THE EFFECT OF CELEBRITY ENDORSER CREDIBILITY AND E-WOM ON PURCHASE INTENTION THROUGH CONSUMER TRUST AMONG TIKTOK SHOP USERS

Serly Faisa Nur Fatika Sari [1 *]
Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia
serlyfaisa@gmail.com

Putri Dwi Cahyani [2]
Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia
putri.dc@ustjogja.ac.id

Agus Dwi Cahya [3]
Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia
agusdc@ustjogja.ac.id

Abstract

This study aims to analyze the effects of celebrity endorsers and Electronic Word of Mouth (E-WOM) on purchase intention, with consumer trust as a mediating variable, among TikTok Shop users. This study employed a quantitative research method involving 140 respondents selected through purposive sampling. The results indicate that celebrity endorser credibility has no significant direct effect on purchase intention, with a significance value of 0.476, whereas E-WOM has a positive and significant effect on purchase intention. Furthermore, both celebrity endorser credibility and E-WOM have positive and significant effects on consumer trust. Consumer trust also has a positive and significant effect on purchase intention. The mediation analysis further reveals that consumer trust mediates the effects of both celebrity endorser credibility and E-WOM on purchase intention. These findings confirm that consumer trust plays an important role in strengthening purchase intention among TikTok Shop users.

Keywords: Celebrity Endorser Credibility, E- Wom, Purchase Intention, Consumer Trust

INTRODUCTION

Development technology in the current digital era This influence all aspect especially aspect communication and business (Herman, 2024) . Every day, individuals utilize smartphones and access the internet to fulfill their information and communication needs. Many companies are implementing marketing strategies . through digital media to reach greater market share Widespread . Social media users in Indonesia are increasing every the year (Cahyani et al., 2026) . One of the digital platforms that many used for marketing media is application TikTok . Application TikTok is A applications that provide effect interesting used For make short videos so that Can interesting attention many people saw it (Malimbe *et al* ., 2021) . Application TikTok Lots used by Indonesian people for look for entertainment , important information and shopping need daily .

Marketing through application TikTok can done with various method like advertising , giving discounts , testimonials , ask questions answer , provide promotions, cashback and feedback. The perpetrators business Work The same with Celebrity endorser for interesting attention and increase consumer trust towards products offered . Implementation of digital marketing strategies through application TikTok aim For influence behavior consumer especially in taking decision purchase in shopping at Tiktok Shop (Sarusu *et al* ., 2024) . Tiktok Shop is an e-commerce platform used seller For offer product direct to users through videos and live streaming on TikTok (Nurhasanah *et al* ., 2023) . This feature make interaction direct between buyers and sellers as well as give more experience interesting . Users on Tiktok Shop can see the product sold by the seller , buy product direct from video or live streaming, payment can done via online, access catalog product seller , interact with seller via live chat.

According to Ariawan *et al* (2024) purchase intention is behavior emerging consumers as responses that show desire customer For do purchase product . Purchase intention is interest consumer to products that appear action purchase . According to Lie & Junaidi (2025) there are 4 types purchase intention indicators , namely interest transactional , interest reference , interest preferential and interest exploratory . Research conducted by Yulianingsih et al (2025) state that purchase intention has an effect positive and significant to decision purchase . While research conducted by Pratiwi & Lestari (2025) stated that No there is the influence of purchase intention on decision purchase . The perpetrator business play role crucial in the process of improving sale product with influence consumer purchase intention through consumer trust when do transaction online (Mulyani & Sukardi, 2024) .

According to Ratiwi *et al* (2024) consumer trust is belief consumer to integrity , ability and intention Good seller in give services , expected products , maintaining security consumers and fulfill promises made . Consumer trust is formed through review positive users another , the credibility of the influencer who recommends products and experiences secure and transparent transactions . The more tall consumer trust level then the more there is a big possibility consumer For buy product . Factors that influence purchase intention are Celebrity endorser credibility and Electronic Word of Mouth (E- wom) (Lutfiyyah, 2025) . Celebrity endorser credibility is the abilities possessed by a person celebrities For convey advertised product so that arise attitude positive in self consumer For do purchase product (Hamidah & Kusumawati, 2025) .

