

THE ROLE OF E-WOM IN TIKTOK SHOP IN IMPROVING PURCHASE DECISIONS WITH BRAND AWARENESS AND VIRAL TRENDS AS INTERVENING VARIABLES



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Abstract

This study aims to analyze the effect of Electronic Word of Mouth (e-WOM) on Purchase Decision among TikTok Shop users, with Brand Awareness and Viral Trends as intervening variables. A quantitative approach was used with the SEM-PLS method on 120 active TikTok users who had made purchases through TikTok Shop. The results show that e-WOM has a positive and significant effect on purchase decisions, as well as a significant effect on Brand Awareness and Viral Trends. However, Brand Awareness was not found to have a direct effect on purchase decisions and did not mediate the relationship between e-WOM and purchase decisions. Conversely, Viral Trends acted as a significant mediating variable in strengthening the effect of e-WOM on purchase decisions. These findings indicate that in the context of TikTok Shop, viral phenomena and product popularity play a more dominant role in driving purchase decisions than mere brand awareness.

Keywords: Electronic Word of Mouth, Brand Awareness, Viral Trend, Purchase Decision, TikTok Shop

INTRODUCTION

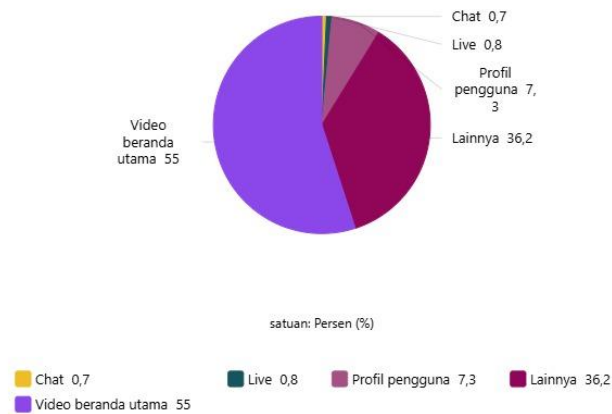
The development of digital technology has changed communication patterns, behavior, and the way consumers make purchasing decisions, where purchasing decisions are now not only based on functional needs but are also influenced by information and experiences obtained in the virtual world. This shift has driven the transformation of marketing strategies from conventional advertising to more interactive digital marketing, with consumers playing an active role as disseminators of information through reviews and testimonials. The phenomenon of social commerce, particularly through TikTok Shop, demonstrates how content-based social media can integrate entertainment, information, and transactions into a single platform, creating a spontaneous and emotional shopping experience. APJII 2024 data shows that TikTok has a strong and cross-generational position, especially among Gen Z and millennials, confirming the platform's enormous potential to influence the consumption behavior of Indonesians (Ahdiat, 2024).

Figure 1.
Favorite Social Media Graph



Based on TikTok usage data, the majority of users (55%) spend their time on the main homepage, while other activities such as opening profiles, watching live streams, and chatting have a very small proportion. This indicates that TikTok user interactions are highly focused on consuming content on the main homepage, which is dominated by product reviews, viral trends, and recommendations from other users. This condition emphasizes the strong role of Electronic Word of Mouth (e-WOM) in shaping perceptions and purchasing decisions, as viral content on the main feed can increase brand awareness and drive purchasing interest through social influence and trends developing on the TikTok platform (Santika, 2025).

Figure 2.
Proportion of TikTok Activity Usage



This phenomenon is further supported by data from (Muhamad, 2024), which indicates that Indonesia ranks ninth among countries with the highest social media usage, with an average daily usage time of 188 minutes. This high intensity indicates that Indonesian society is heavily exposed to social media content daily, including product reviews (E-WOM), marketing videos, and viral challenges on TikTok. This situation creates a fertile environment for the spread of user-experience-based information that can shape brand awareness and create viral trends that influence purchasing decisions quickly.

