

THE ROLE OF INFLUENCER CREDIBILITY AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE DECISIONS AMONG TIKTOK SHOP USERS WITH CUSTOMER TRUST AS A MEDIATING VARIABLE

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Abstract

The decline in public trust in social media influencers amid increasing shopping activity through TikTok Shop has given rise to a contradictory phenomenon in digital consumer behavior. This situation raises questions about the role of influencer credibility and electronic word of mouth in shaping purchasing decisions, as well as the importance of consumer trust as a link between the two. This study aims to analyze the influence of influencer credibility and electronic word of mouth on purchasing decisions with customer trust as a mediating variable. The study uses a quantitative approach with a survey method of 120 TikTok Shop users. Data analysis was performed using SEM-PLS. The results show that influencer credibility has a positive and significant effect on purchasing decisions and customer trust. Electronic word of mouth has a positive but insignificant effect on purchasing decisions, but a significant effect on customer trust. Furthermore, customer trust has a positive and significant effect on purchasing decisions and is able to mediate the influence of influencer credibility and electronic word of mouth. These findings confirm that consumer trust is a key factor in driving purchasing decisions on social commerce platforms.

Keywords: Influencer Credibility; Electronic Word Of Mouth; Customer Trust; Purchase Decision; Social Commerce

INTRODUCTION

The development of digital technology has significantly changed the way people communicate, interact, and shop. Social media no longer serves only as a means of entertainment, but has evolved into a business ecosystem that can influence consumer behavior. One platform that has experienced rapid growth is TikTok, which was originally based on short video content and has now evolved into a means of commerce through the TikTok Shop feature. This integration of entertainment and transactions demonstrates a shift in people's digital consumption patterns, especially among the younger generation, who are increasingly comfortable making purchases through social media.

Data from Wahyu Ita Lestari,(2025) , shows that in the period April–July 2025, Shopee became the most frequently accessed e-commerce platform by Indonesians with a percentage of 53.22%, followed by TikTok Shop at 27.37%, Tokopedia at 9.57%, and Lazada at 9.09%. TikTok Shop's position as the second-ranked platform indicates very rapid growth compared to conventional platforms. This increase indicates a shift in consumer shopping behavior toward social commerce, which is a form of e-commerce integrated with digital social interaction (Syailendra & Putri, 2023) .

TikTok Shop offers a different shopping experience because it combines social interaction, entertainment, and transactions in one platform (Prasetyayawati et al., 2025) . In this context, purchase decisions are no longer based solely on rational considerations, but are also influenced by social and psychological factors. Consumers tend to consider recommendations from trusted parties, especially influencers, who act as sources of information as well as figures who shape perceptions of products.

Influencer credibility is an important element in building audience trust. Influencers are individuals with a large number of followers who are able to influence the attitudes and behaviors of their consumers (Conde & Casais, 2023 in Tabriza & Rohman, 2024) . This credibility consists of aspects of trust, expertise, appeal, and similarity to the audience (L. Hakim et al., 2025) . The higher the credibility of the influencer, the more likely consumers are to accept promotional messages and make purchases.

In addition to influencers, Electronic Word of Mouth (E-WOM) is also an important source of information in the purchasing decision-making process. E-WOM is word-of-mouth communication that occurs digitally through reviews, comments, and the experiences of other consumers (Lukitaningsih et al., 2023) . This information is considered more objective because it comes from the real experiences of users. Positive reviews can increase trust, while negative reviews can decrease purchase intent, so E-WOM plays a major role in shaping consumer perceptions.

Consumer trust is a key variable that bridges the influence of social media on purchasing decisions. In online transactions, consumers cannot verify products directly, so trust becomes the main foundation for purchasing decisions. However, data from (Ridwan, 2025) shows a decline in public trust in influencers, with 56% of respondents stating that they do not trust social media influencers. The highest level of distrust was found among baby boomers (67%), followed by Generation X (58%), millennials (52%), and Generation Z (48%). This phenomenon creates an interesting gap between the increasing use of influencers in marketing and the declining level of public trust.