An endorser who has skill will more trusted in do persuasive to consumer than with less own expertise . Celebrity endorser is enough known in public Because give enough influence significant in purchase something product . Celebrity endorsers are used Because

famous , known many people on social media and have Lots performance so that capable interesting consumer For buy products . The more tall quality credibility of celebrity endorser then the more consumer purchase intention also increases to product (Clara & Aulia, 2025) . Research conducted by Putri & Achsania Hendratmi (2022) stated that celebrity endorser credibility has a positive and significant influence on product purchase intention. Meanwhile, research conducted by the product. Meanwhile, research conducted by the product (Anugrah & Nuvriasari, 2023) stated that No there is influence Celebrity endorser credibility on product purchase intention.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

Theory of Planned Behavior is theory developed by Ajzen (1991), theory This estimate consideration in behavior man (Lubis *et al* ., 2024) . In general psychological , nature and behavior man can considered and planned . Theory of Planned Behavior is theory behavior that can recognize form belief somebody to control on something that will happen from results behavior . This theory state that intention somebody For do something action influenced by three factor that is attitude to behavior , subjective norms and control behavior (Nadhifa et al., 2024) .

Celebrity Endorser Credibility

According to Milatina & Atmaja (2023) The credibility of celebrity endorsers is ability or the power possessed by a person celebrities For convey advertised product so that arise attitude positive in self consumer For do something purchase . According to Rosita & Novitaningtyas (2021) celebrity endorser has a number of indicator namely : 1.Expertise: Indicators skill used For measure level the endorser's related knowledge , skills and experience with product , 2. Trustworthiness: Indicator trust used For measure to what extent consumers view endorsers as a person who can trustworthy and honest in convey information about product , 3. Attractiveness: Indicator Power pull used For measure aspect physical , personality and style interesting endorser life for consumers , 4. Consistency: Indicators consistency used For measure how far a celebrity can go maintain image and behavior For building consumer trust

Electronic Word Of Mouth (E- wom)

Electronic Word Of Mouth (E- wom) is review or statements of a nature positive or negative of consumer about products distributed via the internet (Soinbala & Bessie, 2020) . E- wom Indicator according to Pratama & Astarini (2023) includes : 1. Review Quality : Explains how detailed and complete content reviews given by consumers in convey clear and useful information For something product , 2.Quantity of Reviews: Describes how much Lots review or comments given by consumers For something product , 3. Source credibility : Reviews originating from from experience personal usually will more easy trusted so that can influence consumer in take decision For purchase product , 4. Relevance: Relevance means suitability content review with need consumer relevant and accurate reviews

Consumer Trust

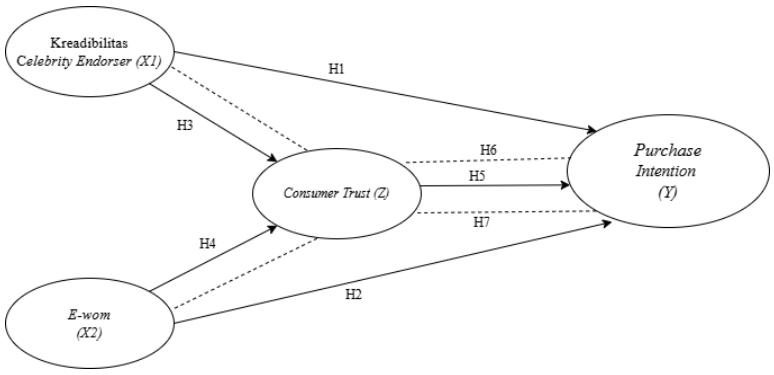
Consumer trust is the total amount of knowledge possessed by consumers and all loyalty formed by consumers about objects , attributes , and benefits (Ulfah *et al* ., 2020) . According to Andriyani et al (2022) consumer trust has a number of indicator namely : 1. Trust in product : trust in evaluate product that product the good quality and appropriate so that can fulfil need consumers , 2. Trust in celebrity endorsers: consumers will more believe

to figure public that promotes product . Trust arise based on level fame celebrities , 3.Trust to online reviews : other consumers can influence decision purchase product positive reviews can increase credibility .

Purchase Intention

According to Zakaria (2021) purchase intention is encouragement from in strong self For do action Where encouragement This influenced by stimuli and feelings positive to product. According to Mochtar *et al* (2022) Purchase intention indicators include: 1. Transactional interest: shows to what extent consumers own encouragement real For do transaction after through the process of recognition, evaluation and consideration to something product, 2. interest referential: tendency somebody For referencing products that have been bought so that it can be bought by other people with experience reference consumption, 3. preferential interest: someone who has higher priority like something product than product others, 4. interests exploratory: interest that describes behavior someone who always look for information about products of interest.

Framework of Thought



RESEARCH METHOD

According to Irvan et al (2023) method study quantitative based on philosophy positivism , where researchers try For reveal facts and relationships objective through measurement and analysis of numerical data . Population in study This is public general use application and purchase product Tiktok Shop. The sample size in the study was calculated using the formula by Hair et al. (2019) with the formula :

Sample = Total indicator x 10 = 14 x 10 = 140 respondents.