Figure 3.
Graph of Countries with the Most Social Media Users



Electronic Word of Mouth (e-WOM) is an important phenomenon in the TikTok ecosystem because it emerges organically through user reviews, comments, and testimonials that are considered more honest and trustworthy than conventional advertising. e-WOM has

been proven to have a significant influence on purchasing decisions because it is based on real user experiences and is able to increase consumer trust and interest in purchasing, especially among Gen Z through video content and comments on TikTok (Ajeng Sintiya et al., 2023; Novina Veronica et al., 2024).

Viral trends on TikTok can create social pressure and a fear of missing out (FOMO) that drives consumers to buy certain products, where the speed of information dissemination and social responses to viral content are important factors in purchasing decisions (Pane et al., 2024). However, previous research still indicates a research gap, as most studies have only examined the direct influence of e-WOM on purchasing decisions without considering intervening variables such as Brand Awareness and viral trends, and have focused more on platforms other than TikTok Shop, which has unique characteristics. In addition, the results of previous studies are also inconsistent, with some finding a direct influence of e-WOM on purchasing decisions (Ajeng Sintiya et al., 2023), while other studies show an indirect influence through Brand Awareness (Fadhillah & Hermawan, 2024). Therefore, this study is important to simultaneously examine the relationship between e-WOM, Brand Awareness, and viral trends in influencing purchasing decisions to fill the literature gap and provide a more comprehensive understanding.

The phenomenon of viral trends on TikTok Shop further strengthens the role of social media in influencing consumer purchasing behavior, particularly through content such as review videos, challenges, and live shopping that encourage impulsive purchases due to emotional impulses and social pressure. However, the popularity of viral products tends to be temporary and does not always result in sustainable purchasing decisions. Furthermore, although viral trends generally originate from massive e-WOM, previous research findings still show varying results regarding the role of viral trends in mediating the influence of e-WOM on purchasing decisions. This condition indicates a research gap regarding the extent to which viral trends influence consumer purchasing decisions on TikTok Shop.

REVIEW OF LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) developed by Icek Ajzen explains that individual behavior is influenced by behavioral intentions formed from attitudes, subjective norms, and perceived behavioral control (Bosnjak et al., 2020). In this study, TPB is used as a theoretical basis to explain the influence of e-WOM, brand awareness, and viral trends on consumer purchasing decisions. e-WOM plays a role in shaping attitudes and subjective norms through reviews and recommendations on TikTok, while brand awareness influences consumer attitudes toward products. Viral trends tend to influence subjective norms and perceived behavioral control due to social pressure and ease of access to information and purchases on social media. The relevance of TPB is reinforced by previous research findings showing that e-WOM on TikTok influences purchasing decisions (Pratama & Astarini, 2023) and Brand Awareness plays a role in increasing consumer purchase interest (Imbayani & Gama, 2018).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is a form of indirect communication between consumers through digital media that contains opinions, reviews, and testimonials about

experiences using products or services. On the TikTok platform, E-WOM generally appears in the form of video reviews, comments, and testimonials on the live feature, which are considered more objective and credible than company advertisements. This is because consumers tend to trust the opinions of other users who are considered to have no commercial interests, so E-WOM has a significant influence on purchasing decisions (Ajeng Sintiya et al., 2023). Additionally, the fulfillment of information needs and the credibility of E-WOM sources can create a high level of trust, which is a key factor in driving consumer purchasing decisions (Setiawan et al., 2024). The indicators of Electronic Word of Mouth according to (Rante et al., 2024) include:

1. Information Quality
2. Information Quantity
3. Source Credibility

Brand Awareness

Brand Awareness is the level of consumers' ability to recognize and remember a brand, which on the TikTok platform is formed through repeated exposure to content such as logos, colors, packaging, and brand names in various videos. Brand Awareness has been proven to play a strong mediating role in the relationship between e-WOM and purchasing decisions, where the influence of e-WOM will be greater when consumers are familiar with the brand (Fadhillah & Hermawan, 2024). Additionally, e-WOM has also been proven to increase product Brand Awareness through TikTok, especially for local products, thereby strengthening consumers' emotional connection to the brand (Kadariusman & Putri, 2024). Brand Awareness serves as a crucial link between e-WOM and purchasing decisions because brands that are firmly established in consumers' minds tend to be more trusted, simplify the evaluation process, and increase the likelihood of purchase (Puspita & Pardede, 2023). The indicators of Brand Awareness according to (Kadariusman & Putri, 2024) are as follows:

