

The role of electronic word of mouth (e-WOM), online customer review, and micro influencer in influenced purchase decision on Tiktok Shop



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ABSTRACT

The rapid growth of social commerce, particularly TikTok Shop, has transformed consumer purchasing behavior. Purchase decision are no longer influenced solely by seller-provided information but also by EWOM, Online Customer Reviews, and Micro Influencers. This study examines the influence of these three factors on Purchase Decision among TikTok Shop users. A quantitative survey approach was employed using primary data collected from 100 respondents through purposive sampling. Data were analyzed using multiple linear regression with SPSS, including validity, reliability, classical assumption, coefficient of determination, F-test, and t-test analyses. The findings indicate that EWOM, Online Customer Reviews, and Micro Influencers have positive and significant effects on Purchase Decision, both individually and simultaneously. E-WOM is the most influential variable. The Adjusted R Square value of 0.620 indicates that 62% of the variation in Purchase Decision is explained by the three independent variables, while the remaining 38% is explained by other factors.

Keywords: Electronic Word of Mouth (E-WOM); Online Customer Review; Micro Influencer



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INTRODUCTION

Digital technology keeps changing consumer behavior, especially how people shop online, a shift outlined by Atfianto and Huda (2024). Social media used to serve only as a communication channel. Now it doubles as a full e-commerce platform, called social commerce, blending social interaction, entertainment, and transactions into one app. TikTok Shop stands out as one of the fastest growing platforms in this space, a point raised by Mehyar (2020). The app blends short videos, live streaming, and built-in checkout tools, changing how buyers search for information, compare products, and reach a purchase decision. Sellers no longer control product information alone; other users now shape purchase decisions too, through what they post on social media.

Online shopping platforms in Indonesia keep competing harder to offer the best experience for buyers. Survey data on social commerce use in Indonesia puts TikTok Shop in the lead with 46% of users, followed by WhatsApp at 21%, Facebook Shop and Instagram Shop at 10% each, and other platforms sharing the remaining 13%, according to Populix Data Reportal (2024). TikTok Shop earned that position by combining entertainment content, influencer promotion, and transaction features inside one app (Badir & Andjarwati, 2020). This mix has turned TikTok Shop into a common stop for both browsing products and finishing a purchase.

When deciding what to buy, shoppers gather information from more than one source. Beyond what a seller says, they also weigh electronic word of mouth, customer reviews, and posts from micro influencers. These three channels help buyers feel less uncertain, trust a product more, and commit to a purchase with more confidence, a pattern reported by Oktaviani and Estaswara (2022). This makes E-WOM, reviews, and micro influencer content central to how purchase decisions form on TikTok Shop, a point also raised by Atfianto and Huda (2024).

Electronic word of mouth covers informal exchanges among consumers through digital channels, carrying experience, opinion, and product recommendations. Information shared through E-WOM, as Mehyar (2020) notes, tends to read as more objective, since it comes from direct user experience. A study by Fikriah (2025) found that E-WOM shapes purchase decisions among TikTok Shop users in a positive, measurable way. This lines up with Oktaviani and Estaswara (2022), who note that clear information, frequent interaction, and favorable opinions all build buyer confidence before a purchase. Sandira (2025) adds that E-WOM matters even more for Generation Z, a group that treats social media as a first stop for product research.

Beyond E-WOM, buyers also lean on online reviews when deciding what to buy. These reviews cover product quality, the buying experience, and the service received after a purchase, as Rahayu (2021) explains. Because reviewers have actually used the product, buyers tend to trust this feedback more than claims from the company itself, as Hariyanto and Trisunarno (2021) describe: reviews work as a channel where past buyers pass a realistic picture of product quality to future buyers. Research by Halim and Tyra (2020) reports a positive, significant link between reviews and purchase decisions.

Still, Nurkamiden (2024) pushes back a bit, arguing that a large volume of reviews does not automatically raise buyer trust, especially when shoppers suspect fake or mismatched reviews. This caution is backed by Mehyar (2020), who notes that TikTok shoppers now read reviews more critically than before. Beyond E-WOM and reviews, micro influencers add a further, increasingly effective layer to marketing on the platform.