Taking technique sample using nonprobability sampling with purposive sampling approach, namely technique taking sample in research conducted with method choose respondents in a way on purpose based on criteria certain that have been determined by researchers.

Data collection method using questionnaire in Google Form form with using a Likert Scale of 1-5 (Strongly Disagree) to Strongly Agree). Data quality testing is carried out through a validity test (r- count > r- table) and Reliability Test (Cronbach's Alpha > 0.60). The data analysis technique used is Multiple Linear Regression, Classical Assumption Tests (Normality Test, Multicollinearity, Heteroscedasticity), Hypothesis Test (t-test and F-test), and Path Analysis with Mediating Paths using the Sobel Test.

RESEARCH HYPOTHESIS

Influence of Celebrity Endorser Credibility Towards Purchase Intention

The credibility of celebrity endorsers is factor that can influence consumer purchase intention. Credibility This reflected through expertise , trust , power pull , and consistency celebrities in convey message promotion . The more tall credibility owned a celebrity endorser, increasingly big his abilities in convincing consumers and build belief to promoted products. Research by Milatina & Atmaja (2023) show that the endorser is credible capable increase interest buy consumers. This is also supported by research by Tissetianto & Wibowo (2024) , and Natalia *et al* . (2021), who stated that celebrity endorser credibility has a positive effect on purchase intention. Therefore that, can concluded that the more tall credibility of celebrity endorsers, increasingly consumer purchase intention is also high to something product.

H1: Celebrity endorser credibility has a positive and significant influence on purchase intention.

The Influence of E-WOM on Purchase Intention

Electronic Word of Mouth (E-WOM) is informal communication that is carried out by consumers through digital media to share reviews, recommendations, or experiences about a product. E-WOM plays a role important in influences purchase intention because considered more objective and trusted by consumers compared to information promotion from company . Reviews and experiences positive shared in a way consistent can increase trust consumer to quality product, so that push interest For purchase. Research by Sylvia & Ramli (2024) , Anisa & Marlena (2022) , and Agustin & Kuswanto (2022) show that E-WOM has an influence positive towards purchase intention. With thus , the more positive and strong E-WOM circulating , increasingly consumer purchase intention is also high to something product .

H2: E-WOM has a positive and significant influence on purchase intention.

Influence of Celebrity Endorser Credibility and Consumer Trust

Consumer trust is an important factor influencing purchasing decisions, particularly in online transactions. The credibility of celebrity endorsers can enhance consumer trust, as celebrities with a good reputation are generally perceived as capable of conveying honest, reliable, and convincing information. Their expertise, trustworthiness, and positive public image make consumers feel safer and more confident about the products they endorse. Therefore, the higher the credibility of celebrity endorsers, the greater the level of consumer trust in the promoted products. These findings are supported by the studies conducted by Anggara et al. (2025) and Kholifah and Madiawati (2026), which demonstrate that celebrity endorser credibility has a positive effect on consumer trust.

H3: Celebrity endorser credibility has a positive and significant influence on consumer trust.

The Influence of E-WOM is Influential Against Consumer Trust

Electronic Word of Mouth (E-WOM) not only influences purchasing decisions but also plays an important role in building consumer trust in products. Reviews, recommendations, and experiences shared by other consumers serve as valuable sources of information that enable prospective buyers to evaluate product credibility and quality. Consumer trust tends to increase when the information received is positive, consistent, accurate, and derived from sources perceived as relevant and reliable. Furthermore, a large number of positive reviews can reduce uncertainty and perceived risks associated with online purchases, thereby

strengthening consumers' trust in both the products and the sellers. These findings are supported by the studies conducted by Anggara et al. (2025) and Mandala et al. (2025), which demonstrate that E-WOM has a positive effect on consumer trust.

H4: E-WOM has a positive and significant influence on consumer trust

The Influence of Consumer Trust on Purchase Intention

Consumer trust is an important factor influencing purchase intention, particularly in online transactions, which generally involve higher levels of perceived risk. Consumers' trust in products, sellers, and transaction platforms can reduce perceived risks and strengthen their confidence in making purchasing decisions. When consumers believe that products are consistent with their descriptions and that sellers are reliable, they are more likely to develop an intention to purchase those products. Therefore, the higher the level of consumer trust, the stronger the consumers' purchase intention toward a particular product. These findings are supported by the studies conducted by Anggara et al. (2025) and Montolalu et al. (2024), which demonstrate that consumer trust has a positive effect on purchase intention.