Previous studies have shown that influencer credibility, E-WOM, and customer trust have a positive effect on purchasing decisions (L. Hakim et al., 2025; Lukitaningsih et al., 2023; Bagus Nyoman Udayana et al., 2024). However, most studies still focus on conventional e-commerce platforms such as Shopee and Tokopedia. Research specifically examining TikTok Shop as a social commerce platform is still limited, even though this platform has unique characteristics that combine entertainment, social interaction, and transactions in one application. In addition, few studies have placed customer trust as a mediating variable to explain consumer psychological mechanisms.

Based on this gap, this study aims to analyze the influence of influencer credibility and E-WOM on the purchase decision of TikTok Shop users with customer trust as a mediating variable. This study is expected to provide a more comprehensive understanding of digital consumer behavior, particularly how social influence on social media translates into purchasing decisions through the mechanism of trust.

REVIEW OF LITERATURE

The theory used in this study is the S–O–R (Stimulus–Organism–Response) theory proposed by Mehrabian and Russell (1974). This theory explains that individual behavior is the result of a response to external stimuli that are processed through internal psychological conditions. In the context of digital marketing, stimuli can take the form of promotional information, influencer recommendations, or consumer reviews, which are then processed through perception and trust before resulting in a purchase decision. This theory is relevant for explaining how social influence in digital media shapes consumer behavior.

According to (Zhang et al., 2023) consumer behavior does not arise spontaneously, but through stages of stimulus that are processed psychologically to produce a response. In social commerce, stimuli can take the form of credible influencer content and positive E-WOM. The study (C. Lin & Chen, 2023) confirms that the S–O–R theory effectively explains social media consumer behavior because external factors can elicit emotional reactions such as trust and comfort. In line with this, (Rahman & Karim, 2024) states that customer trust is an important link between external influences and purchasing decisions.

Influencer credibility is a key aspect of digital marketing communications. Credibility determines the extent to which audiences trust the promotional messages conveyed (Prasetio & Indriani, 2022). This concept is rooted in persuasion theory, which states that credible message sources are more likely to influence audience attitudes (Hovland et al., 1953 in Tabrizi & Rohman, 2024). In the era of social media, credibility has become a key element that determines the effectiveness of influencers as intermediaries between brands and consumers (Putri Safitri et al., 2025).

Influencers are understood as individuals who have a large following and are able to spread marketing messages widely (Seruni et al., 2024; Ayu Azzahra et al., 2024). Influencer credibility is defined as the level of consumer trust in the influencer's ability and expertise in conveying product information (Janssen et al., 2022; Fuadi & Padmantyo, 2024). The higher the credibility of the influencer, the greater the potential influence on the audience's purchasing behavior.

According to, influencer credibility consists of three main indicators: trustworthiness, expertise, and attractiveness. Trustworthiness relates to honesty and consistency of

messages; expertise reflects the influencer's competence and knowledge; while attractiveness relates to personal appeal that creates emotional closeness with the audience. The combination of these three aspects shapes the perception of credibility that determines the effectiveness of marketing communication.

In addition to influencers, Electronic Word of Mouth (E-WOM) is an important factor in the purchasing decision-making process. E-WOM is digital communication based on consumer experiences that influence the perceptions of potential buyers (Agung & Nyoman Udayana, 2021; Lukitaningsih et al., 2023). The development of social media has accelerated the spread of information, enabling consumers to compare product alternatives more broadly (Antarizkia & Arif, 2022). E-WOM serves as a source of information that is considered more objective because it originates from the real experiences of users.

E-WOM indicators according to include intensity, valence of opinion, and content. Intensity indicates the frequency of reviews, valence describes the direction of positive or negative opinions, while content relates to the quality of information shared. These three indicators determine the strength of E-WOM's influence on consumer perceptions and trust formation.

Customer trust is a psychological variable that forms the foundation of digital transactions. Trust reflects consumers' confidence in products, sellers, and transaction systems (Priandani et al., 2023). In a digital environment without face-to-face interaction, trust is a major factor that reduces consumers' perceived risk (Sarpiana et al., 2023). According to Kotler & Keller (2016) in (Prasetyo, Kusuma & Sobari, 2024), trust is measured through benevolence, ability, integrity, and willingness to depend, which reflect goodwill, competence, honesty, and consumers' readiness to depend on sellers.