1. Unaware of Brand
2. Brand Recognition
3. Brand Recall
4. Top of Mind

Viral Trend

A viral trend is a phenomenon where content or information spreads rapidly and massively on social media. On the TikTok platform, this can take the form of challenges, viral audio, or products that are widely discussed. The speed of dissemination and social response to viral content have been proven to play a significant role in driving consumer purchasing decisions (Pane et al., 2024). Viral trends on TikTok generally originate from massive e-WOM, where active user interactions such as participation and sharing amplify the content's reach. Previous research shows that e-WOM can shape viral trends that influence consumer purchase interest (Dila Khoirin Anisa & Novi Marlana, 2022), and viral marketing can significantly increase brand awareness, which then impacts increased purchase interest (Pasuruan et al., 2022). The influence of viral trends becomes strong because it triggers social norms and fear of missing out (FOMO), where consumers are driven

to buy products because they see many other people doing the same. The main indicators of this variable are as follows:

1. Short-Term Popularity
2. Social Response
3. User Participation

Purchase Decisions

Purchase decisions are the end result of consumers' psychological processes in choosing products after going through the stages of recognizing needs, searching for information, evaluating alternatives, and making actual purchases. This decision is influenced by various factors, particularly Brand Awareness and e-WOM, which on the TikTok platform can be strengthened through activities such as live streaming and engaging marketing content (Naufaliza & Lestari, 2024; Puspita & Pardede, 2023). Additionally, Brand Awareness formed as a result of e-WOM has been proven to strengthen consumers' final purchasing decisions (Fadhillah & Hermawan, 2024). The purchase decision-making process on TikTok tends to occur more quickly because it is supported by credible, interactive content and the strong social influence within the platform (Anastasei, n.d.; Naufaliza & Lestari, 2024). The indicators of the Purchase Decisions variable are as follows:

1. Need Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-Purchase Behavior

RESEARCH METHOD

This study uses a quantitative approach with SMART PLS analysis tools to explain the causal relationship between e-WOM as an independent variable, brand awareness and viral trends as intervening variables, and purchasing decisions as a dependent variable (Syahroni, 2022). Data collection was conducted through a closed questionnaire based on Google Forms, which was distributed online through social media such as WhatsApp, Instagram, and TikTok, then analyzed using statistical methods to test the research hypotheses. The research population consisted of active TikTok users who had made purchases through TikTok Shop during the period July–December 2025. The sample size was determined based on Hair's guidelines, which recommend five to ten times the number of indicators. With 15 indicators, 120 respondents were used.

The sampling technique used non-probability sampling with the purposive sampling method, in accordance with previous studies related to e-WOM and digital marketing (Ajeng Sintiya et al., 2023; Ansar et al., 2024), with the criteria of respondents being at least 20 years old, actively using TikTok, and having shopped at TikTok Shop. The data used consisted of primary data obtained through questionnaires and secondary data from relevant scientific literature. The research instrument was assessed using a 5-point Likert scale, ranging from strongly disagree to strongly agree, as it was considered efficient and capable of reaching a wide range of respondents (Ningrum & Sukma, 2024).

Research Hypothesis

The Influence of Electronic Word of Mouth (e-WOM) on Purchase Decisions

Various studies show that e-WOM on social media, especially TikTok, not only directly influences purchasing decisions but is also capable of shaping product trends through the intensity of discussion on social media (Anastasiei, n.d.; Dila Khoirin Anisa & Novi Marlana, 2022; Kintradinata & Hidayah, 2023). Furthermore, e-WOM has been proven to have a significant influence on purchasing decisions, where the more positive the information that is spread, the higher the tendency for consumers to buy (Ajeng Sintiya et al., 2023; Novina Veronica et al., 2024).