H5: Consumer trust has a positive and significant influence on *purchase intention.*

Consumer Trust Mediates Influence Celebrity Endorser Credibility on Purchase Intention

Consumer trust plays a role as a mediating variable that connects Celebrity endorser credibility and purchase intention. Celebrity endorser credibility is demonstrated through expertise, trust, and power pull can increase trust consumer to the product being promoted. When consumers evaluate an endorser has high credibility, they tend develop level more trust big to product, which ultimately push interest For do purchase. With Thus, consumer trust works as strengthening bridge influence Celebrity endorser credibility on purchase intention. Findings This supported by research Alwafi & Hayu, (2025), Meliana (2024) , and Ningsih & Muzdalifah (2024) which shows that consumer trust is capable mediate connection between celebrity endorser credibility and purchase intention.

H6: Consumer trust has a positive and significant mediating influence on the relationship between celebrity endorser credibility and purchase intention.

Customer Trust Mediates the Influence of E-WOM on Purchase Intention.

Consumer trust plays a mediating role in the relationship between Electronic Word of Mouth (E-WOM) and purchase intention. E-WOM, in the form of online reviews, social media recommendations, and digital testimonials, provides relevant information that helps consumers develop trust in a product. When consumers receive positive and credible E-WOM, their level of trust in the product tends to increase, which subsequently encourages their intention to make a purchase. In this context, consumer trust serves as an important mediating mechanism through which E-WOM influences purchase intention. These findings are supported by the studies conducted by Mandala et al. (2025), Pinto et al. (2025), and Daisy and Purwianti (2023), which demonstrate that consumer trust mediates the relationship between E-WOM and purchase intention.

H7: E-WOM Customer trust positively and significantly mediates the influence of E - WOM on purchase intention

Research Model

Framework think in study This functioning For explain channel logical the influence of Electronic Word of Mouth (e-WOM) on decision purchase, good in a way direct and No direct through Brand Awareness and viral trends as variables mediation. Framework This help clarify direction connection between variables as well as base election variables

research. In addition, the framework think become runway in formulation hypothesis and development of a systematic research model, in accordance with with context behavior consumers on social media, especially on the TikTok platform.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

No	Variables / Indicators	r- count	r- table	Information
1.	Credibility *Celebrity Endorser* (X1)			
	Item 1.1	0.615	0.1660	Valid
	Item 1.2	0.648	0.1660	Valid
	Item 1.3	0.611	0.1660	Valid
	Item 1.4	0.582	0.1660	Valid
	Item 1.5	0.663	0.1660	Valid
	Item 1.6	0.727	0.1660	Valid
	Item 1.7	0.586	0.1660	Valid
	Item 1.8	0.599	0.1660	Valid
	Item 1.9	0.675	0.1660	Valid
	Item 1.10	0.646	0.1660	Valid
	Item 1.11	0.572	0.1660	Valid
	Item 1.12	0.639	0.1660	Valid
2.	E-WOM (X2)			
	Item 1.1	0.587	0.1660	Valid
	Item 1.2	0.685	0.1660	Valid
	Item 1.3	0.655	0.1660	Valid
	Item 1.4	0.600	0.1660	Valid
	Item 1.5	0.625	0.1660	Valid
	Item 1.6	0.697	0.1660	Valid
	Item 1.7	0.620	0.1660	Valid
	Item 1.8	0.674	0.1660	Valid
	Item 1.9	0.574	0.1660	Valid
3.	*Consumer Trust* (Z)			
	Item 1.1	0.574	0.1660	Valid
	Item 1.2	0.669	0.1660	Valid
	Item 1.3	0.688	0.1660	Valid
	Item 1.4	0.682	0.1660	Valid
	Item 1.5	0.636	0.1660	Valid
	Item 1.6	0.685	0.1660	Valid
	Item 1.7	0.596	0.1660	Valid
	Item 1.8	0.568	0.1660	Valid
	Item 1.9	0.538	0.1660	Valid
4.	Purchase Intention (Y)			
	Item 1.1	0.668	0.1660	Valid
	Item 1.2	0.554	0.1660	Valid
	Item 1.3	0.654	0.1660	Valid
	Item 1.4	0.583	0.1660	Valid
	Item 1.5	0.620	0.1660	Valid
	Item 1.6	0.712	0.1660	Valid
	Item 1.7	0.696	0.1660	Valid
	Item 1.8	0.675	0.1660	Valid
	Item 1.9	0.480	0.1660	Valid
	Item 1.10	0.535	0.1660	Valid
	Item 1.11	0.708	0.1660	Valid
	Item 1.12	0.600	0.1660	Valid

Source: SPSS v.20 Output, Processed Primary Data , 2026

Based on validity test results against 140 respondents , all statement items in each variable studied were declared valid because own higher calculated r value big than r table (0.1660). With Thus , all statement in questionnaire worthy used as instrument study For measure variables studied and collecting data systematically accurate .

