



DIJDBM:
**Dinasti International Journal of Digital
Business Management**

E-ISSN: 2715-4203
P-ISSN: 2715-419X

<https://dinastipub.org/DIJDBM> dinasti.info@gmail.com +62 811 7404 455

DOI: <https://doi.org/10.38035/dijdbm.v6i4>
<https://creativecommons.org/licenses/by/4.0/>

The Effect of Digital Marketing Strategies, Electronic Word of Mouth (E-WOM), and Brand Image on Purchase Intention in Tiktok Shop: The Mediating Role of Customer Trust

Leonardo Pinto^{1*}, Anisa Rahmawaty², Miswanto³, Frasto Biyanto⁴, Baldric Siregar⁵, Casimiro Soares⁶

¹STIE YKPN School of Business Yogyakarta, Indonesia, leonardopinto261198@gmail.com

²STIE YKPN School of Business Yogyakarta, Indonesia, anisarahmawati1117@gmail.com

³STIE YKPN School of Business Yogyakarta, Indonesia, miswanto.ykpn@gmail.com

⁴STIE YKPN School of Business Yogyakarta, Indonesia, frastobiyanto@gmail.com

⁵STIE YKPN School of Business Yogyakarta, Indonesia, baldricsiregar@gmail.com

⁶Universidade Nacional Timor Loro'e, Dili, Timor-Leste, casimirosoares31@gmail.com

*Corresponding Author: leonardopinto261198@gmail.com¹

Abstract: This study aims to examine the influence of Digital Marketing Strategies, Electronic Word of Mouth (E-WOM), and Brand Image on consumer purchase intention in TikTok Shop, with Customer Trust as a mediating variable. The approach used is quantitative with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. Data was collected through an online questionnaire distributed to 180 respondents who are TikTok Shop users in the Yogyakarta region. The results of the analysis indicate that Brand Image significantly influences Customer Trust and Purchase Intent, and is significantly mediated by Customer Trust. Conversely, Digital Marketing Strategy and E-WOM do not show significant direct or indirect effects on Purchase Intent. Nevertheless, both still contribute to building trust, albeit with relatively small effects. The R-Square values of 0.715 for Customer Trust and 0.791 for Purchase Intent indicate that the model has high predictive power. The Q² test results also support this conclusion, with predictive values above the recommended threshold. This study reinforces the role of Brand Image as a dominant factor in shaping consumer purchase intent, while highlighting the importance of building trust as a key element in digital marketing strategies. The findings also indicate that despite the widespread availability of digital information, consumer purchase intent remains influenced by their perceptions, attitudes, and beliefs, consistent with the Theory of Planned Behavior (TPB) framework used in this study.

Keywords: digital marketing strategies, electronic word of mouth (E-WON), brand image, customer trust, purchase intention.

INTRODUCTION

The development of digital technologies has brought significant changes to consumer patterns, particularly within the e-commerce ecosystem. One rapidly growing platform is TikTok Shop, which integrates the shopping experience with interactive video content. Since its introduction, TikTok Shop has attracted the attention of brands and consumers alike with its innovative marketing approach, which relies on attractive, shareable content.

In January 2022, internet usage in Indonesia experienced significant growth, as it has in recent years Solihin (2022). This growth is based on the factors that respondents considered when deciding whether to purchase goods through e-commerce or TikTok Shop. Customers prefer online shopping for two reasons: first, because it is much cheaper (15.2%), and second, because it can be done from anywhere (13.2%) (Triyono et al. 2022).

This growth is based on the factors that respondents considered when deciding whether to purchase goods through e-commerce or TikTok Shop. Customers prefer online shopping for two reasons: it is cheaper (15.2%) and can be done from anywhere (13.2%). TikTok Shop has become an important online shopping platform in Indonesia. According to Populux's research, TikTok's seamless integration of e-commerce features has made it the main channel through which businesses market and sell their products (Mausul and Ma'mun 2024). Several indicators point to significant growth in the use of this platform. For example, ahead of Ramadan in 2025, Indonesia had 107.68 million TikTok users in January 2025, ranking second after the United States (TikTok Statistics, 2025). Additionally, the number of internet users reached 202 million in January 2025. Given this growth trend, it is reasonable to assume that the number of TikTok Shop users in Indonesia will continue to increase in 2025, in line with the rising internet penetration and the platform's growing popularity among the Indonesian population.

Digital marketing strategies are key elements in the success of e-commerce platforms, including TikTok Shop. Various digital marketing techniques such as algorithm-based advertising, influencer marketing, and data-driven promotions have been used to increase customer engagement and drive purchasing decisions. Additionally, the next step TikTok Shop should take is to encourage users to use the app more frequently for consumer purchasing activities by leveraging E-WOM. Electronic Word of Mouth (E-WOM) refers to online discussions about a company, its products, and services (Angel and Natadirja 2021). Electronic Word of Mouth (E-WOM) or electronic word-of-mouth communication through user reviews, comments, and recommendations on social media also plays a crucial role in shaping customers' perceptions of a brand or product, as everyone can see what others post online. E-WOM will grow in importance for a product and expand its reach (Wiridjati and Roesman 2018).

Brand image is a crucial factor that influences customer purchase intent. A brand with a positive image tends to be more trusted by consumers, thereby increasing the likelihood of purchase conversion. Brand image is a brand's ability to enhance the appearance of its users and influence consumers' desire to purchase goods. In this context, brand image has a significant influence on purchase intent. However, in the context of social media-based e-commerce platforms like TikTok Shop, customer trust emerges as a critical mediating factor. Given the high risks of fraud, fake reviews, and limited direct interaction between sellers and buyers, building customer trust presents a major challenge for digital businesses.

Although various studies have discussed the influence of digital marketing strategies, Electronic Word of Mouth (E-WOM), and brand image on purchase intention, there are still inconsistencies in the results, particularly in the variables of digital marketing strategies and E-WOM, which in some studies do not show a significant influence. Additionally, most previous studies have not included customer trust as a mediating variable, even though trust reflects the perceived behavioral control aspect within the framework of the Theory of Planned Behavior (TPB). This study offers novelty by integrating digital variables into the TPB framework in a

more comprehensive manner, and positioning customer trust as a mediator that bridges the relationship between brand image and purchase intention. The finding that not all digital variables directly impact purchase intent underscores that the effectiveness of digital strategies is significantly influenced by consumers' perceptions, attitudes, and trust. Thus, this study enriches the literature by offering a new perspective: in the context of social commerce platforms like TikTok Shop, building a strong brand image and solid trust are key drivers in fostering consumer purchase intention.

This study was conducted with the aim of investigating the influence of digital marketing strategies, Electronic Word of Mouth (E-WOM), and brand image on purchase intention, with customer trust as a mediator. Based on the background description and research gap explained above, the following research questions were formulated: 1) How does digital marketing strategy influence customer purchase intention? 2) How does E-WOM influence customer purchase intention? 3) How does brand image influence customer purchase intention? 4) How do digital marketing strategies, E-WOM, and brand image influence customer trust? 5) What is the role of customer trust mediation in the relationship between digital marketing strategies, E-WOM, and brand image on purchase intention?

