2 on variable Y is 29.4%, while the remaining 54.2% is influenced by other variables that are not explained in this study.

## Discussion

### 1. The Influence of Electronic Word of Mouth (e-WOM) on Purchasing Decisions

Based on the results of a partial t-test, it was found that electronic word of mouth (e-WOM) had a partial positive effect on purchasing decisions in the TikTok Shop among students of the Makassar Maju College of Economics. This finding aligns with research (Widiawanti, 2023), which states that electronic word of mouth (e-WOM) has a significant influence on purchasing decisions. This condition aligns with the current phenomenon, where the influence of electronic word of mouth (e-WOM) on purchasing decisions in the TikTok Shop is quite strong. This is evident in the responses of students from the Makassar Maju College of Economics, which indicate that interesting information from other users, such as recommendations from popular social media users or testimonials from friends, can attract attention and encourage the desire to view and purchase the promoted product.

Based on the indicators used in the study, the influence of e-WOM can be explained as follows: Students are more likely to trust reviews containing real-life experiences and product specification explanations, thereby increasing their confidence in purchasing. Consistency of reviews indicates product credibility, thus encouraging students to choose that product. Products with good ratings are perceived as more trustworthy, so students feel safer and less at risk when making purchases. The credibility of reviewers is highly valued before students decide to purchase a product. Overall, the results of this study confirm that e-WOM is a strategic factor in influencing students' purchasing decisions on TikTok Shop. The appeal of content, consistency of recommendations, support from good ratings, and quality of information are elements that drive trust and purchase intention. Therefore, e-WOM can be viewed as an effective digital marketing communication strategy, particularly in improving purchasing decisions among STIE Makassar Maju students.

### 2. The Influence of Customer Trust on Purchasing Decisions

The results of the t-test indicate that customer trust influences purchasing decisions in the TikTok shop among students at the Makassar Maju College of Economics. The hypothesis stating this influence is accepted. This finding aligns with research (Muhammad Erlandy, Haekal Suharyono, Edy Yuliyanto) which states that customer trust significantly influences purchasing decisions. Based on the indicators used in the study, the influence of customer trust can be understood through four main aspects.

First, Benevolence (sincerity/good intentions). Students are more likely to trust sellers who genuinely demonstrate sincerity in providing service. This is evident in their friendly demeanor, quick responses, and willingness to help when problems arise. Second, Ability (ability). Detailed information regarding product quality, materials, size, and benefits makes consumers feel more confident. Thus, the clarity of the information provided provides a basis for students to assess whether a product is worth purchasing. Third, Integrity. Integrity is demonstrated through consistency between the description and the product received, timely delivery, and professional service. When the shopping experience matches expectations, students perceive the seller as trustworthy, thus minimizing any hesitation in purchasing. Fourth,

Willingness to Depend. Once trust is established, students tend to rely on information from the seller and reviews from other buyers. Positive shopping experiences, such as products that match the description and satisfactory after-sales service, also contribute to the formation of this trust.

Overall, the results of this study confirm that customer trust plays a significant role in influencing students' purchasing decisions on TikTok Shop. Trust, stemming from sincerity, capability, integrity, and a willingness to rely on the seller, can create a sense of security and confidence before making a transaction. Therefore, the higher the level of trust students feel, the greater their likelihood of making a purchase. Customer trust ultimately becomes the primary foundation for driving purchasing decisions on social media-based e-commerce platforms like TikTok Shop.

### **3. The Simultaneous Influence of Electronic Word of Mouth (e-WOM) and Customer Trust on Purchase Decisions.**

To determine the simultaneous relationship between these two independent variables, an F-test was conducted, which showed that the independent variables collectively had a significant influence on the dependent variable. This finding aligns with research by (Muhammad Tanthowi, Muhammad Ridwan, and Basalamah Rahmawati) that asserted that electronic word of mouth (e-WOM) simultaneously had a positive and significant influence on purchasing decisions in TikTok Shop among students at the Makassar Maju College of Economics.

Electronic word of mouth (e-WOM) on TikTok Shop comes in various forms, such as user reviews, comments, testimonials, influencer recommendations, and video content discussing products. Students consider this information more honest and credible because it comes from the direct experiences of other consumers. Meanwhile, customer trust, in turn, is formed through clear product information, a good reputation, and a shopping experience that meets expectations. The combination of e-WOM and customer trust demonstrates a complementary effect. Positive information from other users can create a positive image of a product, while trust in the seller makes students more confident in making a transaction. In other words, e-WOM acts as a driver of initial interest, while trust is a reinforcing factor that ensures a purchase decision actually occurs.

Overall, the results of this study confirm that students' purchasing decisions are not solely based on personal needs but are also heavily influenced by external factors such as e-WOM and trust. These two variables form a strong synergy in creating confidence and a sense of security when shopping at TikTok Shop. Therefore, it can be concluded that e-WOM and customer trust simultaneously act as important determinants in driving purchasing decisions among students at STIE Makassar Maju.

### **4. Conclusion**

Based on the results of a study conducted on 81 TikTok Shop user respondents, it can be concluded that the two independent variables, Electronic Word of Mouth (e-WOM) and Customer Trust, both partially and simultaneously, have a positive and significant influence on purchasing decisions at TikTok Shop among STIE Makassar Maju students. This is evidenced by the significance value of each

variable  $<0.1$ . This means that the higher consumers' perceptions of these factors, the greater their tendency to purchase products through TikTok Shop.

Specifically, the Electronic Word of Mouth (e-WOM) variable was shown to influence Purchasing Decisions, with a regression coefficient value ( $B = 0.323$ ). This indicates that STIE Makassar Maju students tend to consider the opinions and experiences of other users before deciding to purchase a product. Information deemed interesting, credible, and relevant can shape positive perceptions of a product, thus encouraging them to make a purchase. The Customer Trust variable ( $X_2$ ), with a regression coefficient value ( $B = 0.233$ ), also showed an influence on students' purchasing decisions at TikTok Shop. This sense of trust provides confidence that the purchased product meets expectations, both in terms of quality and service, thus increasing the likelihood of purchasing. The combination of these two variables ( $X$ ) accelerates the decision-making process, maximizing the power of communication between consumers while building customer trust, making it highly effective for increasing sales on TikTok Shop.

Based on these findings, it is recommended that, given the evidence that electronic word of mouth influences purchasing decisions, sellers should in turn improve the quality of review content by encouraging buyers to provide more detailed reviews and include concrete evidence (photos/videos). To increase customer trust, sellers are advised to demonstrate integrity by sending products as described, strengthening their ability to provide fast service, and maintaining sincere communication so consumers feel safe and comfortable shopping. Furthermore, consumers, including students, should not be motivated to purchase solely by seeing positive reviews or following viral trends. Consideration of the product's usefulness and suitability to personal needs remains crucial.

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