The purchase decision is the final result of the consumer evaluation process. Kotler & Armstrong (2014) in (W. Lestari et al., 2022) state that the purchase decision is the stage when consumers actually buy the product. This process involves recognizing needs, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase behavior (Lukitaningsih et al., 2024). Factors such as price, product quality, promotion, and ease of transaction also influence this process (Putri, 2021).

Previous studies have consistently shown that influencer credibility and E-WOM play an important role in shaping trust and purchasing decisions. 's study; Mendoza-Moreira et al., 2025; Daisy & Purwianti, 2023; Khan, 2023; Angelia & Basiya, 2024) confirms that trust functions as a mediating variable that strengthens the relationship between social influence and purchasing behavior. However, several studies (Santy & Andriani, 2023; Qhotimah, 2025), indicate that this influence may vary depending on the platform context and consumer characteristics. In general, the literature agrees that the combination of source credibility and E-WOM quality is a strategic factor in driving purchase decisions in the era of social commerce, particularly on platforms such as TikTok Shop.

RESEARCH METHOD

This study uses a quantitative approach with an associative causal research design that aims to analyze the relationship between influencer credibility and electronic word of mouth on purchasing decisions with customer trust as a mediating variable. The research population is TikTok users who have shopped on TikTok Shop, with a sample of 120

respondents determined using purposive sampling techniques. The data used is primary data collected through an online questionnaire based on a five-point Likert scale. The research instrument was developed based on the theoretical indicators of each variable in order to measure the constructs systematically.

Data quality testing was conducted through validity and reliability tests. Validity was tested using Pearson's Product Moment correlation to ensure that each item was able to measure the variable accurately, while reliability was tested using Cronbach's Alpha with a minimum limit of 0.70. Data analysis was performed using SmartPLS because it is capable of processing models with latent variables and mediation without strict data distribution assumptions. The analysis includes evaluation of the measurement model (outer model) through convergent validity, discriminant validity, and construct reliability tests.

Next, a structural model (inner model) evaluation was conducted to examine the strength of the relationship between variables through R-Square values, goodness of fit, and significance tests using the bootstrapping method. The model is considered feasible if it meets the SRMR and NFI criteria, and the relationship between variables is considered significant if the T-statistic value is ≥ 1.65 and the p-value is ≤ 0.05 . This stage allows the study to explain direct and indirect effects, particularly the role of customer trust as a mediator in shaping purchasing decisions.