H1: Electronic Word of Mouth (e-WOM) has a positive effect on Purchase Decision.

The Influence of Electronic Word of Mouth (e-WOM) on Brand Awareness

Previous studies show that Electronic Word of Mouth (e-WOM) as a form of informal communication plays an important role in strengthening consumer memory and familiarity with brands, especially when the information disseminated is massive and positive (Cahyo Dinarso et al., 2024; Puspita & Pardede, 2023; Tondang & Silalahi, 2022). Brand Awareness is also significantly influenced by the intensity of brand exposure through various communication channels, including e-WOM on social media (Fadhillah & Hermawan, 2024). The more often a brand is discussed and recommended on digital platforms, the more consumers' understanding, image, and awareness of the brand will increase (Putra & Kuswanto, 2022; Rahardjo et al., 2023).

H2: Electronic Word of Mouth (e-WOM) has a positive effect on Brand Awareness.

The Influence of Brand Awareness on Purchase Decision

Various studies show that Brand Awareness has a positive influence on purchase decisions because it can create trust, loyalty, and a perception of security towards the brand (Puspita & Pardede, 2023; Tondang & Silalahi, 2022). The higher the level of brand awareness, the greater the likelihood of consumers making a purchase, because well-known brands are considered to have better quality and be more reliable (Cahyo Dinarso et al., 2024; Pokhrel, 2024). Additionally, brand awareness plays an important role in helping consumers recognize and evaluate products according to their needs, thereby contributing significantly to purchasing decisions, especially for consumer products (Ekawati & Aryadirda, 2018).

H3: Brand Awareness has a positive effect on Purchase Decision

The Influence of Electronic Word of Mouth (e-WOM) on Viral Trends

Various studies show that Electronic Word of Mouth (e-WOM) and content marketing play an important role in shaping viral trends through user interactions that create a chain reaction of social effects (Pasuruan et al., 2022). e-WOM is also confirmed as a major factor in the formation of viral marketing that can increase public attention to a brand (Pane et al., 2024). Similar findings indicate that e-WOM-based viral campaigns can accelerate information dissemination and increase product popularity, including in the SME sector through trend-based marketing strategies such as K-pop marketing (Maulina & Pasaribu, 2024). Thus, the more intensely users share their experiences and recommendations on social media, the greater the chance of a product becoming a viral trend.

H4: Electronic Word of Mouth (e-WOM) has a positive effect on Viral Trends

The Influence of Viral Trends on Purchase Decisions

Various studies show that viral trends on TikTok have a significant influence on consumer purchase decisions, particularly through emotional appeals and fear of missing out

(FOMO) (Fajar Mulya et al., 2023). Increased exposure to viral trends has been proven to increase consumers' desire to purchase products (Pane et al., 2024), and can even trigger impulsive purchasing decisions through live streaming features that provide real-time interaction and promotion (Hasanah et al., 2025). Additionally, viral social media campaigns can enhance emotional appeal and accelerate the purchasing decision-making process (Maulina & Pasaribu, 2024). Thus, the stronger the influence of a product's viral trend on social media, the higher the likelihood of consumers making a purchase.

H5: Viral Trends Have a Positive Influence on Purchase Decisions

The Influence of Brand Awareness as a Mediating Variable of Electronic Word of Mouth (e-WOM) on Purchase Decision

Previous research indicates that Brand Awareness plays a crucial role in influencing consumer interest and purchase decisions (Imbayani & Gama, 2018). Additionally, e-WOM on TikTok has been proven to influence purchasing decisions both directly and indirectly through various consumer psychological factors (Pratama & Astarini, 2023). Therefore, Brand Awareness has the potential to act as a mediating variable that strengthens the influence of e-WOM on purchasing decisions.