Based on the background and previous research findings, this study aims to examine the influence of Electronic Word of Mouth (E-WOM), Online Customer Reviews, and Micro Influencers on Purchasing Decisions among TikTok Shop users in Indonesia. Specifically,

this study analyzes both the individual and simultaneous effects of these three variables on consumer purchasing decisions to identify which factor has the strongest influence. By providing empirical evidence on consumer behavior in the context of social commerce, this research is expected to enrich the literature on digital marketing and consumer behavior, particularly regarding purchasing decisions on TikTok Shop.

Furthermore, the findings are expected to provide practical insights for business practitioners, online sellers, and marketers in developing more effective digital marketing strategies by optimizing E-WOM, improving the quality and credibility of online customer reviews, and collaborating with credible micro-influencers to enhance consumer trust and encourage purchasing decisions.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Purchase Decision

A purchase decision marks the final stage of a longer decision process, moving through need recognition, information search, evaluating alternatives, the decision itself, and behavior after the purchase, following Kotler and Keller (2016). Along the way, buyers weigh input from E-WOM, reviews, and micro influencer content before settling on a choice. Tonda and Khan (2024) frame a purchase decision as a problem solving step, one that starts by naming a need and ends by picking the option that answers it best. Saragih and Tarigan (2020) describe it more simply, as choosing one path out of several open alternatives.

This study follows the purchase decision structure set out by Tirtayasa (2021), covering need recognition, information search, evaluating alternatives, the purchase decision, and post purchase behavior. The measurement items come from Rouly and Pandjaitan (2019), covering how fast a buyer decides, whether the purchase matches personal desire, whether product strength drove the choice, and how confident the buyer feels about the decision made.

EWOM

E-WOM covers digital exchanges among consumers carrying experience, opinion, and recommendation about a product or service. Per Badir and Andjarwati (2020), E-WOM is communication holding either positive or negative statements, made by current or former users, that can shift how buyers see a product and whether they buy it. Beyond sharing experience, E-WOM springs from several motivations: helping others, supporting a company, releasing frustration, seeking platform help, concern for fellow shoppers, self expression, seeking advice, or some material reward (Hariyanto & Trisunarno, 2020). Goyette (2010) instead measures E-WOM along four lines: intensity, content, positive opinion, and negative opinion, capturing how often people interact, how strong the information is, and which direction opinions lean.

This study instead follows the indicators from Abadi and Hawa (2024), namely information access intensity, meaning how often people check product information online; opinion valence, meaning whether the tone leans positive or negative; and content quality, meaning how complete, relevant, and credible the shared information reads. These three indicators fit this study because they capture how E-WOM shapes buyer perception and purchase behavior on TikTok Shop specifically.

Online Customer Review

Online reviews count as user generated content, and they carry real weight in digital purchase decisions. Per Damayanti (2019) reviews are feedback consumers give about a product or service, feedback later buyers use before committing to a purchase. In the same

vein, Tonda and Khan (2024) note that reviews form a core part of shopping behavior online, letting buyers draw on real user experience and feel some social confirmation before buying. Halim and Tyra (2020) add that this reflects a shift in trust, from ads and company messaging toward peer experience, which feels more objective and believable. Per Rahayu (2021), reviews carry five dimensions: argument quality, volume, valence, timeliness, and source credibility, together showing how strong the information is and how much buyers trust it.

This study instead uses the indicator set from Dalimunthe and Komalasari (2024), namely source credibility, meaning trust in the reviewer; argument quality, meaning how clear, complete, and relevant the review reads; perceived usefulness, meaning how much the review helps a buyer understand the product and feel less uncertain; valence, meaning whether reviews lean positive or negative; and review count, meaning how many reviews are available to consider. These five indicators fit here because they capture both the quality of information buyers receive and its pull on the final purchase decision.

