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## **The Influence of Brand Reputation and Electronic Word of Mouth with Brand Trust as a Moderating Variable on Purchasing Decisions within the TikTok Shop Application**

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### **Abstract**

This study aims to determine the effect of brand reputation and electronic word of mouth (e-WOM) with brand trust as a moderation on purchasing decisions on the TikTok Shop application. This study focuses on seeing the re-emergence of the TikTok Shop application for consumers. Employing a quantitative descriptive methodology, this study is categorized as explanatory, aiming to clarify whether there is an influence between those two phenomena. The methodology research is a survey. The population of this study was active male and female students of Slamet Riyadi University, Faculty of Social and Political Sciences, Class of 2023, while the sample was 100 male and female students of Slamet Riyadi University, Surakarta, who purchased products on the TikTok Shop application. Data collection encompasses both primary and secondary data sources. Multiple linear regression analysis is employed for data analysis, complementing the absolute difference test for robustness. The results of the study show that partially brand reputation has a significant effect of 0.015, electronic word of mouth and brand trust of 0.000, while brand reputation on purchasing decisions moderated by brand trust is 0.446 and electronic word of mouth on purchasing decisions moderated by brand trust is 0.559. So, brand reputation, e-WOM and brand trust have significant influence to purchasing decision, while brand reputation and e-WOM on purchasing decision by brand trust in TikTok Shop application are not proven because  $H_0$  is accepted.

**Keywords:** *Brand Reputation, Electronic Word of Mouth, Brand Trust, Buying Decision, Tiktok Shop Application*

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh reputasi merek, *electronic word of mouth (E-Wom)* dengan *brand trust* sebagai moderasi terhadap keputusan pembelian pada aplikasi TikTok Shop. Penelitian ini difokuskan untuk melihat eksistensi hadirnya kembali aplikasi TikTok Shop bagi konsumen. Penelitian ini menggunakan kuantitatif deskriptif. Tipe penelitian menggunakan ekplanatory dengan menjelaskan ada tidaknya pengaruh antara dua fenomena. Metode yang digunakan yaitu penelitian survei. Populasi penelitian merupakan responden yang membeli di aplikasi TikTok Shop, sedangkan teknik pengambilan sampel secara probabilitas kepada 100 mahasiswa jurusan ilmu komunikasi



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di Universitas Slamet Riyadi dengan melihat reputasi merek, *electronic word of mouth* dengan *brand trust* sebagai moderasi terhadap keputusan pembelian pada aplikasi tiktok shop. Teknik pengumpulan data menggunakan kuesioner sebagai data primer dan data sekunder didapatkandari data arsip dan dokumen. Teknik analisis data yaitu analisis regresi linear berganda dan lanjut dengan uji selisih mutlak. Hasil penelitian menunjukkan bahwa secara parsial reputasi merek berpengaruh signifikan sebesar 0,015, *electronic word of mouth* dan *brand trust* sebesar 0,000, sedangkan reputasi merek terhadap keputusan pembelian yang dimoderasi oleh *brand trust* sebesar 0,446 dan *electronic word of mouth* terhadap keputusan pembelian yang dimoderasi oleh *brand trust* sebesar 0,559. Maka reputasi merek, *electronic word of mouth* dan *brand trust* berpengaruh signifikan terhadap keputusan pembelian, sedangkan reputasi merek dan *elektronik word of mouth* terhadap keputusan pembelian yang dimoderasi oleh *brand trust* pada aplikasi tiktok tidak terbukti karena  $H_0$  diterima.

**Kata Kunci:** *Reputasi merek, Electronic Word of Mouth, Brand Trust, Keputusan Pembelian, Aplikasi Tiktok Shop*

## INTRODUCTION

Indonesia's economy will grow up to a billion dollars by 2025. One of the factors influencing this rapid growth is the digital economy of e-commerce. E-commerce platforms in Indonesia have significantly improved growth because the facilities offered to the public are very attractive. Online shopping has become a pleasant shopping alternative for consumers because of the many conveniences inside. Online shopping brings innovation and creativity in providing consumer shopping experiences (Antaranews, 2023). Data Statista Market Insight shows that Indonesia had an e-commerce user as many as 178,94 million in 2022, and this increased continually until this year (Data Indonesia, 2023).