Research Hypotheses

H1: The Effect of Influencer Credibility on Purchase Decision

H2: The Effect of Electronic Word of Mouth (E-WOM) on Purchase Decision

H3: The Effect of Influencer Credibility on Customer Trust

H4: The Effect of Electronic Word of Mouth (E-WOM) on Customer Trust

H5: The Influence of Customer Trust on Purchase Decisions

Research Framework

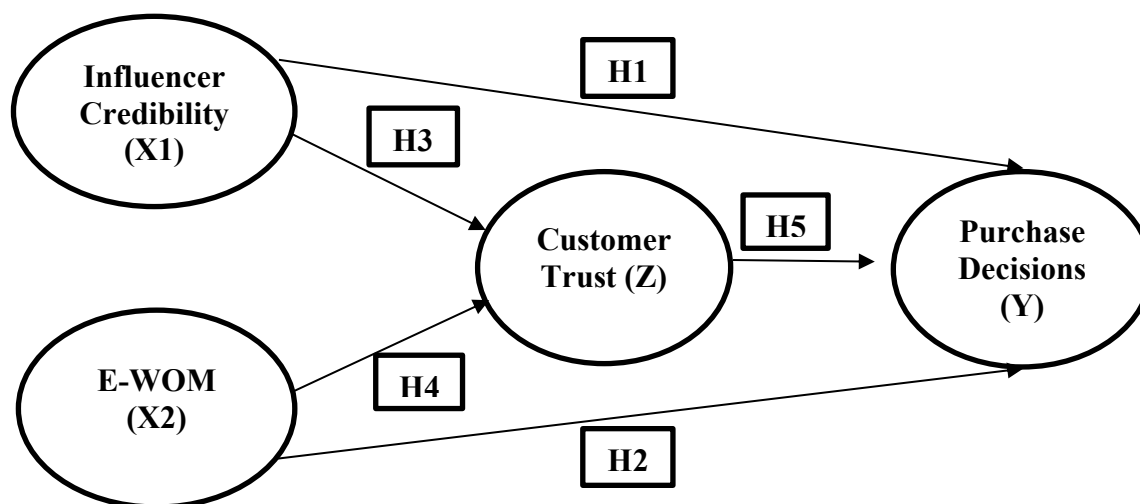


Figure 1.
Research Framework

RESULTS AND DISCUSSION

PLS-SEM Testing and Analysis Results

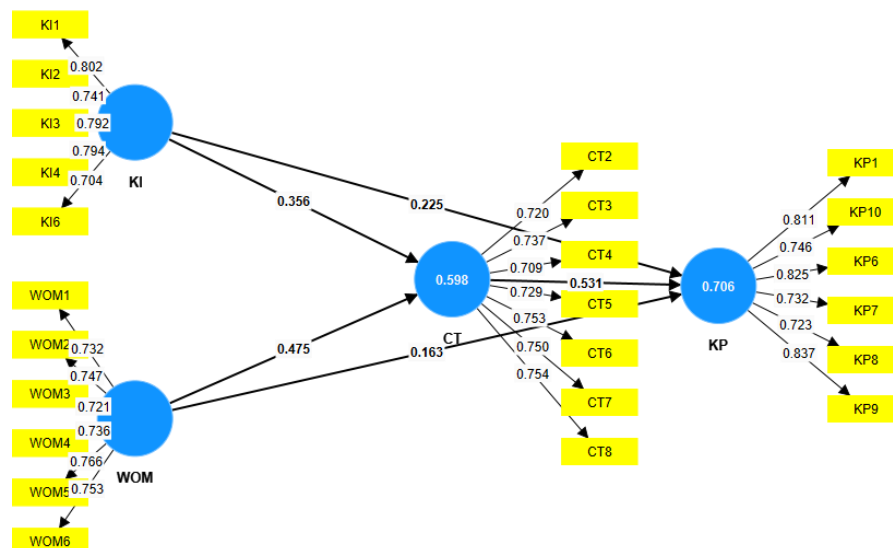


Figure 2.
Path Analysis

The Influencer Credibility variable was measured using 3 indicators, E-WOM using 3 indicators, Customer Trust using 4 indicators, and Purchase Decision using 5 indicators, where each indicator had 2 statements, as presented in the following figure;

Based on the results of the outer loading test, there are still several indicators that do not meet the convergent validity criteria because they have values ≤ 0.70 . In the Influencer Credibility variable, two indicators were found with values of 0.694 and 0.691, in Customer Trust there were two indicators with values of 0.692 and 0.698, and in Purchase Decision there were four indicators with values of 0.623, 0.652, 0.636, and 0.619. All of these indicators were declared invalid in terms of convergence and therefore needed to be eliminated from the research model. After elimination, retesting was applied to obtain a better measurement model that met the required validity criteria.

Table 1.
Outer Loading Results of Convergent Validity Test Stage 2

Item Statement	KI	WOM	CS	KP	DESCRIPTION
I follow this influencer because they have a good reputation.	0.802				Valid
I follow this influencer because they are reliable.	0.741				Valid
I follow this influencer because they have extensive knowledge in their field.	0.792				Valid

I follow this influencer because they provide references based on their expertise.	0.794				Valid
I follow this influencer because of their engaging body language when recommending the products they review.	0.704				Valid
I look for the latest information about products I want to buy through content and reviews on TikTok Shop.		0.732			Valid
Much of the information on TikTok Shop is based on the direct experiences of other users.		0.747			Valid
Through TikTok Shop, I get various recommendations from other users regarding products I want to buy.		0.721			Valid
I get information about product quality and details through reviews or content on TikTok Shop.		0.736			Valid
I get information about product prices from content or reviews on TikTok Shop.		0.766			Valid
I obtained information about product models, types, or variations through content and reviews on TikTok Shop.		0.753			Valid
TikTok Shop shows concern for helping me when I encounter difficulties while shopping.			0.720		Valid
TikTok Shop provides information I can trust when shopping online.			0.737		Valid