H6: E-WOM has a positive effect on Purchase Decisions through Brand Awareness.

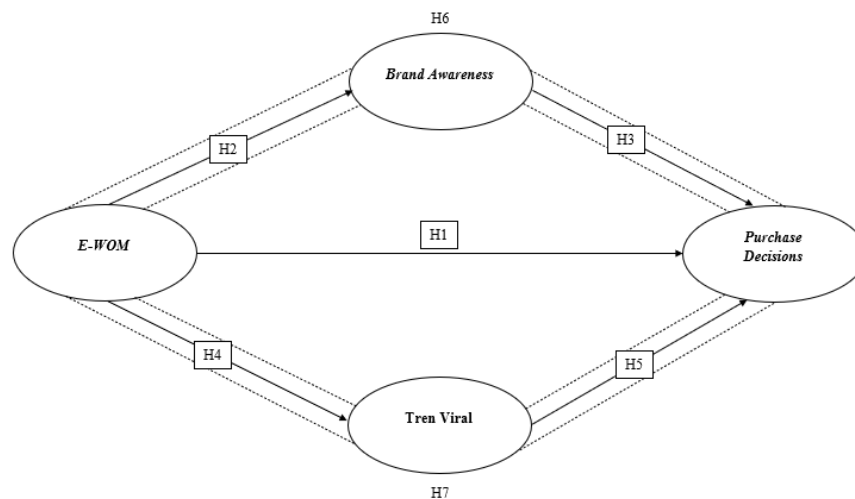
The Influence of Viral Trends as a Mediating Variable of Electronic Word of Mouth (e-WOM) on Purchase Decisions

Previous research shows that viral content on TikTok can influence consumer behavior and purchasing decisions (Pratama & Astarini, 2023). The viral phenomenon on social media also plays an important role in driving purchasing decisions through social pressure and perceptions of product popularity (Ansar et al., 2024; Pane et al., 2024). Therefore, viral trends are expected to play a role as a mediating variable in the relationship between e-WOM and purchasing decisions.

H7: E-WOM has a positive effect on Purchase Decisions through viral trends

Research Framework

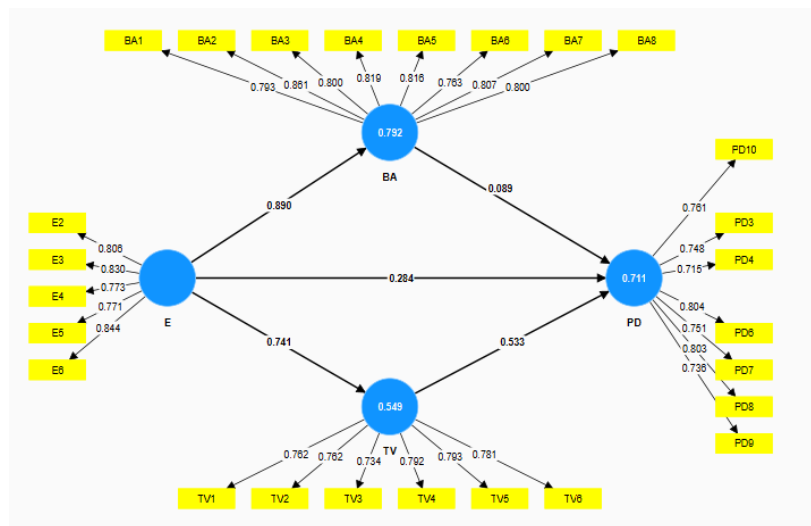
Figure 4.
Research Framework



The conceptual framework in this study serves to explain the logical flow of the influence of Electronic Word of Mouth (e-WOM) on purchase decisions, both directly and indirectly through Brand Awareness and viral trends as mediating variables. This framework helps clarify the direction of the relationship between variables and the basis for selecting research variables. Additionally, the conceptual framework serves as the basis for formulating hypotheses and developing a systematic research model, in line with the context of consumer behavior on social media, particularly on the TikTok platform.