The TikTok shop has been back at the shop, and it gives a refresh condition to its loyal consumers. An official announced the presence of the TikTok shop on December 12, 2023. The features that are now displayed are expected to continue providing convenience to consumers. In addition to features, discounts and transactions are provided with convenience. TikTok Shop and Tokopedia are combined as one in Tokopedia; hence, the shop can control it. The e-commerce combination is being tested by launching the Local Purchase Campaign program, which starts on December 12, 2023, and it is available on TikTok Shop and Tokopedia app in *Harbolnas* or National Shopping Day. Users of this app will interact with *Usaha Mikro, Kecil, dan Menengah (UMKM)* players whose 90 percent of merchants are UMKM players.

TikTok shop invests about USD 1.5 billion or equivalent with Rs 23.4 trillion in supporting Tokopedia (Liputan6, 2023). The return of this app is a true testament to the existence and former reputation of the brand of TikTok Shop, giving it the confidence that its platform will be used again by its consumers. TikTok Shop apps provide consumer benefits, such as convenience, ease

of transaction, and flexibility, that help consumers shop. Thus, people feel comfortable and get used to shopping through digital platforms. The perpetrators of e-commerce racing present a variety of programs to attract consumers' attention to their shopping. The growth of e-commerce in Indonesia is expected compared to the direct development of UMKM business in Indonesia.

Online media is considered as one form of online communication, which includes email, web, blogs, and social media (Fianto et al., 2024). Social media enables interactive communication among users and provides great opportunities for marketers and advertisers to reach consumers. It has potential as a marketing platform, and the benefits are felt in promoting activity on such social media. Social media is an online intermediary that increases user interaction and social ties (Nafsa & Zulhazmi (2022) . This is in line with research showing that electronic promotion from mouth to mouth has both positive and negative statements about a product or company to many people or institutions through the internet media (Henning-Thurau, 2004, in Yulianto & Soesanto, 2019). Consumers increasingly rely on information from mouth to mouth, such as online reviews, before making a purchase decision. Electronic word of mouth (e-WOM) plays an important role in marketing platforms.

Nowadays, purchasing goods and services via the Internet is a consumer's daily routine (Kotler, 2007, in Marbun & Rasyid, 2022). Online shopping platforms become alternatives customers choose due to the convenience of place and convenience gained. Consumers in online shopping are not exempted from seeing judgement reviews about the quality of goods and services acquired. e-WOM communications provide and disseminate information about reviews of products and services previously purchased by consumers acquired on the Internet (Jalilvand and Samiei, 2012, in Maulana et al., 2021). The assessment of reviews seen by consumers forms the consumer's evaluation and trust in the product or service. A positive assessment gives the product or company a good reputation; the opposite, when a negative assessment is given, it affects the bad reputation indirectly so that the consumer behaves according to the trust received by the brand.

Reputation is an asset. Brand reputation is not only the image held by the company but also becomes a very valuable asset (Kumalasari, 2023, in Zulham et al., 2024). Another explains that brand reputation is a process of presenting a positive and marketable brand image to consumers (Abdilla and Kurniawati (2024). A brand reputation is defined as the overall impact on a brand that consumers see as a stronger brand than its competitors. The brand's reputation is shaped by widespread public opinion. The more positive reviews of the brand, the better the brand reputation is. A brand's reputation is the company's recognition of its excellence and abilities (Hermawan, 2011, in Permatasari et al., 2022). Well, badly, the reputation of a product is influenced by customer experience, someone's recommendations, media information, etc. A brand reputation is

a series of associations in consumers' minds to a brand that becomes a meaning. The reputation formed by this association underpins the purchase decision, and consumers can even act on the brand loyally. Building a good brand reputation is a process that requires time, consistency, and commitment to make a brand stronger. Building this brand can start with understanding the brand that has been built for the audience, building the quality of products and services, and building a positive image by managing its online reputation.