Theoretical Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a social psychology model developed by (Ajzen 2020) to explain how individual behavior is influenced by intention, which is influenced by attitude, subjective norms, and perceived behavioral control. In the context of marketing, TPB explains how customers' perceptions of a brand, social influence (such as reviews or recommendations from others), and confidence in making a transaction can influence customers' purchase intentions toward a product or service. Attitude is a person's positive or negative evaluation of a particular behavior. Attitude is the result of an individual's assessment of the expected outcomes of that behavior (Ajzen and Cote 2008). If customers have a positive perception of a particular product or brand, they are more likely to have a stronger intention to purchase. Attitude toward a brand can be influenced by digital marketing strategies and E-WOM, as effective digital marketing strategies can enhance customers' positive perceptions of a product or service, thereby fostering positive attitudes. Positive word of mouth, such as good reviews and recommendations from other consumers, can reinforce customers' positive attitudes toward a product.

Thus, this theory provides a strong conceptual basis for understanding how digital marketing strategies, Electronic Word of Mouth (E-WOM), and brand image can shape customers' subjective attitudes and norms, as well as how customer trust, as a form of perceived behavioral control, plays a role in strengthening purchase intent. TPB comprehensively supports this research framework by explaining the interplay between psychological, social, and perceived control factors in the formation of purchase intentions within e-commerce environments such as TikTok Shop.

Purchase Intention

Purchase intention refers to consumers' desire or tendency to purchase a product or service in the future, which is influenced by various factors, such as brand image, E-WOM, and customer trust. According to (WALIYUL ARINNI and SHARIF 2022), purchase intention is a psychological process that involves consumers' evaluation of a product before finally deciding to buy. Purchase intention arises in consumers' minds due to stimuli offered by companies (Margaretha and Nuraryo 2022) and (Dwintri Nata and Sudarwanto 2022) also state that consumers who are satisfied and confident in the quality of a particular company's products

are more likely to decide to purchase those products. When purchase intent is more dominant, the likelihood of someone making a purchase of a product increases.

Customer Trust

According to (Bhatnagar, Agarwal, and Kaur 2024) customer trust is the belief of consumers that an e-commerce platform brand will provide products and services that meet their expectations, without the risk of fraud or dissatisfaction. Customer trust is a personal commitment and bond between customers and the fulfillment of their expectations (Li, Teng, and Chen 2020).

Customers who frequently interact with brands through TikTok Shop are more likely to trust products because strong strategies with brands, such as through E-WOM, help build trust between customers and increase their intention to purchase products. Customer trust is the belief that a brand is reliable, honest, and meets their expectations, reflecting the extent to which customers believe the brand will act with integrity and not exploit them. Customer trust in e-commerce platforms is significantly influenced by company reputation, website quality, and perceptions of transaction security. These factors not only shape customers' confidence in a brand's integrity but also significantly enhance purchase intention by reducing the perceived risks consumers may feel in a digital environment, (Quintus et al. 2024).

Digital Marketing Strategies

Marketing strategies implemented through digital platforms can increase customer trust, which in turn drives their purchase intention, (Umair Manzoor et al. 2020). Digital marketing is not only a marketing tactic but must also align with the company's business strategy (Olson et al. 2021). In the context of TikTok Shop, the digital marketing strategies used to acquire customers must align with business objectives to enhance customer purchase intention. According to (Rowi, Wahyudi, and Oswari 2024), an effective digital marketing strategy must include data-driven personalization, social media utilization, search engine optimization (SEO), and brand transparency. This approach has proven effective in enhancing customer engagement and loyalty through increased trust and perceived value, ultimately driving consumer purchase intention, particularly within e-commerce platforms like TikTok Shop.

Electronic Word of Mouth (E-WOM)

Word of Mouth (WOM) is generally considered to have the most effective influence on consumer behavior, particularly in consumer information research and subsequent purchasing decisions. According to (Bilovodska et al. 2022), it is a form of online communication in which customers share experiences, recommendations, or reviews about a product or service through digital platforms. With the emergence of the internet as a valuable research tool for services, a new form of WOM has emerged, known as Electronic Word of Mouth (Manandhar 2023). Factors determining the effectiveness of E-WOM include credibility, information quality, usefulness, and professionalism in delivery, which facilitate consumers in filtering important information for decision-making (Y. L. Chen, Chang, and Sung 2021).

According to (Verma and Dewani 2020) e-commerce platforms are increasingly using artificial intelligence (AI) to analyze E-WOM sentiment and identify the most relevant reviews for customers. Therefore, algorithms that display reviews with a "high trust" score are more effective in increasing customer purchase intent. It can be concluded that customers read reviews as part of their research before making a decision when they intend to purchase a product or service.

Brand Image

A strong brand will certainly have a direct impact on consumer behavior when purchasing goods or services. Brand image consists of a person's thoughts and perceptions about a product, or the perceptions that exist in the minds of consumers (Ruliansyah and Sampurna 2020). Brand image is part of the brand that is visible but not audible, such as symbols, characters, distinctive color patterns, or clients' perceptions of the service items represented by the brand. According to (M. Yu, Binti, et al. 2024), visual brand identity elements such as logos, colors, typography, and design have a significant influence on consumer attitudes, quality perceptions, loyalty, and purchase intention. The study emphasizes that visual elements are not merely decorative but also communication tools that create a deep impression of the brand's personality and values. Additionally, the company's image must be effectively communicated to potential customers. Brand image is closely linked to various associations related to the brand and possesses the essence and strength to build trust, establish credibility, and create a strong image in the eyes of consumers (Araújo, Pereira, and Santos 2023).

Previous Research

Previous research shows that digital marketing strategies, E-WOM, brand image, and customer trust play an important role in shaping consumer purchase intention. (Desembrianita and Mulyono 2024) found that digital marketing and social media engagement significantly increase purchase intention through brand equity. (Umair Manzoor et al. 2020) further noted that the influence of social media on purchase intention is strengthened through customer trust as a mediator. (N. Chen and Yang 2021) also emphasize that consumer experiences in e-commerce directly impact purchase intention, particularly through perceptions of service quality. In the context of E-WOM, (Nofal et al. 2022) demonstrate that reviews from trusted sources influence the formation of purchase intent through trust. Meanwhile, (M. Yu, Abidin, et al. 2024) emphasize that visual brand elements such as logos and designs strengthen brand image and drive purchasing decisions. These findings confirm that the influence of digital strategies or E-WOM is not sufficiently strong without the support of psychological variables such as trust or brand perception, which act as a bridge between marketing information and purchasing behavior, particularly on platforms like TikTok Shop.