TikTok Shop is consistent in providing excellent online shopping services.			0.709		Valid
TikTok Shop has met my expectations in the online shopping process.			0.729		Valid
TikTok Shop maintains the accuracy of product information as displayed on the platform.			0.753		Valid
I am willing to rely on TikTok Shop for my online shopping needs.			0.750		Valid
I feel safe relying on TikTok Shop when making online transactions.			0.754		Valid
I purchased a product on TikTok Shop because I needed it.				0.811	Valid
Products on TikTok Shop are one of the alternatives I consider.				0.825	Valid
I decided to purchase a product on TikTok Shop after evaluating several alternatives.				0.732	Valid
I am confident in my decision to purchase products through TikTok Shop.				0.723	Valid
I am satisfied with the product I purchased through TikTok Shop.				0.837	Valid
I am willing to recommend the product I purchased on TikTok Shop to others.				0.746	Valid

Note: KI = Influencer Credibility; WOM = E-WOM; CT = Customer Trust; KP = Purchase Decision.

Source: Processed primary data (2025)

Based on the outer loading test results in the second stage, all statements/indicators in Influencer Credibility, Customer Trust, E-WOM, and Purchase Decision showed outer

loading values of $0.70 \geq$. Thus, all statement items in this study were declared convergent valid, and there were no statements that needed to be eliminated.

Table 2.
Results of the Convergent Validity Test

Variable	Average Variance Extraction (AVE)	Description
Influencer Credibility	0.58	Valid
E-WOM	0.552	Valid
Customer Trust	0.542	Valid
Purchase Decision	0.609	Valid

Source: Primary data processed (2025)

The Average Variance Extraction (AVE) calculation results show that the Influencer Credibility variable has an AVE value of 0.589, the E-WOM variable has a value of 0.552, the Customer Trust variable has a value of 0.542, and the Purchase Decision variable has a value of 0.609. All of these variables have AVE values above the $0.50 \geq$. Therefore, it can be concluded that each variable has met the convergent validity criteria. Thus, the indicators used in this study are able to explain the variance of the construct well, and the measurement model is declared feasible for use in the next stage of analysis.

Table 3.
Cross-Loading Results of the Discriminant Validity Test

Instrument	CT	KI	KP	WOM	Description
CT2	0.720	0.675	0.693	0.510	Valid
CT3	0.737	0.462	0.610	0.574	Valid
CT4	0.709	0.465	0.620	0.486	Valid
CT5	0.729	0.450	0.497	0.460	Valid
CT6	0.753	0.587	0.603	0.488	Valid
CT7	0.750	0.473	0.519	0.629	Valid
CT8	0.754	0.463	0.591	0.622	Valid
KI1	0.533	0.802	0.521	0.542	Valid
KI2	0.516	0.741	0.476	0.477	Valid
KI3	0.500	0.792	0.504	0.574	Valid
KI4	0.576	0.794	0.647	0.593	Valid
KI6	0.550	0.704	0.568	0.581	Valid
KP1	0.565	0.603	0.811	0.583	Valid
KP10	0.641	0.552	0.746	0.534	Valid
KP6	0.624	0.555	0.825	0.559	Valid
KP7	0.591	0.474	0.732	0.584	Valid
KP8	0.617	0.434	0.723	0.493	Valid
KP9	0.728	0.697	0.837	0.592	Valid
WOM1	0.512	0.440	0.432	0.732	Valid
WOM2	0.645	0.518	0.522	0.747	Valid
WOM3	0.500	0.551	0.508	0.721	Valid
WOM4	0.465	0.540	0.532	0.736	Valid

WOM5	0.514	0.479	0.553	0.766	Valid
WOM6	0.604	0.675	0.619	0.753	Valid

CT=Customer Trust, KI=Influencer Credibility, KP=Purchase Decision, WOM=Electronic Word of Mouth.

Based on the results of discriminant validity testing using the cross loading method, it can be seen that all indicators in each variable have the highest loading value in the construct being measured compared to other constructs.

Table 4. Fornell-Larcker

Variable	CT	KI	KP	WOM	Description
CT	0.736				Valid
KI	0.700	0.768			Valid
KP	0.808	0.715	0.780		Valid
WOM	0.733	0.725	0.715	0.743	Valid

CT=CustomerTrust, KI=Influencer Credibility, KP=Decision, Purchase, WOM=Electronic Word Of Mouth.