E-WOM is a highly effective and interactive marketing platform. E-WOM is an evolution of traditional word of mouth in offline media before transitioning to online media as a result of advancements in communication technology and the internet (Abidah et al., 2024). Through this media, consumers are prepared to disseminate positive comments about consumer experiences when purchasing products or services. However, companies must consistently maintain the quality of their products. Thus, the comments and reviews from consumers who have already purchased such a product or service indirectly tell their positive experiences on social media and give good recommendations to other consumers to buy its products and services. This is in line with electronic word of mouth is a positive or negative communication among potential, current, or former customers about a product or company to the public on the internet (Henning-Thurau (2004) in Pelawi & Sabrina (2024)). Besides, the dimensions of Electronic Word of Mouth, include (1) concern for others, (2) expressing positive emotions, and (3) helping companies. Electronic Word of Mouth through the social media community enhances the company's reputation for information diversity and valence, thus cultivating a good reputation (Jeong and Jang (2011) in Rufaida (2016)).

Positive customer reviews and a solid reputation can undoubtedly affect consumers' trust in the brand of the goods they buy. A brand is expected to grow in consumers' minds about a product or company aimed at many people. A brand that consumers always remember will grow awareness of a particular brand, which will happen due to a positive recommendation for a particular product or service. Brand trust can encourage consumers to make purchasing decisions. Brand trust is built from good quality products and services to satisfy consumers and encourage them to use the brand (Arici and Gucer (2018) in Fahira & Djamaludin (2023)). Building brand trust requires an effort to continuously create consumer wishes and needs. Building trust is very important because trust is the key to the long-term sustainability of a brand (Bahrudin (2015) in Rizal et al., (2024)). On the other hand, the dimension of brand trust includes brand reliability, which indicates the brand's ability to create the values required by consumers, and brand intention, which indicates the brand's ability to prioritize the interests of consumers at an unexpected moment (Jeong and Jang (2011) in Rufaida (2016)).

Brand Trust is the willingness of consumers to face various risks associated with the brand purchased, so consumers expect the brand bought to have a positive and beneficial impact on consumers (Lau & Lee (1999) in Calvin (2014)). This view is in line with whom state that consumers seek promises to meet their expectations of a brand, thus generating brand confidence (Thompson et al. (2014) in Kristiyono and Tiatira (2022)). Also, brand trust is created from the brand's consumer experience. This experience forms consumer confidence in a particular brand (Ferrinadewi in Calvin and Samuel (2022)). This experience can influence consumers' evaluation of consumption, satisfaction, and use, indirectly influencing contact for the consumers. It is related to brand confidence succeeded in moderating the influence among the word-of-mouth variables on re-buy interests (Basuki and Fairuz (2021) in Kusherawati et al., (2023)). Also, it agrees with brand trust can lead to contentment, which in turn influences purchases by Sivesan (2013) in Agustina et al., (2023). Brand trust is crucial when making decisions about what to buy (Zohra (2013) in Agustina et al., (2023)). This opinion is supported who state that brand trust is the level of confidence where individuals are willing to take action (Bernarto & Patrica (2019) in Oktaviani et al., (2024)).

Consumer purchasing decisions are linked to the extent to which consumers are engaged in the product purchased. This consumer involvement raises the idea that consumer engagement depends on the degree of personal attachment the product creates to the consumer. Consumer purchasing decisions are a basic psychological process that plays an important role in understanding how consumers make purchase decisions rightly (Kotler (2009) in Sari et al., (2017)). His research shows that e-WOM influences purchasing decisions. Online comments and reviews influence consumer purchasing decisions greatly (Putri et al., 2024). The research shows that e-WOM has a positive and significant effect on brand image, repurchase intention, and brand trust. Furthermore, brand image and brand trust have a positive and significant effect on repurchase intention. The consumer decision-making process stems from the purchase decision that consumers actually make before buying. Several steps of the purchase process are carried out individually to engage directly in the purchase of goods marketed by the company (Darmansah and Yosepha (2020) in Imaroh & Marlana (2022)). The research results show that the brand reputation variable ( $X_1$ ) significantly influences the purchase decision variable (Y). Nowadays, consumers rely on various input information before making a purchase decision. Purchase decisions are a series of consumer activities before buying up to consumer behaviour after buying a product (Tirtaatmaja (2019) in Watulingas et al., (2022)). Consumers need knowledge and evaluation in the consumer decision-making process.