Hypothesis Development

Digital Marketing Strategies and Purchase Intention

Digital marketing strategies refer to the use of various internet-based marketing techniques, such as social media advertising, search engine optimization (SEO), email marketing, influencer marketing, and digital content, to attract customers' attention and encourage them to make purchases (Andini, Susanti, and Astuti 2024). Digital marketing involving influencers and user-generated content can increase customer engagement and purchase intention (Hochstein, Harmeling, and Perko 2023). Customer trust plays a role in strengthening the relationship between digital marketing and purchase intent, because the higher the level of customer trust in digital marketing strategies, the more likely consumers are to have purchase intention (Otopah et al. 2024). Essentially, well-designed digital marketing strategies aim to increase customer trust or strengthen trust to encourage consumers to make purchases. To address this empirical gap, the following hypothesis is proposed:

H1: Digital Marketing Strategies positively influence Purchase Intention.

Electronic Word of Mouth and Purchase Intention

E-WOM provides consumers with important information about a product or service and often helps them decide whether to purchase a product or service that supports the company.

Customers tend to trust and follow positive E-WOM recommendations. If reviews or recommendations from other customers are favorable, purchase intent will increase significantly, (Hermita Putri and Riski Taufik Hidayah 2023). High-quality E-WOM (detailed, informative, and persuasive) is more effective in increasing purchase intent compared to brief and less convincing reviews (Sulthana and Vasantha (2019). Electronic Word of Mouth is an activity that enables customers to engage in E-WOM communication delivered electronically through features such as ratings and reviews, forum recommendations, and communities, thereby increasing purchase intent (Fazri and Evanita (2025). In conclusion, the researchers conclude that E-WOM is very important in the current era, as it strengthens credibility and trust, helps reduce uncertainty, and provides deeper, more detailed insights based on real experiences. To align with the points above, this study proposes the following hypothesis:

H2: Electronic Word of Mouth positively influence Purchase Intention.

Brand Image and Purchase Intention

In the minds of consumers, brand image is the perception of an individual's personality. Brand image is defined as a collection of perceptions, ideas, and impressions that influence consumer purchasing decisions and loyalty (Fazri and Evanita 2025). Brand image is consumers' understanding of the uniqueness of a product or company in identifying and distinguishing it from competitors, thereby fostering consumer trust in the product or company (Solihin and Ahyani 2022). This evaluates which brands should be considered and which brands will be chosen. If the brand image is positive, consumers will purchase the product for consumption, but if the brand image is poor, consumers will be dissatisfied with the product after purchase because it does not meet their expectations. This shows that the more positive the brand image, the higher the consumer's purchase intention. Next, to answer this empirical gap, the following hypothesis is proposed:

H3: Brand Image positively influences Purchase Intention.

Mediating role of Customer Trust

Customer trust plays an important role in online purchasing behavior. Trust reduces perceived risk and increases purchase intent. In buying and selling, consumer trust is very important for businesses on TikTok Shop because it can strengthen marketing strategies aimed at purchase intention (Murni and Salim 2024). Digital marketing strategies influence purchase intention, particularly by building consumer trust, especially in the eco-friendly product market (Desembrianita and Mulyono 2024). Thus, trust serves as a bridge between digital marketing efforts and consumer decision-making in the home appliance sector, (Imaroh 2024). Furthermore, to address this empirical gap, the following hypothesis is proposed:

H4: Customer Trust mediates the relationship between Digital Marketing Strategies and Purchase Intention.

E-WOM plays an important role in shaping customer trust, which in turn influences purchase intent. Online reviews, testimonials, and peer recommendations serve as social proof, reducing consumer uncertainty and increasing trust (Imaroh 2024). Another study by (Cheung et al. 2021) highlights that trust in peer recommendations enhances perceived credibility, making consumers more likely to engage in online purchases. These findings suggest that businesses should focus on developing credible and authentic E-WOM to enhance customer trust, thereby maximizing purchase intent. In essence, encouraging authentic customer reviews, leveraging collaborations with influencers, and promoting transparent communication can significantly enhance trust and drive consumer behavior. Furthermore, to address this empirical gap, the following hypothesis is proposed:

H5: Customer Trust mediates the relationship between Electronic Word of Mouth and Purchase Intention.

Brand image plays an important role in shaping consumer perceptions and trust, which in turn influences purchase intent. A positive brand image fosters credibility and emotional attachment, reduces perceived risk for consumers, and increases their willingness to make a purchase (Aboulnasr and Tran 2020). Mathur, Tewari, and Singh (2021) highlight that when consumers associate a brand with reliability and high-quality products, their trust in that brand strengthens, leading to higher purchase intention. According to (Seo, Park, and Choi 2020), a well-established brand image reduces uncertainty in online transactions, thereby strengthening trust and leading to positive purchasing decisions. These findings underscore the importance of maintaining a strong and consistent brand image to build consumer trust and encourage purchase intent. Companies should focus on providing high-quality products, maintaining transparent communication strategies, and strengthening brand credibility through positive consumer experiences. Next, to address this empirical gap, the following hypothesis is proposed:

H6: Customer Trust mediates the relationship between Brand Image and Purchase Intention.

Research Framework

A conceptual framework or framework of thinking is a concept that explains, describes, and shows perceptions of the relationship between independent variables, dependent variables, and mediating variables to be studied based on the background and problem formulation (Dastane 2020). The following conceptual framework will reveal the influence of digital marketing strategies, electronic word of mouth, and brand image on the intention to purchase from TikTok Shop, with customer trust as the mediator.