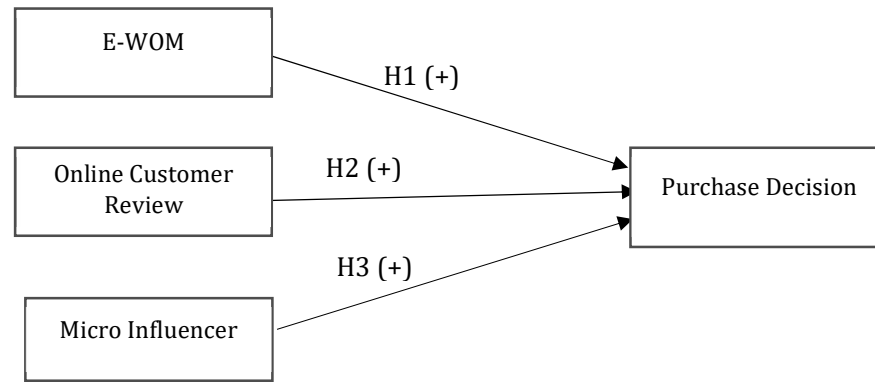
Micro Influencer

Micro influencers hold smaller followings than macro influencers, but they tend to engage their audience more closely, per Ma'rifat and Suraharta (2024). Compared with larger influencers, micro influencers often come across as more genuine and relatable, since they share real product experiences through reviews, testimonials, tutorials, and personal stories. That style feels less like a paid advertisement, which raises buyer interest and confidence, as Nurkamiden (2024) notes. Halim and Tyra (2020) add that micro influencers work especially well on TikTok, since the platform's algorithm can push their content to a wide audience regardless of follower count. Per Abdhi (2025), micro influencers carry three dimensions: attractiveness, trustworthiness, and expertise, covering how well an influencer grabs attention, earns trust, and delivers convincing information.

This study adopts the indicators from Misi and Yusri (2026), namely trustworthiness, meaning honesty and integrity in how the influencer shares information; expertise, meaning the influencer's grasp of the product being promoted; and attractiveness, meaning how the influencer's appearance, communication style, and personality draw attention. These three indicators fit here because they capture how micro influencers build trust and steer purchase decisions on TikTok Shop.

Research Framework

Based on the literature review and previous empirical studies, this research framework was developed to illustrate the proposed relationships between EWOM, Online Customer Review, and Micro Influencer as independent variables and Purchasing Decisions as the dependent variable. The framework is derived from theories of consumer behavior and social commerce, as well as previous studies indicating that EWOM, Online Customer Review, and Micro Influencer significantly influence consumers purchase decision. The research framework is illustrated in Figure 1.



Source : Constructed by author for this study, 2026

Figure 1
Research Framework

Hypothesis

The following hypotheses were purposed in this study :

H1: EWOM has a positive effect on purchasing decisions among TikTok Shop users.

H2: Online customer reviews have a positive effect on purchasing decisions among TikTok Shop users.

H3: Micro influencer have a positive effect on purchasing decisions among TikTok Shop users.

METHOD

This study takes a quantitative, survey-based approach to test how E-WOM, online customer reviews, and micro influencers affect purchase decisions among TikTok Shop users. The target respondents are active TikTok Shop users in Indonesia who have completed at least one purchase through the app.

Data collection ran through an online questionnaire, sent to respondents chosen using a purposive sampling technique, following Sidik and Denok (2021) with the criteria of being an active TikTok user, having used the TikTok Shop feature, and having bought something through it within the past six months. Using the Lemeshow formula (Nashrullah, 2023) the required sample size worked out to 96 respondents, rounded up to 100.

The questionnaire items came from indicators established in earlier research: E-WOM through information access intensity, opinion valence, and content; online customer reviews through source credibility, argument quality, perceived benefits, valence, and review count; micro influencers through trustworthiness, expertise, and attractiveness; and purchase decisions through the indicators set out earlier in this study. Every item used a five point Likert scale, running from 1 (strongly disagree) to 5 (strongly agree).

Before running the main analysis, the instrument passed through Pearson Product Moment validity and Cronbach's Alpha reliability with a minimum value of 0.70 (Nashrullah, 2023). The analysis then ran in SPSS, starting with descriptive statistics, then moving to multiple linear regression. Hypothesis testing relied on the coefficient of determination (R^2) to check how much the model explains, the F test to check whether the model holds up as a whole, and the t test to check each variable's individual effect on purchase decisions, at a 5% significance level ($\alpha = 0.05$) (Nashrullah, 2023).

RESULTS AND DISCUSSION**Respondent Characteristics.**

Respondent Characteristics Demographic data collected from 100 respondents is detailed in the table below, including gender, age, occupation, monthly income, platform experience, and monthly purchase frequency. Table 1 shows the demographic characteristics of the 100 respondents, including gender, age, occupation, monthly income, platform experience, and monthly purchase frequency.