This research aims to determine the influence of brand reputation, electronic word of mouth, and brand trust as moderation on purchase decisions on the TikTok Shop application. The late TikTok shop phenomenon has become a hot topic in public, but the writer is interested in it. It is interesting to research and analyse it because the TikTok Shop app has become one of the big e-commerce in Indonesia for alternative online shopping applications that provide convenience with some facilities. In addition, TikTok Shop creates a pleasant real-time shopping experience that gets good reviews and recommendations from consumers to maintain a positive brand reputation. However, if the consumer assessment is negative, it will undoubtedly harm brand reputation, public trust will decrease, and consumer purchasing decisions will also be unstable; this causes a problem gap if electronic word-of-mouth promotion is not maintained properly. The novelty of this study is the data analysis technique, which uses multiple linear regression analysis and continues with the absolute difference test. This research is expected to provide a positive input and benefit the development of knowledge in the study of communications sciences.

## **METHOD**

This study uses quantitative research type. The data sources of this study are primary and secondary data. The object of research is Slamet Riyadi University Surakarta. Population is the entire object of research that has certain characteristics in a study (Hardani et al. (2020) in Lombok & Samadi (2022). Also, population is a collection of subjects, variables, concepts, or phenomena (Morissan (2014) in Ramadoni et al., (2022). The population of this study was active male and female students of Slamet Riyadi University, Faculty of Social and Political Sciences, Class of 2023. The sample was 100 male and female Slamet Riyadi University, Surakarta, students who purchased products on the TikTok Shop application. Furthermore, the sampling techniques in this study are probabilistically simple random samplings, which means giving equal odds to each member of the population selected as a sample member based on the frequency of all population members. The research location is at Slamet Riyadi Surakarta University.

Primary data is obtained directly from the questionnaire, while the secondary data is from library research, books, journals, and other documents. The variable measurement used in this study is the ordinal Likert scale. The Likert scale is applied to measure a person's attitudes, opinions, and perceptions (Sugiyono (2017). The research measurement tool uses the details of statements structured based on variable indicators in research. While the data analysis technique uses double linear analysis, it proceeds with the absolute differential test.

## RESULT AND DISCUSSION

### Result

#### 1. Classical Assumption Test

##### a. Multicollinearity test

Table 1. Multicollinearity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-3,597	1,357		-2,650	,009		
Brand reputation (X1)	,129	,052	,164	2,485	,015	,801	1,248
Electronic-WOM (X2)	,218	,045	,302	4,827	,000	,885	1,130
Brand Trust (Z)	,709	,079	,586	8,944	,000	,809	1,236

Source: Processed Primary Data, 2024

Based on the multicollinearity test results obtained, brand reputation (X1), electronic word of mouth (X2), brand trust (Z), and purchase decision (Y) have tolerance values  $> 0.10$  and VIF values  $< 10$ . Thus, no multicollinearity occurs.

##### b. Heteroscedasticity test

Table 2. Heteroscedasticity test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,515	,841		2,990	,004
Brand reputation (X1)	-,033	,032	-,116	-1,035	,303
E-Wom (X2)	-,020	,028	-,077	-,723	,471
Brand Trust (Z)	-,014	,049	-,031	-,280	,780

Source: Processed Primary Data, 2024

The output of the heteroscedasticity calculation test, using the Glejser test with the help of the SPSS program, showed a p-value for the brand reputation variable (X1) of 0.303, e-WOM (X2) of 0.471, and brand trust (Z) of 0.780. All p values  $> 0.05$ , which means the regression model used is not heteroscedastic.

c. Normality Test

**Table 3. Normality Test**

		Unstandardized Residual
N		100
Normal Parameters (a,b)	Mean	,0000000
	Std. Deviation	1,45953868
Most Extreme Differences	Absolute	,106
	Positive	,052
	Negative	-,106
Kolmogorov-Smirnov Z		1,060
Asymp. Sig. (2-tailed)		,211

Source: Processed Primary Data, 2024

Based on the normality test using the Kolmogorov-Smirnov Test, with the help of the SPSS program, obtained the Asymp value. Sig 0.211 > 0.05; thus, it can be concluded that the residual data is distributed normally.