RESULTS AND DISCUSSION
Measurement Model (Outer Model)

Figure 5.
Path Analysis



Convergent Validity

Table 1.
Outer Loading Table

Instruments	BA	E	PD	TV	Description
BA1	0.793				Valid
BA2	0.861				Valid
BA3	0.800				Valid
BA4	0.819				Valid
BA5	0.816				Valid
BA6	0.763				Valid
BA7	0.807				Valid
BA8	0.800				Valid
E2		0.806			Valid
E3		0.830			Valid

Instruments	BA	E	PD	TV	Description
E4		0.773			Valid
E5		0.771			Valid
E6		0.844			Valid
PD10			0.761		Valid
PD3			0.748		Valid
PD4			0.715		Valid
PD6			0.804		Valid
PD7			0.751		Valid
PD8			0.803		Valid
PD9			0.736		Valid
TV1				0.762	Valid
TV2				0.762	Valid
TV3				0.734	Valid
TV4				0.792	Valid
TV5				0.793	Valid
TV6				0.781	Valid

Description: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

Table 2.
Average Variance Extracted (AVE) Value

Instrument	Average variance extracted (AVE)
BA	0.652
E	0.649
PD	0.578
TV	220,594

Description: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

Convergent validity is used to assess the extent to which indicators within a construct are correlated. This validity test was conducted using outer loading and Average Variance Extracted (AVE) values. Indicators are considered valid if they have an outer loading value ≥ 0.70 , while values between 0.60 and 0.70 are still acceptable, especially in exploratory research (Hair et al., 2020). In addition, a construct is said to have good convergent validity if the AVE value is ≥ 0.50 , which indicates that the construct is able to explain more than 50% of the variance of its indicators (Fornell & Larcker).

Discriminant Validity

Table 3.
Discriminant Validity

Instrument	BA	E	PD	TV
BA	0.808			
E	0.890	0.806		
PD	0.733	0.758	0.760	
TV	0.736	0.741	0.808	0.771

Description: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

The results of the discriminant validity test show that all research variables have met the specified criteria. The Brand Awareness variable has an \sqrt{AVE} value of 0.808, which is higher than its correlation with other variables, namely e-WOM, Purchase Decision, and Viral Trend. The e-WOM variable also shows an \sqrt{AVE} value of 0.806, which is greater than its correlation with other variables. In addition, the Purchase Decision and Viral Trend variables have \sqrt{AVE} values of 0.760 and 0.771, respectively, which are also higher than the correlations between constructs. Thus, all constructs in this study are declared to have good discriminant validity.

Reliability Test (Composite Reliability)

Table 4.
Cronbach's Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
BA	0.924	0.925	0.937	Reliable
E	0.864	0.866	0.902	Reliable
PD	0.878	0.880	0.905	Reliable
TV	0.863	0.863	0.898	Reliable

Description: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

Reliability indicates the level of consistency and stability of indicators in measuring a variable. Reliability testing in this study was conducted using Cronbach's Alpha and Composite Reliability (CR). A construct is considered reliable if it has a Cronbach's Alpha value ≥ 0.70 , while a Composite Reliability (CR) value ≥ 0.70 indicates a very good level of reliability.

Structural Model (Inner Model)
R-square

Table 5.
R-square Test

	R-square
BA	0.792
PD	0.711
TV	0.549

Note: BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

Based on the R-square value, the Brand Awareness variable has a value of 0.792, indicating that 79.2% of the variation in Brand Awareness can be explained by the variables in the research model, while the remaining 20.8% is influenced by factors outside the model. The Purchase Decision variable has an R-square value of 0.711, meaning that 71.1% of changes in purchase decisions can be explained by the independent variables studied, while 28.9% is influenced by other factors not studied. Furthermore, the Viral Trend variable has an R-square value of 0.549, which indicates that 54.9% of the variation in viral trends can be explained by the variables in the research model, while the remaining 45.1% is influenced by other variables outside the research model.