Based on Table 4, discriminant validity was evaluated by comparing the AVE square root value with the correlation between constructs, and the results showed that all variables met the Fornell–Larcker criteria so that each construct could be clearly distinguished. Customer Trust has a higher $\sqrt{\text{AVE}}$ of 0.736 than its correlation with Influencer Credibility (0.700) and Electronic Word of Mouth (0.733), although its correlation with Purchase Decision (0.808) is close to the $\sqrt{\text{AVE}}$ value but is still declared valid based on cross loading. Influencer Credibility has a $\sqrt{\text{AVE}}$ of 0.768, which is greater than its correlations with Customer Trust (0.700), Purchase Decision (0.715), and Electronic Word of Mouth (0.725), indicating that this construct stands independently. Purchase Decision has an $\sqrt{\text{AVE}}$ of 0.780, which is above most of its correlation values with other constructs, so the indicator remains valid. Meanwhile, Electronic Word of Mouth has a $\sqrt{\text{AVE}}$ of 0.743, which is higher than its correlations with Customer Trust (0.733), Influencer Credibility (0.725), and Purchase Decision (0.715), so all research variables are declared to meet discriminant validity.

Table 5.

Cronbach's Alpha Values and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Description
Customer Trust	0.859	0.892	Reliable
Influencer Credibility	0.825	0.877	Reliable
Purchase Decision	0.871	0.903	Reliable
E-WOM	0.838	0.881	Reliable

Based on the table above, all variables have Cronbach's Alpha and Composite Reliability values ≥ 0.70 , so it can be concluded that all research constructs are reliable. This shows that the indicators used are able to measure latent variables consistently and have a good level of reliability.

Table 6.

R-square Table

Variable	Adjusted R-square
Customer Trust	0.592
Purchase Decision	0.700

Based on the adjusted R-square value shown in Table 6, it is known that Customer Trust has an adjusted R-square value of 0.592, which means that approximately 59.2% of the variation in Customer Trust can be explained by the variables of Influencer Credibility and Electronic Word of Mouth in the model, while the remaining 40.8% is influenced by other factors outside the research model. The Adjusted R-Square value indicates that the model has a fairly good ability to explain the variation in Customer Trust, considering the number of independent variables used.

Meanwhile, the Purchase Decision variable obtained an Adjusted R-square of 0.700, which means that approximately 70.0% of the variation in Purchase Decision can be explained by the variables of Influencer Credibility, Electronic Word of Mouth, and Customer Trust in the research model, while the remaining 30.0% is influenced by other factors outside the research model. This shows that the research model has a good ability to explain consumer Purchase Decisions, so that the relationship between latent variables in this section is relatively strong and empirically relevant.

Table 7.
Model Fit

	Saturated model	Estimated model
SRMR	0.088	0.088
NFI	0.637	0.637

Based on the model fit evaluation results, the SRMR value is 0.088, which indicates that the difference between the observed correlation metrics and those predicted by the model is relatively small. This value is with $< s$ of 0.09, so the model as a whole is declared fit and suitable for use.

Meanwhile, the NFI value of 0.637 indicates that the model has adequate fit with the data. Although it does not reach the maximum value of 1, this NFI still shows that the overall research model structure is able to represent the relationship between variables in the study.

Table 8.
Hypothesis Test

	T statistics	P values	Description
KI -> KP	2.147	0.032	Accept
WOM -> KP	1.426	0.154	Rejected
KI -> CT	3.127	0.002	Accepted
WOM -> CT	4.794	0.000	Accepted
CT -> KP	5,306	0.000	Accept

Based on the results of the hypothesis test in Table 8, it is known that Influencer Credibility has a positive and significant effect on Purchase Decision ($T = 2.147 > 1.65$; $P = 0.032 < 0.05$), so the first hypothesis is accepted, while E-WOM has a positive but insignificant effect on Purchase Decision ($T = 1.426 < 1.65$; $P = 0.154 > 0.05$), so the second hypothesis is rejected. Furthermore, Influencer Credibility was proven to have a positive and significant effect on Customer Trust ($T = 3.127$; $P = 0.002$) and E-WOM also had a positive and significant effect on Customer Trust ($T = 4.794$; $P = 0.000$), so the third and fourth hypotheses were accepted. Customer Trust also showed a positive and significant effect on Purchase Decision ($T = 5.306$; $P = 0.000$), which means that the fifth hypothesis is accepted.