Table 1
Responden Identity Profile

	Frequency	Percentage
Gender		
Male	52	52%
Female	48	48%
Total	100	100%
Age (Years)		
< 20	0	0%
20 – 29	50	50%
30 – 39	29	29%
40 – 49	21	21%
> 50	0	0%
Total	100	100%
Occupational Status		
Student / Undergraduate	3	3%
Civil Servant (ASN)	16	16%
Private Sector Employee	40	40%
Entrepreneur	41	41%
Total	100	100%
Monthly Income Range		
Rp 1.000.000	0	0%
Rp 1.000.000 - Rp 3.000.000	19	19%
Rp 3.000.000 - Rp 5.000.000	51	51%
≥ Rp 5.000.000	30	30%
Total	100	100%
Platform Usage Duration		
5 - 6 Months	24	24%
7 - 8 Months	31	31%
9 - 10 Months	18	18%
11 Months	27	27%
Total	100	41%

Monthly Purchase Frequency		
1 – 2 Times / Month	24	24%
3 – 5 Times / Month	30	30%
> 5 Times / Month	18	18%
Total	100	100

Source: Data Analyzed, 2026

Validity Test

Validity testing checks whether an instrument actually measures the concept it aims to measure (Rohman et al., 2023). An item counts as valid when it correlates strongly with the total score of its variable. This study ran that check with Pearson Product Moment in SPSS, treating an item as valid once its significance score falls under 0.05. The results of the validity test are presented in Table 2.

Table 2
Validity Test Results

Variable	Item	r-value	r tabel	Conclusion
Electronic Word of Mouth (E-WOM)	X1.1	0,631	0,197	Valid
	X1.2	0,672	0,197	Valid
	X1.3	0,595	0,197	Valid
	X1.4	0,514	0,197	Valid
	X1.5	0,676	0,197	Valid
	X1.6	0,648	0,197	Valid
	X1.7	0,508	0,197	Valid
	X1.8	0,570	0,197	Valid
	X1.9	0,558	0,197	Valid
Online Customer Review	X2.1	0,530	0,197	Valid
	X2.2	0,609	0,197	Valid
	X2.3	0,595	0,197	Valid
	X2.4	0,482	0,197	Valid
	X2.5	0,441	0,197	Valid
	X2.6	0,510	0,197	Valid
	X2.7	0,518	0,197	Valid
	X2.8	0,517	0,197	Valid
	X2.9	0,569	0,197	Valid
	X2.10	0,424	0,197	Valid
	X2.11	0,615	0,197	Valid
	X2.12	0,401	0,197	Valid
	X2.13	0,502	0,197	Valid
	X2.14	0,430	0,197	Valid
	X2.15	0,466	0,197	Valid
Micro Influencer	X3.1	0,626	0,197	Valid
	X3.2	0,613	0,197	Valid
	X3.3	0,569	0,197	Valid
	X3.4	0,667	0,197	Valid
	X3.5	0,542	0,197	Valid
	X3.6	0,624	0,197	Valid
	X3.7	0,606	0,197	Valid
	X3.8	0,551	0,197	Valid
	X3.9	0,666	0,197	Valid
Purchase Decisions	Y.1	0,542	0,197	Valid
	Y.2	0,633	0,197	Valid
	Y.3	0,582	0,197	Valid
	Y.4	0,587	0,197	Valid
	Y.5	0,450	0,197	Valid
	Y.6	0,538	0,197	Valid

Y.7	0,661	0,197	Valid
Y.8	0,585	0,197	Valid
Y.9	0,545	0,197	Valid

Source: Data Analyzed, 2026

Table 2 confirms that every item under E-WOM, online customer review, micro influencer, and purchase decision returns a calculated r value above the r table value of 0.197, so every item in this study qualifies as valid.

Reliability Test

Reliability testing checks how steady a respondent's answers stay across items meant to measure the same thing (Nashrullah et al., 2023). An instrument counts as reliable if it produces stable results when repeated. Reliability testing here relied on Cronbach's Alpha, with a minimum score of 0.70. The results of the reliability test are presented in Table 3.