Reliability Test

Table 2. Reliability Test Results

No	Variables	Cronbach's Alpha	N	Information
1	Credibility *Celebrity Endorser*	0.861	12	Reliable
2	E-WOM	0.814	9	Reliable
3	*Consumer Trust*	0.808	9	Reliable
4	Purchase Intention	0.857	12	Reliable

Source : SPSS v.20 Output, Processed Primary Data, 2026

Reliability test results from 140 respondents can known that all variables in statement stated reliable Because has fulfil required value that is with mark Cronbach alpha > 0.6.

Characteristics Respondents

Characteristics	Amount	Percentage (%)
Gender :		
Man	21	15%
Woman	119	85%
Total	140	100%
Respondent Age:		
18-23 Years	103	73.7%
23-28 Years	34	24.2%
28-33 Years	3	2.1%
Total	140	100%
Income:		
Rp. 1,000,000 - Rp. 2,000,000	59	42.2%
Rp. 2,000,000 - Rp. 3,000,000	48	34.3%
Rp. 3,000,000 - Rp. 4,000,000	13	9.3%
Rp. 4,000,000 - Rp. 5,000,000	11	7.8%
> Rp. 5,000,000	9	6.4%
Total	140	100%

Source: SPSS v.20 Output, Processed Primary Data, 2026

Of the 140 respondents , the majority various sex Woman as many as 119 people (85%), while man as many as 21 people (15%). Based on age , some big respondents aged 18–23 years as many as 103 people (73.7%), followed by age 23–28 years as many as 34 people (24.2%), and aged 28–33 years as many as 3 people (2.1%). In terms of income , majority respondents own income of Rp1,000,000–Rp2,000,000 per month as many as 59 people (42.2%), followed by Rp. 2,000,000–Rp. 3,000,000 as many as 48 people (34.3%). With Thus , respondents study dominated by women ages 18–23 years with income of Rp1,000,000–Rp2,000,000 per month .

Assumption Test Classic
Normality Test

Table 4. Results of Normality Test for Model 1 (XZ)

One-Sample Kolmogrorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters [ab]	Mean	'0E-7
	Std.	2.13580515
Most Extreme Differences	Deviation	.088
	Absolute	.041
	Positive	-.088
Kolmogorov-Smirnov Z	Negative	1,040
Asymp.Sig . (2-tailed)		.229

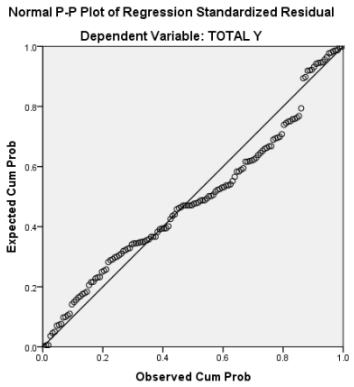
a. Test distribution is Normal
b. Calculated from data
Source : SPSS v.20 Output, Processed Primary Data , 2026

Table 5. Results of Normality Test for Model 2 (XZY)

One-Sample Kolmogrorov-Smirnov Test		
		Unstandardized Residual
N		140
Normal Parameters [ab]	Mean	'0E-7
	Std.	2.84580006
Most Extreme Differences	Deviation	.095
	Absolute	.095
	Positive	-.066
Kolmogorov-Smirnov Z	Negative	1,122
Asymp.Sig . (2-tailed)		.161

a. Test distribution is Normal
b. Calculated from data
Source : SPSS v.20 Output, Processed Primary Data , 2026

Figure 2. P-plot test of normality of model 2 (XZY)



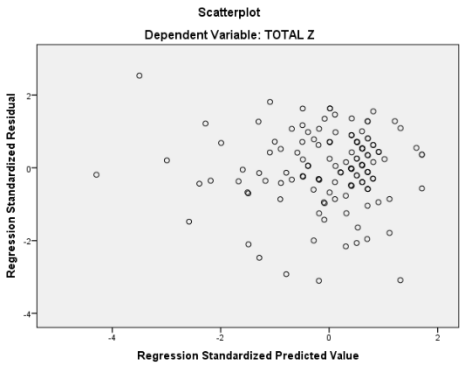
Source : SPSS v.20 Output, Processed Primary Data, 2026

Based on normality test results using One-Sample Kolmogorov-Smirnov, obtained mark Asymp . Sig. is 0.229 in Model 1 and 0.161 in Model 2. Both mark the more big of 0.05, so the residual data in both models are normally distributed . This result is also supported by the Normal PP Plot graph which shows dot, dot, dot spread following the

diagonal line. With Thus , the assumption normality has fulfilled and analysis path analysis can to be continued .