Overall, most of the relationships between variables in the research model proved to be significant, except for the direct effect of E-WOM on Purchase Decision.

Table 9.

Mediation Test Results (Specific Indirect Effects)

Mediation Path	T-Statistic	P-Value	Description
Influencer Credibility → Customer Trust → Purchase Decision	3.46	0.001	Significant
E-WOM → Customer Trust → Purchase Decision	3.013	0.003	Significant

The mediation test results show that Customer Trust plays a significant role as an intermediary variable in both research paths. In the Influencer Credibility → Purchase Decision path, the mediation effect is proven to be significant ($T = 3.466 > 1.65$; $P = 0.001 < 0.05$), which means that the higher the credibility of the influencer, the greater the consumer trust and ultimately the purchase decision. Similarly, in the E-WOM → Purchase Decision path, Customer Trust mediation is also significant ($T = 3.013 > 1.65$; $P = 0.003 < 0.05$), indicating that user reviews and recommendations are able to build consumer trust, which then strengthens purchase decisions. Overall, Customer Trust has been proven to be a key mechanism that explains how the influence of marketing communication is translated into purchasing actions.

The Influence of Influencer Credibility on Purchase Decision

Based on the results of the first hypothesis test (H1), it shows that Influencer Credibility has a positive and significant effect on Purchase Decision, as evidenced by a T-Statistic value of $2.147 > 1.65$ and P-Value $0.032 < 0.05$. Therefore, the first hypothesis (H1) is accepted. Thus, it can be interpreted that Influencer Credibility plays an important role in influencing consumers to make purchases. Therefore, the more consumers perceive influencers as trustworthy and credible, the more likely they are to buy the products they promote.

The results of this study are in line with the research (Rahmawaty & Purnama, 2025) which states that influencer credibility has a significant effect on purchasing decisions. Influencers who possess high levels of appeal, expertise, and trustworthiness are able to increase consumer confidence, thereby encouraging purchasing decisions. The results of this study are also in line with the research (Khan, 2023), which shows that influencer credibility has a positive and significant effect on purchasing decisions. This study explains that credible influencers can increase consumer trust in the information they convey, thereby encouraging consumers to make purchasing decisions.

The Influence of Electronic Word of Mouth (E-WOM) on Purchase Decision

Based on the results of testing hypothesis two (H2), it shows that Electronic Word of Mouth (E-WOM) has a positive but insignificant effect on Purchase Decision. This is because the T-Statistic value is $1.426 < 1.65$ and the P-Value is $0.154 > 0.05$, so the second hypothesis (H2) is rejected. These results indicate that reviews, comments, or recommendations from other consumers do not yet have a significant direct influence on purchasing decisions. However, the influence of E-WOM may be more effective through indirect channels, such as by increasing customer trust before influencing purchasing decisions.

The results of this study are in line with the research " , which states that Electronic Word of Mouth (E-WOM) has a positive but insignificant effect on purchasing decisions. This study explains that although information and reviews on social media can provide an initial overview for consumers, E-WOM is not yet a major factor that directly determines purchasing decisions. Consumers tend not to rely solely on reviews or comments from other users, but rather consider other factors such as the quality of marketing content and personal needs before making a purchase decision. This study is also in line with the study " , which states that Electronic Word Of Mouth (E-WOM) has a positive but insignificant effect on purchasing decisions. This study explains that although E-WOM can provide initial information and references for consumers, its influence is not strong enough to directly determine purchasing decisions, so consumers still consider other factors before making a purchase.

The Influence of Influencer Credibility on Customer Trust

Based on the results of testing hypothesis three (H3), it shows that Influencer Credibility has a positive and significant effect on Customer Trust. This is proven by a T-Statistic value of $3.127 > 1.65$ and a P-Value of $0.002 < 0.05$. Therefore, the third hypothesis (H3) is accepted. This means that influencer credibility increases consumer trust in the product or platform being used. Thus, consumers tend to feel more confident about purchasing a product when the influencer is considered an expert, honest, and trustworthy.