Table 3
Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Electronic Word of Mouth (E-WOM)	0,774	Reliable
Online Customer Review	0,789	Reliable
Micro Influencer	0,782	Reliable
Purchase Decisions	0,734	Reliable

Source: Data Analyzed, 2026

The table 3 shows a Cronbach's Alpha of 0.774 for E-WOM, 0.789 for online customer review, 0.782 for micro influencer, and 0.734 for purchase decision. Every value clears the 0.7 threshold, so all four variables in this study count as reliable.

Multiple Linear Regression Test

Multiple linear regression was used to check how E-WOM, online customer reviews, and micro influencers, as independent variables, relate to purchase decisions as the dependent variable. This method measures both the size and direction of that relationship among TikTok Shop buyers, following the approach set out by Nashrullah et al. (2023). The results of the multiple linear regression test are presented in Table 4.

Table 4
Multiple Linear Regression Equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.951	2.871		1.725	.088
E-WOM	.392	.067	.456	5.814	.000
Online Customer Review	.200	.052	.304	3.845	.000
Micro Influencer	.164	.070	.182	2.336	.022

Source: Data Analyzed, 2026

The regression equation points to three findings:

1. The E-WOM coefficient carries a positive value of 0.456, showing that stronger E-WOM pushes purchase decisions higher.
2. The online customer review coefficient carries a positive value of 0.304, showing that better reviews push purchase decisions higher too.

3. The micro influencer coefficient carries a positive value of 0.182, showing that stronger micro influencer input raises purchase decisions as well.

Hypothesis Test

Hypothesis testing in this study relied on the t-test, run to check whether each independent variable holds a real, individual effect on the dependent variable. A variable counts as significant when its significance score falls under 0.05 and its calculated t value clears the t table value at a 95 percent confidence level (Nashrulla, 2023).

F Test

The F-test checks whether the regression model, taken as a whole, can explain the link between the independent and dependent variables (Nashrullah et al., 2023). Even though this test matters less in simple regression, it still confirms whether a multiple regression model holds up statistically. The results of the F test are presented in Table 5.

Table 5
Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	732.325	3	244.108	54.867	.000 ^b
Residual	427.115	96	4.449		
Total	1159.440	99			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Micro Influencer, E-WOM, Online Customer Review

Source: Data Analyzed, 2026

Table 5 shows a calculated F value of 54.867, well above the F table value of 2.699, with a significance score of 0.000, under the 0.05 cutoff. That confirms E-WOM, online customer reviews, and micro influencers together carry a positive, significant effect on purchase decisions, meaning the model fits the data (goodness of fit).

Coefficient of Determination (R^2) Test

The coefficient of determination measures how much of the variation in the dependent variable the independent variables can explain (Putra et al., 2023). Scores run from 0 to 1, and a score closer to 1 means the model explains more of that variation. The results of the Coefficient of Determination (R^2) Test are presented in Table 6.

Table 6
 R^2 Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.620	2.109

a. Predictors: (Constant), Micro Influencer, E-WOM, Online Customer Review

Source: Data Analyzed, 2026

Table 6 reports an R square value of 0.620, meaning E-WOM, online customer reviews, and micro influencers together explain 62% of the variation in purchase decisions. The remaining 38% comes from variables sitting outside this model.

T Test

The t-test measures how much an independent variable shapes the dependent variable on its own (Putra et al., 2023). In this study, the t-test checks how E-WOM, online customer reviews, and micro influencers each shape purchase decisions individually.

Table 7
t – Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.951	2.871		1.725	.088
E-WOM	.392	.067	.456	5.814	.000
Online Customer Review	.200	.052	.304	3.845	.000
Micro Influencer	.164	.070	.182	2.336	.022

Source: Data Analyzed, 2026

Table 7 confirms the following results:

H1. E-WOM has a positive influence on purchase decisions.

The t-test returns a calculated t value of 5.814 for E-WOM, with a significance score of 0.000, under 0.05. H1 stands accepted: E-WOM carries a positive, significant effect on purchase decision.

H2. Online customer reviews have a positive influence on purchase decisions.

The t-test returns a calculated t value of 3.845 for online customer review, with a significance score of 0.000, under 0.05. H2 stands accepted: online customer reviews carry a positive, significant effect on purchase decisions.

H3. Micro influencers have a positive influence on purchase decisions.

The t-test returns a calculated t value of 2.336 for micro influencer, with a significance score of 0.022, under 0.05. H3 stands accepted: micro influencers carry a positive, significant effect on purchase decisions.