**2. Double Linear Analysis Test**

This analysis is used to determine the influence of brand reputation variables (X1), electronic word of mouth (e-WOM) (X2), and brand trust (Z) on purchasing decision variables. (Y). The result of double linear regression analysis using the SPSS program is as follows:

**Table 4. Double Linear Analysis Test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3,597	1,357		-2,650	,009
Brand reputation (X <sub>1</sub> )	,129	,052	,164	2,485	,015
E-wom (X <sub>2</sub> )	,218	,045	,302	4,827	,000
Brand trust (Z)	,709	,079	,586	8,944	,000

Source: Processed Primary Data, 2024

Based on the analysis of double linear regression, the equation of the regression line is obtained as follows:

$$Y = -3.597 + 0.129X_1 + 0.218X_2 + 0.709Z$$

The interpretation of the regression equation is:

The value  $\alpha = -3.597$ , i.e., if brand reputation (X1) = 0, electronic word of mouth (X2) = 0, and brand trust (Z) = 0, then consumer purchasing decision (Y) on the TikTok Shop application is negative.  $\beta_1 = 0,129$  (positive influence), i.e., if the brand reputation (X1) increases, then the purchasing result (Y) increases; in contrast, if brand reputation (X1) decreases, then the purchasing outcome(y) declines as well. Assuming that the



electronic Word of Mouth (X2) and the brand trust (Z) are constant values. While  $\beta_2 = 0.218$  (positive influence), that is, if the electronic word of mouth (X2) increases, then the purchase outcome (Y) increases; on the contrary, if the electronic word of Mouth (X2) decreases, then the buying outcome is also decreased. Assuming the brand reputation (X1) and brand trust (Z) are constant. Moreover, the value  $\beta_3 = 0.709$  (positive influence) means that if the brand trust is increased, the purchasing outcome increases; conversely, if brand trust (Z) decreases, the buying outcome also decreases. Assuming brand reputation (X1) and electronic word of mouth (X2) are constant values.

Based on the analysis of double linear regression, the results of the influence test can be presented:

a. T-test

The influence test of the brand reputation (X1) at the Purchase Decision (Y) resulted in a t count of 2.485 with a p-value of  $0.015 < 0.05$  obtained. By this, Ho is rejected, which means that there is an influence on the reputation of a brand (X1) on the purchase decision (Y) on the target application. Testing the influence of electronic word of mouth (X2) at the Purchase Decision (Y) resulted in a t count of 4.827 with a p-value of  $0.000 < 0.05$ . With this, Ho is rejected, which means that there is an influence on the purchase decision (Y) on the tactical application. Testing the influence of brand trust (Z) on the purchase decision (Y) resulted in a t count of 8.944 with a p-value of  $0.000 < 0.05$ . Therefore, Ho is rejected, which means that there is an influence on brand trust (Z) upon the purchase decisions (Y) on target applications.

b. F test

**Table 5. F test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	421,345	3	140,448	63,932	,000 <sup>a</sup>
Residual	210,895	96	2,197		
Total	632,240	99			

Source: Processed Primary Data, 2024

The analysis results obtained an F count of 63.932 with a p-value of  $0.000 < 0.05$ . Ho rejected means the model used to test the influence of free variables, namely brand reputation (X1), electronic word of mouth (X2) and brand trust (Z) against the bound variable, namely the purchase decision (Y) on the touching application, is correct.

c. Determination coefficient ( $R^2$ )

**Table 6. Determination coefficient ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,816 <sup>a</sup>	,666	,656	1,482

Source: Processed Primary Data, 2024

From the calculations, the value Adjusted R Square = 0.656 means it is known that the influence given by free variables, namely brand reputation (X1), electronic word of mouth (X2), and brand trust (Z), on the bound variable decision of purchase (Y) on tactical applications was 65.6%. The rest (100%—65.6%) = 34.4% was influenced by factors other than the variable studied.