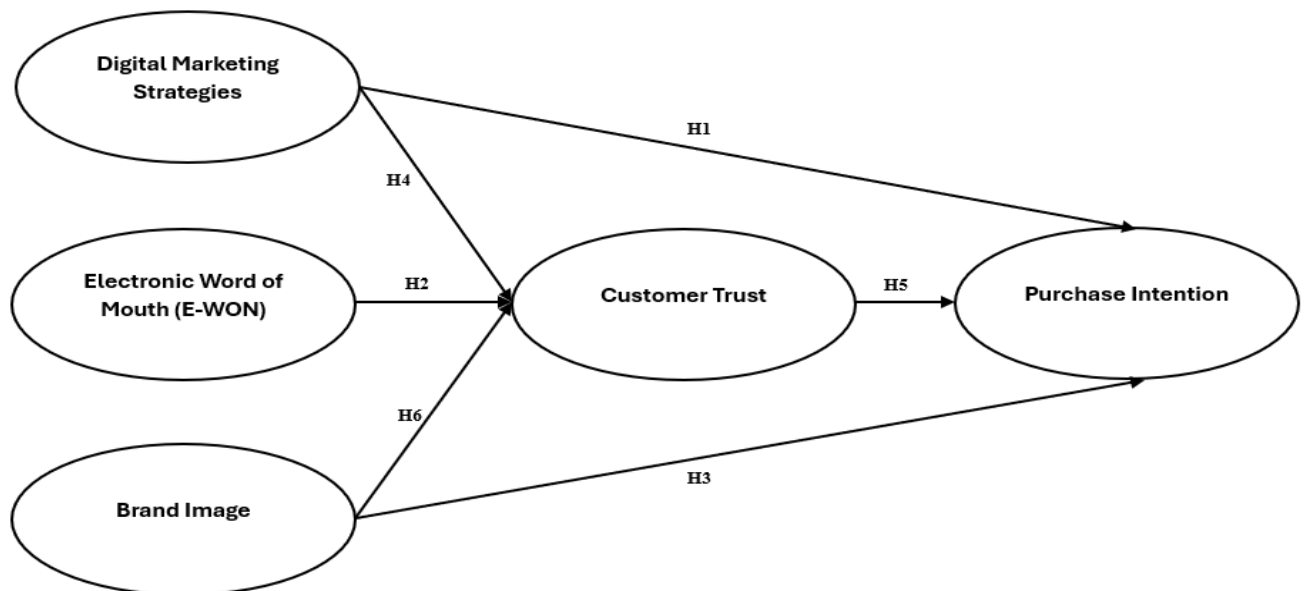


Figure 1. Conceptual framework

METHOD

This research is quantitative with a causal approach, aiming to identify the causal relationship between independent variables, namely digital marketing strategies, electronic word of mouth (E-WOM), and brand image, and the dependent variable of purchase intention, with customer trust as the mediating variable (Solihin and Ahyani 2022). The research subjects

are focused on consumers who have made purchases through TikTok Shop and reside in the Yogyakarta region, making them demographically representative for analysis.

The sampling technique used was simple random sampling, in which each member of the population had an equal chance of being selected regardless of specific characteristics. The sample size was determined to be 180 respondents, based on the number of research indicators (36) multiplied by five, in accordance with the minimum sample size requirements for PLS-SEM analysis (Hair et al. 2021).

Data collection was conducted using an online questionnaire via Google Forms, which was designed in the form of a 5-point Likert scale, ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). The instruments in this study were adapted from standardized constructs that have been proven valid and reliable in various previous studies. The purchase intention variable was measured using 9 items adapted from (Alrwashdeh, Emeagwali, and Aljuhmani 2019) and (Hien et al. 2020), with an example item: “I am confident in purchasing this brand's products at any time.” The digital marketing strategy variable used 6 items from (Hien et al. 2020), for example: “Digital marketing helps me find the right product when shopping online.” The e-WOM variable was measured using 8 items adopted from (Abrantes et al. 2013) and (Mahmud et al. 2024), for example: “I seek information from friends and family before purchasing a product.” Meanwhile, the brand image variable is assessed using 6 items from (Otopah et al. 2024), and the customer trust variable is measured using 7 items from (Otopah et al. 2024), one of which is: “I believe that TikTok Shop will fulfill its promises to customers.”

The data analysis technique used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. This method was chosen because it is suitable for complex theoretical models involving mediating variables and is capable of handling non-normal and ordinal scale data (Hair et al. 2021); (M. Sarstedt et al. 2024).

PLS-SEM analysis was conducted in two stages. The first stage was the evaluation of the measurement model (outer model), which aimed to test the validity and reliability of latent constructs. Convergent validity was tested by looking at the Average Variance Extracted (AVE) value, which must be ≥ 0.50 . Discriminant validity is tested using two approaches, namely the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT), which must be < 0.90 . The internal reliability of constructs is assessed using the Composite Reliability (CR) and Cronbach's Alpha values, both of which must be ≥ 0.70 (Solihin and Ahyani 2022).

The second stage is the evaluation of the structural model (inner model), which aims to test the strength of the relationship between constructs and test the proposed hypotheses. Several indicators for evaluating the structural model include:

1. R-square (R^2), to assess the extent to which exogenous variables contribute to explaining endogenous variables.
2. Path coefficient, to measure the direction and strength of the influence between latent variables, which is tested through bootstrapping with 5000 subsamples (considered significant if the t-statistic ≥ 1.96 and $p < 0.05$).
3. Effect size (f^2) and Predictive relevance (Q^2), to evaluate the strength of influence and predictive power of the model.
4. Mediation analysis, conducted by testing specific indirect effects through bootstrapping to assess the significance of indirect relationships (D. Sarstedt 2016).

This methodological approach enables a comprehensive and predictive exploration of the relationship between digital marketing strategies, E-WOM, and brand image on purchase intention, through the mediating role of customer trust, particularly in the context of social media-based e-commerce such as TikTok Shop.

Result and Discussion

In this discussion, we will explain the results of our research along with a discussion of the data processing we have carried out. We used 180 respondents for our research, as explained in the section on respondents and sampling techniques.

Validity and Reliability Tests

Table 1. Validity and Realibility Tests.

Variable	Cronbach's Alpha	Rho_A	Composite Reliabilitas	Average Variance Extracted (AVE)
Brand Image	0.929	0.930	0.944	0.739
Electronic Word of Mouth	0.862	0.875	0.892	0.511
Customer trust	0.935	0.936	0.947	0.719
Purchase Intention	0.948	0.948	0.956	0.705
Digital Marketing Strategies	0.818	0.840	0.868	0.526

Validity and reliability tests aim to ensure that the measurement instruments used in this study actually measure what they are supposed to measure (valid) and provide consistent results (reliable). The test results show that all indicators in each variable have an outer loading value above 0.70, indicating that the instruments meet the convergent validity criteria. The Average Variance Extracted (AVE) value for each construct also exceeds the minimum threshold of 0.50, further strengthening construct validity. Meanwhile, the composite reliability (CR) and Cronbach's Alpha values for all variables are above 0.70, indicating that the constructs in the model have good internal reliability. Thus, the instruments in this study can be considered valid and reliable. Simply put, validity means that the questions in the questionnaire indeed measure the appropriate aspects (e.g., trust, purchase intent, etc.), while reliability means that respondents' answers to these questions do not change drastically if the measurement is repeated. By meeting all these criteria, it can be concluded that the research instrument is sufficiently good for use in further analysis because it can provide results that accurately and reliably measure variables, or if the same questionnaire is administered to respondents at different times, the results do not change drastically.

R-Square and Adjusted R-Square

The R-Square (R^2) value is used to see how much the independent variable can explain the variation of the dependent variable.

Table 2. R-Square and Adjusted R-Square

Endogenous Variable	R-Square	R-Square Adjusted
Customer Trust	0.715	0.710
Purchase intention	0.791	0.787

Based on the analysis results table, the Customer Trust variable has an R-Square value of 0.715 and an Adjusted R-Square value of 0.710, which means that 71.5% of the variation in Customer Trust can be explained by the independent variables used in the model, namely Brand Image, Electronic Word of Mouth (E-WOM), and Digital Marketing Strategy. Meanwhile, the Purchase Intention variable shows an R-Square value of 0.791 and an Adjusted R-Square of 0.787, indicating that 79.1% of the variation in Purchase Intention can be explained by the

previous variables, including Customer Trust as a mediating variable. This value reflects that the model has excellent predictive ability, as it approaches the maximum R-Square value of 1.