The Influence of EWOM on Purchasing Decision

Testing confirms that E-WOM carries a positive, significant effect on purchase decisions among TikTok Shop users, so H1 stands accepted. This means the better the E-WOM quality a buyer receives, the more likely that buyer moves toward a purchase. On TikTok Shop, E-WOM shows up through comments, reviews, product mentions, and shared buying experiences, content buyers treat as an important source because it feels more objective, coming from real user experience rather than a seller's pitch.

Descriptive results back this up: most respondents rated E-WOM positively, seeing information shared through digital channels as high quality, relevant, and useful when weighing a purchase. The regression output also marks E-WOM as the strongest predictor among the three variables, with a beta value of 0.456, suggesting buyers lean heavily on what other users say before buying something themselves, and that positive input builds trust fast enough to tip a purchase decision. This lines up with Ningrum and Hayuningtias (2026), who found that digital communication among consumers builds trust and pushes buyers toward a purchase. It also matches research by Oktaviani and Estaswara (2022), who report a positive, significant link between E-WOM and purchase decisions. Together these results back the idea that E-WOM plays a central role in shaping buyer behavior on social commerce platforms, TikTok Shop included.

The Influence of Online Customer Review on Purchase Decision

Testing confirms that online customer reviews carry a positive, significant effect on purchase decisions among TikTok Shop users, so H2 stands accepted. This means the better the review quality, the more ready a buyer feels to purchase. Before buying, most people read past reviews first, checking product quality, whether it matches the listing, and how satisfied earlier buyers felt, information that cuts down uncertainty and builds confidence in an online purchase.

Descriptive results show most respondents view TikTok Shop reviews positively, treating them as credible, informative, and genuinely useful during the decision process. Regression results confirm this too, with a beta value of 0.304, placing review quality among the stronger factors buyers weigh before a purchase. This matches the research of Annisa and Aquinia (2024), which reports a positive, significant link between reviews and purchase decisions. Beyond the peer to peer exchange E-WOM represents, these results show buyers also treat written reviews as a separate, reliable check on product quality and trustworthiness before deciding to buy.

The Influence of Micro Influencer on Purchasing Decision

Testing confirms that micro influencers carry a positive, significant effect on purchase decisions among TikTok Shop users, so H3 stands accepted. The more convincing a micro influencer's promotion feels, the more likely a buyer moves toward a purchase. Buyers do not just look at the product on offer, they also weigh how trustworthy, knowledgeable, and appealing the influencer promoting it seems.

Descriptive results show most respondents rate micro influencer content positively, seeing the recommendations as genuine, credible, and helpful when evaluating a product. Regression results support this too, with a beta value of 0.182, smaller than the other two variables but still a real, positive contributor to consumer trust and purchase confidence. This suggests TikTok Shop buyers still favor first hand reviews and peer experience over influencer content, yet influencer recommendations remain part of how they weigh a purchase. This matches Misi and Yusri (2026), who found micro influencers carry a positive, significant effect on purchase decisions. Their trustworthiness, expertise, and attractiveness combine to build consumer trust and nudge purchase decisions forward on TikTok Shop.

CONCLUSION AND SUGGESTION

This study set out to test how E-WOM, online customer reviews, and micro influencers affect purchase decisions among TikTok Shop users. Results confirm all three carry a positive, significant effect. E-WOM stands out as the strongest factor, showing that information, recommendations, and shared experience through digital channels drive purchase decisions in a real way. Credible, informative online reviews also build buyer trust in a product, while micro influencers add their own positive pull through credibility, expertise, and closeness with their followers. Together, the three variables explain 62.0% of the variation in purchase decisions among TikTok Shop users, leaving the remainder to factors outside this model.

Based on these results, sellers on TikTok Shop should focus on building positive E-WOM by offering solid products and good service, since satisfied buyers tend to share that experience with others. Sellers should also push buyers to leave honest, informative, high quality reviews, since that builds trust for future buyers. Working with micro influencers who carry real credibility, solid expertise, and a good match with the target audience should stay part of the marketing plan too.

Future studies could bring in other variables that might shape purchase decisions, such as price, product quality, brand image, consumer trust, promotions, and service quality. A larger, more varied sample would also help these findings generalize better.

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