The results of this study are in line with the study " , which explains that when influencers are perceived as having expertise and reliability in conveying information, the level of consumer trust in the messages received will increase, thereby strengthening the acceptance of information in the decision-making process. This study also aligns with the research (Fidhyallah et al., 2025) , which states that influencer credibility has a positive and significant effect on customer trust. This study explains that influencers who are perceived as having expertise, honesty, and appeal can increase consumer trust in the information and product recommendations conveyed, thereby strengthening consumer confidence in the purchasing decision-making process in social commerce.

The Influence of Electronic Word of Mouth (E-WOM) on Customer Trust

Based on the results of hypothesis testing four (H4), it shows that Electronic Word Of Mouth (E-WOM) has a positive and significant effect on Customer Trust, as evidenced by a T-Statistic value of $4.794 > 1.65$ and a P-Value of $0.000 < 0.05$, so the fourth hypothesis (H4) is accepted. This indicates that positive recommendations or reviews from other users can increase consumer trust. In other words, consumers tend to trust a product more if it receives many good reviews from other people's experiences.

The results of this study are in line with the research (Mandala et al., 2025) which explains that reviews, comments, and experiences of other users on TikTok Shop are a source of social information trusted by consumers. When E-WOM is perceived as positive and authentic, consumers tend to feel more confident about the credibility of the seller and the platform, thereby increasing the level of trust in products on TikTok Shop. Meanwhile, (Qhotimah, 2025) states that Electronic Word of Mouth (E-WOM) has a positive and significant effect on Customer Trust. This study explains that positive information from E-WOM can increase consumer trust in products. User testimonials are an important factor in building purchase decisions.

The Influence of Customer Trust on Purchase Decision

Based on the results of testing the fifth hypothesis (H5), it shows that Customer Trust has a positive and significant effect on Purchase Decision. This is indicated by a T-Statistic value of $5.306 > 1.65$ and a P-Value of $0.000 < 0.05$, thus accepting hypothesis five (H5). Therefore, consumer trust is a major factor that drives them to make purchasing decisions. The higher the level of consumer trust in a product or platform, the more likely they are to make a purchasing decision.

The results of this study are in line with the study (Oktaviani et al., 2022), which explains that the better the customer trust, the better the purchase decision will be. Meanwhile, the results of the study (Rosid, 2024) state that Customer Trust has a positive and significant effect on Purchase Decisions. The explanation in the study states that the higher the level of consumer trust in influencers and good reviews from other people's experiences, the greater the tendency for consumers to make purchasing decisions.

The Role of Customer Trust as a Mediating Variable

The mediation test results show that Customer Trust acts as a mediating variable in the relationship between Influencer Credibility and Electronic Word of Mouth (E-WOM) on Purchase Decision. In the path of Influencer Credibility $\rightarrow$ Customer Trust $\rightarrow$ Purchase Decision, a T-Statistic value of $3.466 > 1.65$ and a P-Value of $0.001 < 0.05$ were obtained, indicating that the mediation is significant.

Additionally, in the path Electronic Word of Mouth (E-WOM) $\rightarrow$ Customer Trust $\rightarrow$ Purchase Decision, a T-Statistic value of $3.013 > 1.65$ and a P-Value of $0.003 < 0.05$ were obtained, indicating that this mediation path is also significant. This shows that Electronic Word of Mouth (E-WOM) indirectly influences Purchase Decision through the formation of Customer Trust.

CONCLUSION

This study concludes that influencer credibility has a positive and significant effect on purchasing decisions and customer trust, while electronic word of mouth (E-WOM) has a positive but not significant direct effect on purchasing decisions, although it is significant in increasing customer trust. Furthermore, customer trust is proven to have a positive and significant effect on purchasing decisions and also acts as a mediating variable that bridges the influence of influencer credibility and E-WOM on the purchasing decisions of TikTok Shop users. This study has limitations in that it only focuses on TikTok Shop, has a limited number of respondents, does not cover all consumer behavior factors in its research variables, and uses questionnaires that depend on the subjective perceptions of respondents and a relatively short research period. Therefore, businesses are advised to be more selective in choosing credible influencers, maintain the quality and objectivity of reviews, and increase product information transparency to strengthen consumer trust. Academics are advised to develop research by adding other variables, expanding the study object, and combining quantitative and qualitative methods to obtain a more comprehensive picture of purchasing behavior on social commerce platforms.

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