**3. Absolute Difference Test**

The absolute discrepancy test is used to test the moderation of brand trust (Z) on the influence of brand reputation (X1) and electronic word of mouth (X2) on the purchase decision (Y). Absolute discrepancy test results using the SPSS program are as follows:

a. Brand Trust Moderation Test (Z) on the Impact of Brand Reputation (X1) on Purchase Decisions (Y)

**Table 7. Absolute Difference Test Results Model 1**

Variable	Coefficient	T	Sig.
(Constant)	10,102	41,403	0,000
Brand reputation (X <sub>1</sub> )	,602	3,277	0,001
Brand trust (X <sub>3</sub> )	1,647	8,996	0,000
X <sub>1</sub> X <sub>3</sub>	,175	,766	0,446
F = 45,668			0,000
Adjusted R <sup>2</sup> = 0,575			

Source: Processed Primary Data, 2024

Based on the results of the absolute difference test obtained, the equation is as follows:

$$Y_1 = 10.102 + 0.602X_1 + 1.647X_3 + 0.175|ZX_1 - ZX_3|$$

The absolute difference test results resulted in a T count of 0.766 and a p-value of 0.446 > 0.05. Based on this, Ho is accepted, which means brand trust (Z) does not moderate the influence of the brand reputation variable (X1) on the purchase decision (Y) on the ticker application. Hypothesis 4 states that “brand trust moderates the effect of brand reputations on purchasing decisions on ticker applications” is not accepted or not proved true.

- b. Brand Trust (Z) Moderation Test on the Effect of Electronic Word of Mouth (X<sub>2</sub>) on Purchase Decisions (Y)

**Table 8. Absolute Difference Test Results Model 2**

Variable	Coefficient	T	Sig.
(Constant)	10,128	41,453	0,000
Electronic-Wom (X <sub>2</sub> )	,869	5,275	0,000
Brand Trust (X <sub>3</sub> )	1,649	10,054	0,000
X <sub>2</sub> - X <sub>3</sub>	,124	,587	0,559
F = 58,456			0,000
Adjusted R <sup>2</sup> = 0,635			

Source: Processed Primary Data, 2024

Based on the results of the absolute difference test obtained, the equation is as follows:

$$Y_2 = 10.128 + 0.869X_2 + 1.649X_3 + 0.124|ZX_2 - ZX_3|$$

The absolute difference test resulted in a T count of 0.587 and a p-value of 0.559 > 0.05. Then, H<sub>0</sub> is accepted, which means that brand trust (Z) does not moderate the influence of the variable electronic word of mouth (X<sub>2</sub>) on the decision to purchase (Y) the application of the tick. Hypothesis 5 states that "brand trust moderates the effect of the electron word of mouth on the purchase decision on the app of the TikTok Shop is not accepted or not proven true.

## Discussion

Based on the previous test of the hypothesis, the results of the study are described as follows:

### 1. The Influence of Brand Reputation on Purchase Decisions

The analysis obtained a t count value of 2.485 > t tables of 1.985 with a p-value of 0.015 < 0.05. Then H<sub>0</sub> is rejected and hypothesis 1 is accepted, which states that brand reputation significantly influences purchase decisions in the appliance of proven ticks. The better benefits of brand reputation presented by the company and its products can increase consumer confidence in purchase decisions. The results of this study are supported by a study already conducted by researcher who stated that brand reputation has a significant influence on purchasing decisions (Rahmadevita et al., (2016). A good reputation with consumers can directly influence a purchase decision. This research implies that the app should maintain its brand reputation.

### 2. The impact of Electronic Word of Mouth on Purchase Decisions

The analysis obtained a t count value of 4.827 > t tables of 1,985 with a p-value of 0.000 < 0.05. Then H<sub>0</sub> is rejected, which means hypothesis 2, which states that electronic word of mouth significantly influences purchase decisions in the application of the proofed

tick, is accepted. Electronic word of mouth describes the association and beliefs of consumers towards a particular brand. Electronic Word of Mouth (e-WOM) is an effective communication among consumers through oral, written, and electronic connections to the virtual world shopping experience with the benefit of broader coverage. The company or product with a positive electronic word-of-mouth review makes consumers make a purchase decision. Consumers exchange information and experience in using products and services.

Electronic Word of Mouth in the study is also referred to as WOM communication, which is conducting online conversations among consumers in the virtual world (Hanifati et al. (2018) in Prastuti & Karyanti, (2020). This research is line the statement that consumers can exchange information and reviews of their experience using a product or service (Sari (2019). E-WOM has a positive and significant influence on online ticket purchase decisions. Therefore, this study implies that electronic word-of-mouth reviews in the app influence consumers strongly to buy. If the electronic word-of-mouth reviews improve, consumers will likely make a purchase.