Good of Fit (GOF)

Table 6.
Model Fit

	Saturated model	Estimated model
SRMR	0.062	0.065
NFI	0.758	0.757

Source: Processed primary data (2026)

The model is considered suitable if the SRMR value is ≤ 0.09 , which means that the difference between the observed and estimated correlation matrices is relatively small. The results show an SRMR value of 0.062 for the fulfilled model and 0.065 for the estimated model. In addition, GoF assessment was also conducted through NFI (Normed Fit Index), where a value ≥ 0.08 indicates excellent suitability.

Model Significance Test (Bootstrapping)

Table 7.
Direct Test

	T statistics	P values
E -> PD	2.584	0.01
E -> BA	29.798	0.00

BA -> PD	0.823	0.410
E -> TV	8.939	0.000
TV -> PD	5,319	0.000

Description: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2025)

The bootstrapping test results show that Electronic Word of Mouth (e-WOM) has a positive and significant effect on Purchase Decisions, thus accepting the first hypothesis (T-statistics = 2.584; P-values = 0.010). In addition, e-WOM is also proven to have a positive and significant effect on Brand Awareness, as indicated by a T-statistics value of 29.798 and P-values of 0.000, thus accepting the second hypothesis. However, Brand Awareness does not have a significant effect on Purchase Decisions because the T-statistics value (0.823) is less than T-table 1.65 and the P-values (0.410) are greater than 0.05, so the third hypothesis is rejected. Furthermore, e-WOM has a positive and significant effect on Viral Trends (T-statistics = 8.939; P-values = 0.000), so the fourth hypothesis is accepted. Finally, Viral Trends are proven to have a positive and significant effect on Purchase Decisions with a T-statistics value of 5.319 and P-values of 0.000, so the fifth hypothesis is accepted.

Mediation Test

Table 1.
Mediation Test

	T statistics	P values
E -> BA -> PD	0.824	0.410
E -> TV -> PD	4.903	0.000

Note: E = Electronic Word of Mouth (e-WOM), BA = Brand Awareness, TV = Viral Trend, PD = Purchase Decision.

Source: Processed primary data (2026)

The results of testing specific indirect effects show that Brand Awareness does not act as a mediating variable in the relationship between Electronic Word of Mouth (e-WOM) and Purchase Decisions. This is indicated by a T-statistic value of 0.824, which is less than T-table 1.65, and a P-value of 0.410, which is greater than 0.05, so the sixth hypothesis is rejected. Conversely, Viral Trends are proven to play a significant mediating role in the relationship between e-WOM and Purchase Decisions. The e-WOM–Viral Trend–Purchase Decisions path has a T-statistic value of 4.903 ≥ T-table 1.65 and a P-value of 0.000 ≤ 0.05, so the seventh hypothesis is accepted. These findings indicate that the influence of e-WOM on purchase decisions is more effective through the formation of viral trends than through increased Brand Awareness.

The Influence of Electronic Word of Mouth (e-WOM) on Purchase Decisions

Based on the hypothesis testing results, Electronic Word of Mouth (e-WOM) is proven to have a positive and significant effect on Purchase Decisions, with a T-statistic value of 2.584 ≥ T-table 1.65 and P-values of 0.010 ≤ 0.05, thus H1 is accepted. These results are in line with previous studies (Ajeng Sintiya et al., 2023; Ansar et al., 2024; Novina Veronica et al., 2024) which state that e-WOM plays an important role in influencing

purchasing decisions, particularly through positive reviews and recommendations on social media such as TikTok Shop.

The Influence of Electronic Word of Mouth (e-WOM) on Brand Awareness

Based on the hypothesis testing results, Electronic Word of Mouth (e-WOM) was proven to have a positive and significant effect on Brand Awareness, with a T-statistics value of $29.798 \geq T\text{-table } 1.65$ and P-values $0.000 \leq 0.05$, thus accepting H2. These results are in line with the studies " and ", which state that e-WOM plays an important role in increasing brand awareness through positive conversations and recommendations on digital platforms such as TikTok, thereby strengthening consumers' understanding and familiarity with the brand.