Path Coefficients

This test is used to see the direct effect between variables in the structural model and to see its significance based on the t-statistics and p-value results of bootstrapping.

Table 3. Path Coefficients

Direct Influence Path	Original Sample (O)	T-Statistics	P-Value	Description
Brand image → Purchase Intention	0.468	4.394	0.000	Significant
Electronic Word of Mouth → Purchase intention	0.116	0.933	0.351	Not Significant
Digital Marketing Strategies → Purchase Intention	0.085	1.144	0.253	Not Significant

Based on the path coefficient test results in the table above, it is known that Brand Image has a significant and positive direct effect on Purchase Intention, with an original sample value of 0.468 and a p-value of 0.000. This indicates that the more positive the brand image is, the greater the likelihood that consumers will have the intention to purchase. This finding supports previous research by (Mathur, Tewari, and Singh 2021) and (Seo, Park, and Choi 2020), which shows that a positive brand image enhances consumers' perceptions of quality, credibility, and trust in the brand. In the context of the Theory of Planned Behavior (TPB), this reflects the construction of attitudes toward the object, namely positive perceptions of the brand, which drive the formation of purchase intentions.

Conversely, Electronic Word of Mouth (E-WOM) and digital marketing strategies in this study did not show a significant influence on consumer purchase intention, with p-values of 0.351 and 0.253, respectively. This indicates that although the direction of the relationship between the two is positive, it is not statistically strong enough to directly influence purchase intention. One possible reason is that consumers are becoming increasingly selective in trusting information from social media, especially when promotional content is perceived as too generic, inauthentic, or personally irrelevant. The credibility of the source and the level of emotional engagement are key elements in shaping positive responses to e-WOM and digital messages, and without a strong sense of trust or connection, consumers tend to postpone purchase decisions even after being exposed to promotional messages.

In addition, the insignificant effect of digital marketing strategies also contradicts the findings of previous studies by (Lütjens et al. 2022) and (Olson et al. 2021) which state that digital marketing can shape positive attitudes towards brands. This difference can be explained by the nature of promotional content on TikTok Shop, which tends to be repetitive, impersonal, and can even cause boredom or annoyance among users.

Within the framework of the Theory of Planned Behavior (TPB), the failure of digital marketing strategies to shape positive attitudes toward purchasing behavior reflects the absence of affective and cognitive evaluations that support behavioral intentions. In fact, as pointed out by (Fransen et al. 2015), excessive exposure to irrelevant promotional messages can lead to psychological resistance or reactance, which actually hinders purchase intention.

Effect Size Test (f-Square).

Effect size (f^2) is used to determine the strength of the effect of each exogenous variable on the endogenous variable. Its interpretation refers to the provisions (Selya et al. 2012), namely 0,02 (small), 0,15 (medium), dan 0,35 (large).

Table 4. Effect Size Test (f-Square)

Influence Path	f ²	Interpretation
Brand image → Customer trust	0.564	Large
Brand image → Purchase Intention	0.261	Medium
Electronic Word of Mouth → Customer Trust	0.011	Small
Electronic Word of Mouth → Purchase Intention	0.019	Small
Digital Marketing Strategies → Customer Trust	0.036	Small
Digital Marketing Strategies → Purchase Intention	0.013	Small

Based on the results of the analysis in the table, the effect of Brand Image on Customer Trust shows an f² value of 0.564, which is in the large category. This indicates that Brand Image has a very significant effect on shaping Customer Trust. Furthermore, the influence of Brand Image on Purchase Intent has an f² value of 0.261, which falls into the moderate category, meaning that Brand Image also makes a substantial contribution to increasing consumer purchase intention, although not as strongly as its influence on trust. Conversely, the influence of E-WOM on Customer Trust (f² = 0.011) and E-WOM on Purchase Intention (f² = 0.019) are both classified as small. Although statistically significant, the strength of their influence in this model is relatively weak. This may be due to the quality or intensity of E-WOM not being optimal in shaping consumer perceptions and decisions. Similarly, the influence of Digital Marketing Strategy on Customer Trust (f² = 0.036) and on Purchase Intent (f² = 0.013) also falls into the small category, indicating that while digital strategies contribute to consumer behavior, their direct influence remains limited compared to the influence of Brand Image. The low values may indicate that the digital strategies implemented are not yet fully effective or have not yet addressed the strong emotional and cognitive aspects that influence consumers.

Predictive Relevance Test (Q²)

Table 5. Predictive Relevance Test (Q²)

Endogenous Variables	Q ² (Predictive Relevance)
Customer Trust	0,504
Purchase Intention	0,550

To test the predictive ability of the model for endogenous variables, including mediating constructs, a Predictive Relevance (Q²) analysis was conducted using the blindfolding technique with an omission distance of 7. The results showed that the Q² value for the Customer Trust construct was 0.504 and for Purchase Intention was 0.550. Both values are above the threshold of 0.35, indicating that the model has a high predictive ability for the mediating variables and the primary dependent variable. Thus, the model not only demonstrates structural fit but also accurately explains the relationships among the constructs in driving consumer purchase intent on TikTok Shop.

Mediation Test (Specific Indirect Effects)

A mediation test is conducted to see the indirect effect of exogenous variables on endogenous variables through mediators. The test results can be seen in the following table:

Table 6. Mediation Test (Specific Indirect Effects)

Mediation Path	Original Sample (O)	T-Statistics	P-Value	Description
----------------	---------------------	--------------	---------	-------------

Brand Image → Customer Trust → Purchase Intention	0.190	3.643	0.000	Significant
Electronic Word of Mouth → Customer Trust → Purchase Intention	0.030	1.091	0.275	Not Significant
Digital Marketing Strategies → Customer Trust → Purchase Intention	0.047	1.828	0.068	Marginal/Not Significant

Based on the results of the indirect effect test, the Brand Image → Customer Trust → Purchase Intention pathway shows an Original Sample (O) value of 0.190, with T-statistics = 3.643 and p-value = 0.000, which means it is statistically significant at a 99% confidence level ($p < 0.01$). This finding indicates that customer trust significantly mediates the influence of brand image on purchase intention. Thus, the more positive consumers' perceptions of brand image, the higher the trust that is formed, and ultimately drives purchase intention. This mediation confirms that credible, consistent brands with a good reputation contribute to creating a sense of security and confidence for consumers to make transactions.

These findings are in line with studies by (T. Yu, Teoh, et al. 2024) in the context of Chinese e-commerce and (Desembrianita and Mulyono 2024) on Indonesian marketplace platforms, which both state that trust is a key element in reducing the perception of risk in online transactions. Within the framework of the Theory of Planned Behavior (TPB), customer trust is closely linked to perceived behavioral control, which refers to consumers' perceptions of how safely, easily, and confidently they can make a purchase.