### 3. The Influence of Brand Trust on Purchase Decisions

The analysis results obtained a t count value of 8,944 > t tables of 1.985 with a p-value of 0.000 < 0.05. Then. Ho rejected means hypothesis 3, which states that brand trust significantly influences the appliance's purchase decision, is accepted. Brand trust refers to consumer confidence and reliance on a particular brand. This brand trust is an important aspect of consumer behaviour and encourages purchases. Confidence plays a central role in consumers dealing with anxiety, comfort in sharing information personally, making purchases, and acting on the seller's advice on online sites (McKnight et al. (2002) in Yulianto and Soesanto (2019).

Brand confidence succeeded in moderating the influence among word-of-mouth variables on re-purchase interests (Basuki and Fairuz (2021) in Kusherawati et al., (2023). This study is supported by whom suggest that brand trust positively and significantly influences purchasing decisions (Pramesti and Sujana (2023). This research is relevant to explain that brand trust significantly impacts purchase decisions, so brand trust is closely related to purchase decisions (Anggraeni and Rachmi (2023). Based on this, the implications of this study are brand confidence that is implanted in consumers' minds about consumer tendencies to make purchasing decisions.

### 4. The Influence of Brand Reputation on Moderated Brand Trust Purchase Decisions

The analysis results obtained a t count of 0.766 < t table of 1.985 and a p-value of 0.446 > 0.05. Ho is accepted, which means that hypothesis 4, stating that Brand Trust

moderates the influence of brand reputation on purchase decisions on the TikTok Shop application, is not proven. The brand reputation of a product supports brand confidence. Promoting a product is also reinforced by the presence of brand trust, which influences consumers in making purchasing decisions.

Brand Trust is key to professional relationships, business, and stakeholder success. Brand Trust presents experience, activities, and the concept of a successful relationship between the company and its customers, as well as the attitude of trust toward something on consumers in choosing the products (Widodo & Rakhmawati, 2021). Based on that, the implications of this study are consistent appliances that build brand trust through a better brand reputation so consumers can make good judgements about the products.

#### 5. The Influence of Electronic Word of Mouth on Moderated Brand Trust Purchasing Decisions

The analysis resulted in a t count of  $0.587 < t$  table of 1.985 and a p-value of  $0.559 > 0.05$ .  $H_0$  is accepted. Then, the hypothesis-5, stating that Brand Trust moderates the influence of electronic word of mouth on purchasing decisions is unproven. Building an electronic word of mouth by promoting a product from a brand trust will be easier to remember. Using brand trust in Electronic Word of Mouth is one of the creative ways to convey the message.

On the other hand, Electronic Word of Mouth positively and significantly influences brand trust (Noviandini and Yasa (2021). Brand trust has a significant and positive influence on purchase decisions, and it can significantly and positively mediate the influence of electronic word of mouth on purchase decisions. While, trust is an important factor to consider when selling and buying, especially when purchasing online (Astarina et al 2017 in (Noviandini & Yasa, 2021). Based on this, this study implies that the app should pay more attention and evaluate Electronic Communication Word of Mouth so consumers can continue to give brand trust to both products and companies.

## CONCLUSION

Partially, brand reputation, electronic word of mouth, and brand trust significantly affect purchasing decisions on the TikTok Shop application. Brand reputation has a significant effect of 0.015, electronic word of mouth, and brand trust of 0.000, so TikTok Shop application maintains a good brand reputation, so word of mouth communication by online media provides a good assessment and brand trust from consumers on this application.

Brand reputation on purchasing decisions moderated by brand trust is 0.446, and electronic word of mouth on purchasing decisions moderated by brand trust is 0.559, so brand trust does not moderate the influence of brand reputation and electronic word of mouth on purchasing decisions

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on Tiktok shop application, so this application should optimize consistency and good assessments in consumers. Brand trust is undoubtedly supported by brand reputation and electronic word of mouth when carrying out promotions, thus influencing consumers when making purchasing decisions. In this case, the managerial implications are that the company consistently improves the reputation of the TikTok Shop application brand, so electronic word-of-mouth promotion provides positive assessments on social media, and brand trust is always embedded in consumers' minds, which ultimately makes purchasing decisions. For the next research, it is necessary to conduct tests by incorporating other variables using different analysis techniques to produce a more comprehensive model in studying the promotion of electronic word of mouth in-depth in e-commerce

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