Heteroscedasticity test

Figure 3. Heteroscedasticity Test for Model 1 (XZ)



Source : Processed primary data , 2026

Based on heteroscedasticity test results using scatterplot, it can be seen that dot, dot, dot spread in a way random and not form pattern certain . This shows that the research model has heteroscedasticity. With Thus , the assumption homoscedasticity has fulfilled so that the regression model stated worthy For used in analysis more Next , testing heteroscedasticity strengthened through the Glejser test.

Table 6. Results of Heteroscedasticity Test for Model 1 (XZ)

Coefficients [a]

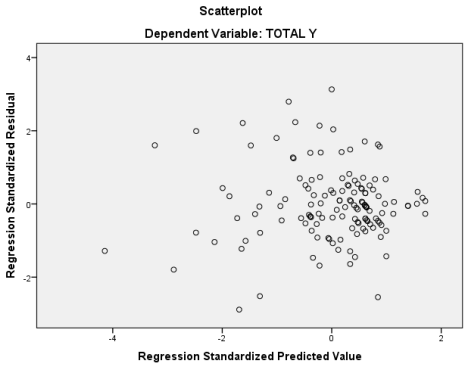
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.192E-015	1,616		.000	1,000
	Credibility *Celebrity Endorser*	.000	.056	.000	.000	1,000
	E-WOM	.000	.075	.000	.000	1,000

a. Dependent Variable: Abs_RES4

Source : Processed primary data, 2026

It can be concluded that the Glejser test for heteroscedasticity shows that the significance level of the variables is above 0.05. This so can concluded that no happen heteroscedasticity in this model .

Figure 4. Heteroscedasticity Test of Model 2 (XZY)



Source : Processed primary data, 2026

Can known that the scatterplot results show that point point spread and not be in a certain area, with thus proposed variables in study No happen heteroscedasticity.

Table 7. Results of Heteroscedasticity Test for Model 2 (XZY)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.568E-016	2,181		.000	1,000
	Credibility *Celebrity Endorser*	.000	.088	.000	.000	1,000
	E-WOM	.000	.110	.000	.000	1,000
	Consumer Trust	.000	.114	.000	.000	1,000

a. Dependent Variable: Abs_RES5

Source : results 2026 data processing

It can be concluded that the Glejser test results indicate that the significance values of all independent variables are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity test

Table 8. Multicollinearity Test Results for Model 1 (XZ)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,531	1,616		1,566	.120		
	Credibility *Celebrity Endorser*	.391	.056	.516	6,949	.000	.297	3,368
	E-WOM	.405	.075	.402	5,405	.000	.297	3,368

a. Dependent Variable: TOTAL Z

Source: Processed primary data, 202 6

Table 9. Multicollinearity Test Results for Model 2 (XZY)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,818	2,181		2,667	.009		
	Credibility *Celebrity Endorser*	.063	.088	.063	.714	.476	.220	4,556
	E-WOM	.723	.110	.550	6,550	.000	.245	4,087
	Consumer Trust	.393	.114	.301	3,437	.001	.224	4,454

a. Dependent Variable: TOTAL Y
Source: Processed primary data, 202 6

Based on table 8 and table 9, it can be seen that the *tolerance value* > 0.10 or a VIF value < 10 means that multicollinearity does not occur.

Hypothesis Testing

Partial test (t-test)

Table 11. Results of t-Test Model 1 (XZ)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,531	1,616		1,566	.120
	Credibility *Celebrity Endorser*	.391	.056	.516	6,949	.000
	E-WOM	.405	.075	.402	5,405	.000

a. Dependent Variable: TOTAL Z
Source: Processed primary data, 202 6

Based on the results of the significance test presented in Table 11, the Celebrity Endorser Credibility (X1) and E-WOM (X2) variables each have a significance value of 0.000, which is less than 0.05. These results indicate that H3 and H4 are accepted. Therefore, it can be concluded that Celebrity Endorser Credibility and E-WOM have positive and significant effects on Consumer Trust (Z).

Table 12. t-Test Results of Model 2 (XZY)

Coefficients [a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,818	2,181		2,667	.009
	Credibility *Celebrity Endorser*	.063	.088	.063	.714	.476
	E-WOM	.723	.110	.550	6,550	.000
	Consumer Trust	.393	.114	.301	3,437	.001

a. Dependent Variable: TOTAL Y
Source: Processed primary data, 202 6

Based on the results of the significance test presented in Table 4.19, the Celebrity Endorser Credibility variable (X1) has a significance value of 0.476, which is greater than 0.05.