Conversely, in the E-WOM → Customer Trust → Purchase Intention pathway, the analysis results show an Original Sample value of 0.030, with T-Statistics = 1.091 and p-value = 0.275, which means that this mediating relationship is not statistically significant. This finding indicates that although E-WOM can influence the formation of customer trust, its indirect effect on purchase intention through trust is not strong enough to be considered statistically significant. A possible cause is the low quality and intensity of E-WOM, where the review content received by consumers on TikTok tends to be less informative, superficial, or even questionable in terms of authenticity. This phenomenon may occur because the TikTok platform emphasizes entertainment content over educational content or authentic testimonials. Reviews often appear in the form of endorsements, which do not fully build trust perceptions in consumers' minds. Meanwhile, in the Digital Marketing Strategy → Customer Trust → Purchase Intent pathway, the Original Sample value is 0.047, with T-Statistics = 1.828 and p-value = 0.068, indicating a marginally significant mediating relationship ($p < 0.10$ but > 0.05). This means that, although not significant at the conventional 95% level, there is an initial indication that digital marketing strategies have the potential to shape purchase intent through customer trust, but the influence is still not strong or consistent enough to be considered stable mediation.

These findings differ from previous studies, such as those by (Putri, Hidayah, and Maharani 2023) and (Nofal et al. 2022) which show that digital reviews and digital marketing strategies can significantly influence purchase intentions, especially when the content is relevant and delivered by credible sources. From the perspective of the Theory of Planned Behavior (TPB), the failure of E-WOM to shape purchase intentions reflects the absence of a strong subjective norm, consumers' perceptions of social pressure from others to make a purchase. This may be due to the low credibility and perceived authenticity of E-WOM content on TikTok, which fails to sufficiently build social confidence or normative pressure that influences purchase intentions.

Overall, brand image and customer trust are key factors in driving consumer purchase intent on TikTok Shop. An important implication of these findings is that businesses need to prioritize consistent brand building and establish honest and authentic communication to build

customer trust, rather than focusing solely on the quantity of digital promotions or the virality of electronic word of mouth.

CONCLUSION

Based on the results of data analysis using the PLS-SEM approach, this study produced several important conclusions. Brand Image was found to have a significant influence on Customer Trust and Purchase Intent, both directly and indirectly. This indicates that consumers' positive perceptions of a brand can foster trust and ultimately drive purchase intent. Customer Trust was also found to play a crucial role as a mediating variable, particularly in strengthening the relationship between Brand Image and Purchase Intention.

These results align with the Theory of Planned Behavior framework, where positive attitudes toward an object (in this case, the brand) and perceived behavioral control (trust) strengthen an individual's intention to act (purchase). Conversely, the variables Digital Marketing Strategy and Electronic Word of Mouth (E-WOM) did not show a significant influence on Purchase Intent, either directly or through Customer Trust. This inconsistency can be explained by considering the TPB framework, where the success of influencing intention depends not only on the presence of digital information or promotions but also on how such information is psychologically received by individuals, including the attitudes formed, the influence of social norms, and consumers' self-confidence to make a purchase. If digital strategies or E-WOM fail to create positive perceptions or do not address consumers' emotional and social aspects, their influence on purchase intention becomes weak. Therefore, to strengthen the theoretical framework, it is recommended that future research consider other variables more representative of subjective norms and perceived behavioral control, such as perceived risk, trust in influencers, or social influence, to better align with the TPB construct.

This study has several limitations. First, although the instruments used were valid and reliable, the quantitative questionnaire-based approach tends to be limited in exploring the underlying reasons behind consumer perceptions and attitudes. Second, the variables used did not fully cover all aspects of TPB, particularly subjective norms and perceived control. Based on these findings and limitations, it is recommended that future research consider expanding the sample to different regions and platforms to enhance generalizability. Additionally, the use of a mixed-methods approach will help provide a richer understanding of consumer attitudes and the process of intention formation. The addition of variables such as perceived risk, information quality, or social influence is also recommended so that the research model can more fully reflect the Theory of Planned Behavior framework. For practitioners, particularly businesses on TikTok Shop, the findings of this study emphasize the importance of building a strong and consistent brand image, as well as creating a digital experience that is not only visually appealing but also builds consumer trust, comfort, and confidence in making purchasing decisions.

REFERENCES

- Aboulnasr, Khaled, and Gina A Tran. 2020. "Is Love Really Blind? The Effect of Emotional Brand Attachment on the Perceived Risk of Really New Products." *Journal of Product & Brand Management* 29 (1): 81–96. <https://www.emerald.com/insight/content/doi/10.1108/jpbm-09-2018-2005/full/html>.
- Abrantes, José Luís, Cláudia Seabra, Cristiana Raquel Lages, and Chanaka Jayawardhena. 2013. "Drivers of In-Group and out-of-Group Electronic Word-of-Mouth (EWOM)." *European Journal of Marketing* 47 (7): 1067–88. <https://doi.org/10.1108/03090561311324219>.
- Ajzen, Icek. 2020. "The Theory of Planned Behavior: Frequently Asked Questions." *Human Behavior and Emerging Technologies* 2 (4): 314–24. <https://doi.org/10.1002/hbe2.195>.