The Effect of Brand Awareness on Purchase Decisions

Based on the results of hypothesis testing, Brand Awareness does not affect Purchase Decisions, as evidenced by a T-statistics value of $0.823 < T\text{-table } 1.65$ and P-values of $0.410 > 0.05$, thus rejecting H3. The descriptive analysis results show that the indicator with the lowest average value is the statement "The brand is always my first choice" with a value of 3.95, indicating that the brand is not yet the respondents' first choice. This condition shows that the level of brand awareness is not yet strong enough to drive purchasing decisions. This finding is not in line with the research " which states that Brand Awareness has a positive effect on purchasing decisions.

The Influence of Electronic Word of Mouth (e-WOM) on Viral Trends

Based on the hypothesis testing results, Electronic Word of Mouth (e-WOM) has a positive and significant effect on Viral Trends, as evidenced by the T-statistics value of $8.939 > T\text{-table } 1.65$ and P-values of $0.000 < 0.05$, thus accepting H4. This result is in line with the findings of Pasuruan et al. (2022), which state that e-WOM plays an important role in creating viral trends through user interactions that trigger a chain reaction of social effects.

The Influence of Viral Trends on Purchase Decisions

Based on the hypothesis testing results, Viral Trends have a positive and significant effect on Purchase Decisions, with a T-statistic value of $5.319 > T\text{-table } 1.65$ and P-values of $0.000 < 0.05$, thus accepting the fifth hypothesis (H5). These results are in line with the ", which states that viral trends can increase purchase decisions because repeated exposure drives consumer interest and desire to buy.

The mediating role of Brand Awareness in the relationship between Electronic Word of Mouth (e-WOM) and Purchase Decisions

Based on the hypothesis testing results, Brand Awareness does not mediate the relationship between Electronic Word of Mouth (e-WOM) and Purchase Decisions, with a T-statistic value of $0.824 < T\text{-table } 1.65$ and P-values of $0.410 > 0.05$, thus rejecting the sixth hypothesis (H6). These results are inconsistent with the findings , which states that brand awareness plays an important role in influencing consumer interest and purchase decisions.

The mediating role of Viral Trends in the relationship between Electronic Word of Mouth (e-WOM) and Purchase Decisions

Based on the hypothesis testing results, Viral Trends were proven to mediate the relationship between Electronic Word of Mouth (e-WOM) and Purchase Decisions positively and significantly, with a T-statistics value of $4.903 > T\text{-table } 1.65$ and P-values of $0.000 < 0.05$, thus accepting the seventh hypothesis (H7). These results are in line with the research

on ", which states that viral phenomena on social media play an important role in influencing purchasing decisions through social pressure and perceptions of product popularity.

CONCLUSION

This study aims to analyze the role of Electronic Word of Mouth (e-WOM) on TikTok social media in influencing purchase decisions with Brand Awareness and Viral Trends as intervening variables. The results show that e-WOM has a positive and significant effect on purchase decisions. Information, reviews, and user experiences disseminated through TikTok, especially TikTok Shop, can increase consumer confidence and encourage them to make purchasing decisions. In addition, e-WOM has also been proven to be influential in increasing Brand Awareness and encouraging the formation of Viral Trends through massive content dissemination and user interaction.

However, although e-WOM can increase Brand Awareness, this variable was not proven to have a direct effect on purchasing decisions or to mediate the relationship between e-WOM and purchasing decisions. Instead, viral trends have been shown to play a significant role in influencing purchasing decisions while also mediating the effect of e-WOM on purchasing decisions. This indicates that, in the context of TikTok, consumer purchasing decisions are more influenced by viral phenomena and product popularity than by mere brand awareness.

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