Therefore, Ha1 is rejected, indicating that Celebrity Endorser Credibility does not have a significant effect on Purchase Intention (Y). Meanwhile, the E-WOM variable (X2) has a significance value of 0.000, which is less than 0.05, and Consumer Trust (Z) has a significance value of 0.001, which is also less than 0.05. Thus, H2 and H5 are accepted. These results indicate that E-WOM and Consumer Trust have positive and significant effects on Purchase Intention (Y).

Coefficient Determination (Adjusted R ^{2})

Table 13. Results of the Determination Coefficient Test for Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.881 [a]	.776	.772	2,151

a. Predictors: (Constant), TOTAL X2, TOTAL X1

Source : Processed primary data , 2026

The size coefficient determination (Adjusted R ^{2}) = 0.772, meaning variables Credibility *Celebrity Endorser* (X1) and E-WOM (X2) in total together influential to *Consumer Trust* (Z) is the remaining 77.2% 22.8 % is influenced by other variables that are not entered in the research model .

Table 14. Results of the Determination Coefficient Test for Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.875 [a]	.765	.760	2,877

a. Predictors: (Constant), TOTAL Z, TOTAL X2, TOTAL X1

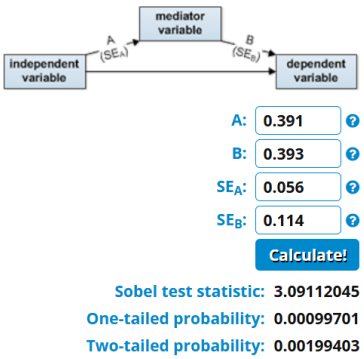
Source : Processed primary data , 2026

The size coefficient determination (Adjusted R2) = 0.760, meaning variables Credibility *Celebrity Endorser* (X1), *E- wom* (X2), and *Consumer trust* (Z) in general together influential to *Purchase intention* (Y) is the remaining 76% 14 % is influenced by other variables that are not entered in the research model .

Sobel test

Celebrity Endorser Credibility - Consumer Trust - Purchase Intention

Figure 5. Sobel Test Results

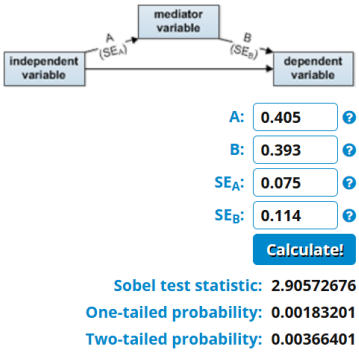


Based on mediation test results , obtained t - value by 3,091 which is more big from t-table 1.960 and mark significance by 0.00199 which is more small of 0.05. The results show that H6 is accepted , so consumer trust is proven mediate in a way significant influence

celebrity endorser credibility on purchase intention. Thus, there is no direct influence of celebrity endorser credibility on purchase intention through consumer trust.

E-WOM - Consumer Trust - Purchase Intention

Figure 6. Sobel Test Results



Based on mediation test results , obtained t - value by 2,905 which is more big from t- table 1.960 and mark significance by 0.00366 which is more small of 0.05. The results show that H7 is accepted , so consumer trust is proven mediate in a way significant the influence of E-WOM on purchase intention. With Thus , there are influence No direct E-WOM on purchase intention through consumer trust.

Discussion

Celebrity Endorser's Credibility Matters Negative and Significant Against Purchase Intention.

The test results indicate that Celebrity Endorser Credibility does not have a significant effect on Purchase Intention, as evidenced by the significance value of 0.476, which is greater than 0.05. Therefore, the hypothesis is rejected. This finding can be explained through the phenomenon of *overshadowing*, which occurs when celebrities dominate consumers' attention to such an extent that the product's messages and values are not effectively conveyed. As a result, consumers tend to focus more on the celebrity rather than on the products being promoted. These findings are consistent with the studies conducted by Marlinda and Arsyad (2025) and Hartika et al. (2026), which found that Celebrity Endorser Credibility does not significantly increase Purchase Intention.

Influential E-WOM has a positive and Significant Impact on Purchase Intention.

The test results indicate that E-WOM has a positive and significant effect on Purchase Intention, as evidenced by the significance value of 0.000, which is less than 0.05. Therefore, the hypothesis is accepted. E-WOM serves as a digital communication medium that enables consumers to share their experiences and opinions about a product. Positive information obtained through E-WOM can increase consumers' knowledge and confidence in a product, thereby encouraging the formation of purchase intentions. These findings are consistent with the studies conducted by Fontain et al. (2025) and Aini et al. (2025), which stated that E-WOM has a positive and significant effect on Purchase Intention.