- Ajzen, Icek, and N Gilbert Cote. 2008. "Attitudes and the Prediction of Behavior." *Attitudes and Attitude Change* 13:289–305. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=cb33396a46c33b41ede67f27db84e6c1a409f67d#page=304>
- Alrwashdeh, Muneer, Okechukwu Lawrence Emeagwali, and Hasan Yousef Aljuhmani. 2019. "The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smartphone Brands in North Cyprus." *Management Science Letters* 9 (4): 505–18. <https://doi.org/10.5267/j.msl.2019.1.011>.
- Andini, Puja, Neri Susanti, and Kamelia Astuti. 2024. "Digital Marketing Strategy To Increase Sales At The Hawwapassion Store , Bengkulu City Strategi Pemasaran Digital Dalam Meningkatkan Penjualan Di Toko Hawwapassion Kota Bengkulu" 1 (1): 29–34.
- Angel, Vivian, and Moses Natadirja. 2021. "Effect of EWOM, Ease of Use, Trust on Purchase Decision (Case Study on Blibli.Com)." *Jurnal Manajemen* 12 (3): 446. <https://doi.org/10.32832/jm-uika.v12i3.5142>.
- Araújo, Joana, Inês Veiga Pereira, and José Duarte Santos. 2023. "The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction." *Administrative Sciences* 13 (5). <https://doi.org/10.3390/admsci13050118>.
- Bhatnagar, Muskan, Bhawna Agarwal, and Gurmeet Kaur. 2024. "Exploring Trust Building in E-Commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction." *Theory And Practice* 2024 (5): 4723–33. <https://doi.org/10.53555/kuey.v30i5.3691>.
- Bilovodska, Olena, Olena Boienko, Volodymyr Omelchenko, Iuliia Kostynets, Olena Ievseitseva, and Hanna Omelchenko. 2022. "Marketing Digital Strategy for Promoting Brand of Global Retailer Achieving Sustainability." *Review of Economics and Finance* 20 (January): 647–53. <https://doi.org/10.55365/1923.X2022.20.75>.
- Chen, Nan, and Yunpeng Yang. 2021. "The Impact of Customer Experience on Consumer Purchase Intention in Cross-Border E-Commerce—Taking Network Structural Embeddedness as Mediator Variable." *Journal of Retailing and Consumer Services* 59 (October): 102344. <https://doi.org/10.1016/j.jretconser.2020.102344>.
- Chen, Yen Liang, Chia Ling Chang, and An Qiao Sung. 2021. "Predicting Ewom's Influence on Purchase Intention Based on Helpfulness, Credibility, Information Quality and Professionalism." *Sustainability (Switzerland)* 13 (13). <https://doi.org/10.3390/su13137486>.
- Cheung, Man Lai, Guilherme D. Pires, Philip J. Rosenberger, Wilson K.S. Leung, and Mohamad Noor Salehuddin Sharipudin. 2021. "The Role of Consumer-Consumer Interaction and Consumer-Brand Interaction in Driving Consumer-Brand Engagement and Behavioral Intentions." *Journal of Retailing and Consumer Services* 61 (March): 102574. <https://doi.org/10.1016/j.jretconser.2021.102574>.
- Dastane, Omkar. 2020. "Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management." *Journal of Asian Business Strategy* 10 (1): 142–58. <https://doi.org/10.18488/journal.1006.2020.101.142.158>.
- Desembrianita, Eva, and Sri Mulyono. 2024. "Influence of Digital Marketing, Consumer Trust, and Brand Loyalty on Purchase Intention (Case Study of Green Product Consumers)." *International Journal of Business, Law, and Education* 5 (2): 2003–15. <https://doi.org/10.56442/ijble.v5i2.775>.
- Dwintri Nata, Sisca, and Tri Sudarwanto. 2022. "Effectiveness of Brand Image, Content Marketing, and Quality Product on Purchase Decision of J-GLOW Products." *JEBA (Journal of Economics and Business Aseanomics)* 7 (1). <https://doi.org/10.33476/jeba.v7i1.2448>.
- Fazri, Indah Lailatul, and Susi Evanita. 2025. "THE ROLE OF BRAND IMAGE IN MEDIATING SOCIAL MEDIA MARKETING AND" 18 (1): 697–712.

- Fransen, Marieke L., Peeter W.J. Verlegh, Amna Kirmani, and Edith G. Smit. 2015. "A Typology of Consumer Strategies for Resisting Advertising, and a Review of Mechanisms for Countering Them." *International Journal of Advertising* 34 (1): 6–16. <https://doi.org/10.1080/02650487.2014.995284>.
- Hair, Joseph F., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, and Soumya Ray. 2021. *Evaluation of Formative Measurement Models*. https://doi.org/10.1007/978-3-030-80519-7_5.
- Hermita Putri, and Riski Taufik Hidayah. 2023. "PENGARUH ELECTRONIC WORD OF MOUTH (EWOM) DAN BRAND IMAGE TERHADAP MINAT BELI PADA SKINCARE AVOSKIN BEAUTY MELALUI PLATFORM MEDIA SOSIAL TIKTOK." *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*. 10 (2): 1564–76. <https://doi.org/10.35794/jmbi.v10i2.50227>.
- Hien, Nguyen Ngoc, Nguyen Nguyen Phuong, Tung van Tran, and Le Duc Thang. 2020. "The Effect of Country-of-Origin Image on Purchase Intention: The Mediating Role of Brand Image and Brand Evaluation." *Management Science Letters* 10 (6): 1205–12. <https://doi.org/10.5267/j.msl.2019.11.038>.
- Hochstein, Rachel E., Colleen M. Harmeling, and Taylor Perko. 2023. "Toward a Theory of Consumer Digital Trust: Meta-Analytic Evidence of Its Role in the Effectiveness of User-Generated Content." *Journal of the Academy of Marketing Science*, no. November. <https://doi.org/10.1007/s11747-023-00982-y>.
- Imaroh, Tukhas Shilul. 2024. "Journal of Sustainable Economic and Business" 1 (1): 49–58. https://www.researchgate.net/publication/390268942_Evaluation_of_the_LabChecking_Platform_Using_Webqual_40_with_the_Importance_Performance_Analysis_Method
- Li, Ming Way, Hsiu Yu Teng, and Chien Yu Chen. 2020. "Unlocking the Customer Engagement-Brand Loyalty Relationship in Tourism Social Media: The Roles of Brand Attachment and Customer Trust." *Journal of Hospitality and Tourism Management* 44 (June): 184–92. <https://doi.org/10.1016/j.jhtm.2020.06.015>.
- Lütjens, Henk, Maik Eisenbeiss, Maximilian Fiedler, and Tammo Bijmolt. 2022. "Determinants of Consumers' Attitudes towards Digital Advertising – A Meta-Analytic Comparison across Time and Touchpoints." *Journal of Business Research* 153:445–66. <https://doi.org/10.1016/j.jbusres.2022.07.039>.
- Mahmud, Md Shahed, Md Nazmul Islam, Md Rostam Ali, and Nadia Mehjabin. 2024. "Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a Mediator: A SEM Approach." *Global Business Review* 25 (2_suppl): S184–98. <https://doi.org/10.1177/0972150920976345>.
- Manandhar, Raju Bhai. 2023. "An Effect of Word of Mouth in Mobile Purchase Intention: A Cases From Kathmandu." *Journal of Accountancy & Finance* 9 (3): 14–26. <https://doi.org/10.57075/jaf922sp02>.
- Margaretha, Helen, and Imam Nuraryo. 2022. "The Influence of Tokopedia'S Celebrity Endorsers on Bts Photocard Purchase Decisions in the Army World Community," 1–10. <http://eprints.kwikkiangie.ac.id/4184/19/RESUME.pdf>
- Mathur, Smriti, Alok Tewari, and Akanchha Singh. 2021. "Modeling the Factors Affecting Online Purchase Intention: The Mediating Effect of Consumer's Attitude towards User-Generated Content." *Journal of Marketing Communications* 00 (00): 1–20. <https://doi.org/10.1080/13527266.2021.1936126>.
- Mausul, Clarisa Damayanti, and Muhamad Sukron Ma'mun. 2024. "Pengaruh Live Streaming Tiktok Shop (Studi Minat Pembelian Pengguna Live Streaming Di Akun Media Sosial TikTok @imazanhijab)." *Karimah Tauhid* 3 (2): 2391–2400. <https://doi.org/10.30997/karimahtauhid.v3i2.12063>.
- Murni, Dewi, and Muhartini Salim. 2024. "The The Mediating Role Of Trust In The Influence

- Of Viral Marketing And Online Consumer Reviews On Purchasing Decisions Skintific Product In TikTok.” *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis* 12 (1): 487–98. <https://doi.org/10.37676/ekombis.v12i1.4971>.
- Nofal, Reema, Pelin Bayram, Okechukwu Lawrence Emeagwali, and Lu’ay Al-Mu’ani. 2022. “The Effect of EWOM Source on Purchase Intention: The Moderation Role of Weak-Tie EWOM.” *Sustainability (Switzerland)* 14 (16). <https://doi.org/10.3390/su14169959>.
- Olson, Eric M., Kai M. Olson, Andrew J. Czaplewski, and Thomas Martin Key. 2021. “Business Strategy and the Management of Digital Marketing.” *Business Horizons* 64 (2): 285–93. <https://doi.org/10.1016/j.bushor.2020.12.004>.
- Otopah, Alex Akuffo, Courage Simon Kofi Dogbe, Ofosu Amofah, and Bright Ahlijah. 2024. “Digital Marketing and Purchase Intention of Bank Services: The Role of Trust and Engagement.” *International Journal of Bank Marketing*, no. 2021. <https://doi.org/10.1108/IJBM-02-2023-0097>.
- Putri, Magya Ramadhania, Zainur Hidayah, and Anita Maharani. 2023. “Perspectives to Strengthening Competencies of Judges in The Supreme Court of The Republic of Indonesia.” *Jurnal Manajemen* 14 (2): 220–39. <https://doi.org/10.32832/jm-uika.v14i2.11228>.
- Quintus, Michaela, Kathrin Mayr, Katharina Maria Hofer, and Yen Ting Chiu. 2024. “Managing Consumer Trust in E-Commerce: Evidence from Advanced versus Emerging Markets.” *International Journal of Retail and Distribution Management* 52 (10): 1038–56. <https://doi.org/10.1108/IJRDM-10-2023-0609>.
- Rowi, Armein Sjuhary, Muhammad Aria Wahyudi, and Teddy Oswari. 2024. “The Role of Digital Marketing Strategies in Enhancing Customer Engagement and Brand Loyalty : A Study of E-Commerce Platforms” 5 (2): 2778–88.
- Ruliansyah, Fauzi, and Dian Surya Sampurna. 2020. “The Influence of Product Quality , Price , and Brand the Influence of Product Quality , Price , and Brand Image on Motorcycle Purchase Decisions.” *Indonesian College of Economics* 5 (2): 1–18. <https://www.academia.edu/download/63633166/834043602120200615-52471-j6g8ej.pdf>.
- Sarstedt, Dkk2017. 2016. *Practical Business Statistics. Academic Press*. https://sutlib2.sut.ac.th/sut_contents/H73640.pdf
- Sarstedt, Marko, Nicole F. Richter, Sven Hauff, and Christian M. Ringle. 2024. “Combined Importance–Performance Map Analysis (CIPMA) in Partial Least Squares Structural Equation Modeling (PLS–SEM): A SmartPLS 4 Tutorial.” *Journal of Marketing Analytics*, 746–60. <https://doi.org/10.1057/s41270-024-00325-y>.
- Selya, Arielle S., Jennifer S. Rose, Lisa C. Dierker, Donald Hedeker, and Robin J. Mermelstein. 2012. “A Practical Guide to Calculating Cohen’s f^2 , a Measure of Local Effect Size, from PROC MIXED.” *Frontiers in Psychology* 3 (APR): 1–6. <https://doi.org/10.3389/fpsyg.2012.00111>.
- Seo, Eun Ju, Jin Woo Park, and Yu Jin Choi. 2020. “The Effect of Social Media Usage Characteristics on E-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media.” *Sustainability (Switzerland)* 12 (4): 1–18. <https://doi.org/10.3390/su12041691>.
- Solihin, Dede, and Ahyani Ahyani. 2022. “The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention.” *Majalah Ilmiah Bijak* 19 (2): 193–205. <https://doi.org/10.31334/bijak.v19i2.2384>.
- Sulthana, A. Navitha, and S. Vasantha. 2019. “Influence of Electronic Word of Mouth EWOM on Purchase Intention.” *International Journal of Scientific and Technology Research* 8 (10): 1–5. https://www.researchgate.net/profile/A-Navitha-Sulthana/publication/341109605_Influence_Of_Electronic_Word_Of_Mouth_eWOM_On_Purchase_Intention/links/5eae5118299bf18b9591038a/Influence-Of-Electronic-Word-Of-Mouth-eWOM-On-Purchase-Intention.pdf

- Triyono, Rudi, Yustina Andra Mutia, Yuvicko Gerhaen Purwansya, and Nurul Hidayati. 2022. "Strategi Social-Interactive Marketing Dalam Rangka Menciptakan Brand Awareness Dan Brand Image Produk Mobil BEV (Battery Vehicle) Indonesia." *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia* 5 (4): 505–20. <https://doi.org/10.31842/jurnalinobis.v5i4.247>.
- Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, and Abdul Sami. 2020. "Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating Role of Customer Trust." *International Journal of Entrepreneurial Research* 3 (2): 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>.
- Verma, Deepak, and Prem Prakash Dewani. 2020. "EWOM Credibility: A Comprehensive Framework and Literature Review." *Online Information Review* 45 (3): 481–500. <https://doi.org/10.1108/OIR-06-2020-0263>.
- WALIYUL ARINNI, RIZQONI, and OSA OMAR SHARIF. 2022. "The Effect of Social Media Marketing on Purchase Intention Through Brand Passion As Mediating Variable on Esteh Indonesia." *International Journal of Social Sciences and Management Review* 05 (04): 47–59. <https://doi.org/10.37602/ijssmr.2022.5404>.
- Wiridjati, Wikan, and Renny Risqiani Roesman. 2018. "Fenomena Penggunaan Media Sosial Dan Pengaruh Teman." *Jurnal Manajemen Dan Pemasaran Jasa* 11 (2): 275–90. <http://dx.doi.org/10.25105/jmpj.v11i2.2950>.
- Yu, Menguyao, Sazrinee Zainal Abidin, Nazlina Shaari, Changhua He, Lijun Shi, and Qianyu Liu. 2024. "Effects of Brand Visual Identity on Consumer Attitude : A Systematic Literature Review." *Environment and Social Psychology* 9 (9): 1–4. <https://doi.org/10.59429/esp.v9i9.3041>.
- Yu, Menguyao, Sazrinee Binti, Zainal Abidin, Nazlina Binti Shaari, Menguyao Yu, Sazrinee Binti, Zainal Abidin, Nazlina Binti Shaari, and Changhua He. 2024. *Effects of Brand Visual Identity on Consumer Attitude : A Systematic Literature Review* <https://doi.org/10.20944/preprints202405.1109.v1>.
- Yu, Teng, Ai Ping Teoh, Qing Bian, Junyun Liao, and Chengliang Wang. 2024. "Can Virtual Influencers Affect Purchase Intentions in Tourism and Hospitality E-Commerce Live Streaming? An Empirical Study in China." *International Journal of Contemporary Hospitality Management*, no. September. <https://doi.org/10.1108/IJCHM-03-2024-0358>.