Credibility Influential Celebrity Endorsers Positive and Significant Impact on Consumer Trust

Test results show that Celebrity Endorser's credibility is influential positive and significant towards Consumer Trust, with mark probability of 0.000 < 0.05 so that hypothesis accepted . The credibility of the Celebrity Endorser reflects perception consumer to expertise

, honesty , and power pull a figure public in convey message promotion . Endorsers who have reputation good and trustworthy public capable increase belief consumer to information conveyed about product . Findings This in line with study Wardhana & Basuki (2023) as well as Rohman & Rakhmawati (2024) stated that that Celebrity Endorser's credibility is influential positive and significant towards Consumer Trust.

Influential E-WOM Positive and Significant Impact on Consumer Trust

The test results indicate that E-WOM has a positive and significant effect on Consumer Trust, as evidenced by the significance value of 0.000, which is less than 0.05. Therefore, the hypothesis is accepted. E-WOM is a form of digital communication among consumers that contains experiences, reviews, and opinions about a product. Information shared transparently, consistently, and relevantly can reduce consumer uncertainty and increase consumers' confidence in product quality. These findings are consistent with the study conducted by Purwoko et al. (2026), which stated that E-WOM has a positive and significant effect on Consumer Trust.

Consumer Trust Influences Positive and Significant Impact on Purchase Intention

The test results indicate that Consumer Trust has a positive and significant effect on Purchase Intention, as evidenced by the significance value of 0.001, which is less than 0.05. Therefore, the hypothesis is accepted. Consumer Trust refers to consumers' confidence in the reliability, integrity, and quality of a product or brand. A high level of trust makes consumers feel safer and more confident about the products offered, thereby reducing perceived risk during the purchasing process. These findings are consistent with the studies conducted by Dewantara and Kurnia (2025) and Nursalimah et al. (2026), which stated that Consumer Trust has a positive and significant effect on Purchase Intention.

Consumer Trust has a positive and significant mediating influence on Purchase Intention through Celebrity Endorser Credibility.

Based on the Sobel test results, Celebrity Endorser Credibility has a significant indirect effect on Purchase Intention through Consumer Trust, with a t-value of 3.091, which is greater than the t-table value of 1.960 at a 5% significance level (0.05). These results indicate that the hypothesis is accepted. Celebrity Endorser Credibility reflects consumers' perceptions of a public figure's expertise, trustworthiness, and attractiveness in delivering promotional messages. A credible endorser can increase consumers' trust in the promoted products. These findings are consistent with the study conducted by Ningsih and Muzdalifah (2024), which stated that Consumer Trust is able to mediate the effect of Celebrity Endorser Credibility on Purchase Intention.

Consumer Trust In General Positive and Significant Mediating The Influence of E-WOM on Purchase Intention

Based on the Sobel test results, E-WOM has a significant indirect effect on Purchase Intention through Consumer Trust, with a t-value of 2.905, which is greater than the t-table value of 1.960 at a 5% significance level (0.05). These results indicate that the hypothesis is accepted. E-WOM is a process of disseminating information, opinions, and consumer experiences through digital media, which influences consumers' perceptions of a product or brand. Positive and consistent information shared through E-WOM can increase consumers' trust in a product. These findings are consistent with the study conducted by Daisy and Purwianti (2023), which stated that Consumer Trust is able to mediate the effect of E-WOM on Purchase Intention.

CONCLUSION

Based on the research findings, it can be concluded that E-WOM is the most dominant factor influencing Purchase Intention in the research model, followed by Consumer Trust, which also plays an important role in increasing Purchase Intention among TikTok Shop users. E-WOM has been proven to have a positive and significant effect on both Purchase Intention and Consumer Trust, indicating that positive reviews, experiences, and recommendations from other consumers can increase trust and encourage purchase intentions. Consumer Trust has also been proven to have a positive and significant effect on Purchase Intention, meaning that the higher the level of consumers' trust in a product, the stronger their intention to make a purchase. Meanwhile, Celebrity Endorser Credibility does not have a significant direct effect on Purchase Intention; however, it has a positive and significant effect on Consumer Trust. The research findings also indicate that Consumer Trust is able to mediate the effects of Celebrity Endorser Credibility and E-WOM on Purchase Intention. Thus, Consumer Trust serves as a key factor that bridges the influence of marketing strategies involving celebrity endorsers and E-WOM in increasing consumers' purchase intentions on TikTok Shop.

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