

THE INFLUENCE OF SOCIAL MEDIA MARKETING, ONLINE CUSTOMER REVIEWS AND INFLUENCER ENDORSEMENTS ON PURCHASE DECISIONS MODERATED BY CONSUMER TRUST ON THE TIKTOKSHOP MARKETPLACE IN JAKARTA

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Received: 03/07/2026 | Revised : 13/07/2026 | Accepted: 29/07/2026 | Published :10/08/2026

Abstract

This study examines the influence of Social Media Marketing, Online Customer Reviews, and Influencer Endorsements on Purchase Decisions, with Consumer Trust as a moderating variable among TikTok Shop users in Jakarta. A quantitative approach was applied using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected from 165 respondents selected through purposive sampling, consisting of consumers who had purchased products through TikTok Shop and lived in Jakarta. The results indicate that Social Media Marketing, Influencer Endorsements, and Consumer Trust positively and significantly influence purchase decisions. Meanwhile, Online Customer Reviews have a significant but negative effect on purchase decisions. Consumer Trust significantly moderates the relationship between Social Media Marketing and purchase decisions with a weakening effect, while it strengthens the influence of Online Customer Reviews on purchase decisions. However, Consumer Trust does not significantly moderate the relationship between Influencer Endorsements and purchase decisions. These findings highlight the importance of effective digital marketing, credible online reviews, and strong consumer trust in enhancing purchase decisions on TikTok Shop.

Keywords: Social Media Marketing, Online Customer Reviews, Influencer Endorsements, Consumer Trust, Purchase Decisions.

INTRODUCTION

The development of digital technology has driven significant changes in consumer behavior, especially in marketing and purchasing activities online (Ardiansyah et al., 2026). Indonesia as one of the countries with growth Digital the fastest in the Southeast Asian region showed a consistent increase in internet and social media usage. Based on data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia has reached more than 221 million people by 2024 with a penetration rate of 78.19%. This figure shows that people's activities are increasingly integrated with digital technology, including in consumption activities and economic transactions (APJII, 2024). In line with this, data from the Central Statistics Agency in the publication E-Commerce Statistics 2024 shows that the E-commerce in Indonesia continues to experience significant growth, both in terms of the number of businesses, workforce, and revenue-based businesses Digital (Central Bureau of Statistics, 2025). This condition reflects the increasing dependence of the community on Digital Platforms in meeting daily needs.

In addition, social media is a major factor in the effectiveness of digital marketing, with the number of global users reaching 5.24 billion (63.9% of the world's population) and in Indonesia around 139 million users (49.9% of the population). Average user access 6.8 Platform per month with a duration of about 2 hours 21 minutes per day, showing the high role of social media in daily life (Zelda, 2025). This high penetration makes social media a strategic means in Social Media Marketing which is able to influence consumer behavior. One of the Platform which is growing rapidly is TikTok, which in addition to being an entertainment medium also functions as a Marketplace through TikTok Shop with more than 126 million users in Indonesia, so it has great potential, especially in urban areas such as Jakarta (Arnetta & Haryono, 2025).

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This phenomenon encourages the emergence of various digital marketing strategies such as social media marketing, online customer reviews, and influencer endorsements that play an important role in influencing consumer purchase decisions. Online customer reviews are considered more objective sources of information because they reflect the real experience of users, while influencers are able to shape consumer perceptions and preferences through communicative and persuasive content. However, behind the ease of digital transactions, there are various risks such as product mismatches, the quality of goods that do not meet expectations, and the potential for fraud. This condition creates uncertainty so that consumer trust is a very crucial factor in determining purchasing decisions.

Diansyah et al. (2025) shows that Social Media Marketing have a positive and significant influence on consumer purchasing decisions. The results of the study explained that attractive, interactive, and trend-appropriate marketing content is able to increase interest and encourage consumers to make purchases. Suryono & Natalia (2024) Strategy Branding has a significant effect on consumer buying interest because it is able to increase product attractiveness and build positive perception. In context Digital, Social Media Marketing is part of modern branding that utilizes Platform to build an image and communicate with consumers. and Moudyla et al. (2025) It shows that digitalization changes consumption behavior through social media as a means of online shopping. TikTok Shop is an innovation that combines entertainment and transactions through features Live Streaming and Flash Sale, which effectively appeals to consumers, especially Generation Z.

Previous studies have examined various factors influencing consumer purchase decisions; however, their findings remain inconsistent and have not fully reflected the rapidly evolving digital marketplace, particularly TikTok Shop. Moreover, most studies have investigated Social Media Marketing, Online Customer Reviews, and Influencer Endorsement separately rather than integrating them into a comprehensive research model, while the moderating role of Consumer Trust has received limited attention. Therefore, this study aims to analyze the effects of Social Media Marketing, Online Customer Reviews, and Influencer Endorsement on Purchase Decisions, with Consumer Trust serving as a moderating variable among TikTok Shop users in Jakarta.

LITERATURE REVIEW

Social Media Marketing

Abdullah et al. (2025) Social Media Marketing is a marketing approach Digital who utilize Platform social media to increase brand awareness, reach the target audience, and drive sales, so that it becomes an effective strategy in influencing consumer behavior in the digital era. Chusnaini & Rasyid (2022) The Use of Social Media as a Marketing Tool Digital It is very important because it is able to reach a wide audience quickly, interactively, and efficiently, while helping companies in introducing and building brand image. Sarah et al. (2021) There are five elements that are used as indicators of social media marketing, namely content creation, content sharing, connecting, community building, and customer engagement. Content creation is concerned with the ability to create engaging, informative, and relevant content to attract consumers' attention. Content sharing is the process of disseminating content to the audience so that the reach of information is wider. Connecting refers to a company's ability to communicate and interact with consumers to build closer relationships (Heryani et al., 2025). Meanwhile, community building is an effort to build a community of users who have an interest in products or brands so that they can increase consumer engagement, loyalty, and trust (E. Permana et al., 2025). Customer engagement is related to the level of participation and active involvement of consumers in the content and activities carried out by the company on social media, such as commenting, liking, sharing content, or interacting directly with brands. The higher the consumer engagement, the greater the company's chances of building strong relationships and driving the formation of purchasing decisions.

Online Customer Reviews

According to Permana & Nel (2025) Online Customer Rating is an evaluation provided by consumers in the form of star ratings to assess the quality of a product or service. Meanwhile, Online Customer Reviews are consumers' opinions or evaluations shared after purchasing and using a product, providing information about product quality, functionality, benefits, and user satisfaction to assist potential buyers in making purchase decisions Amalrozi et al. (2025) Online customer reviews is a review or opinion submitted by consumers after buying and using a product. These reviews serve as a means for customers to assess the quality of the product based on their experience, covering various aspects such as functionality, benefits, and user satisfaction, so that it can assist potential buyers in understanding and evaluating the product before making a purchase decision (Anom & Ali, 2024). Agesti et al. (2021) identify six indicators of Online Customer Reviews: perceived usefulness, source credibility, argument

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quality, review quantity, review valence, and review timeliness. These indicators reflect the usefulness, credibility, quality, amount, sentiment, and relevance of reviews in influencing consumer evaluations. Positive reviews and ratings increase consumers' trust in product quality, whereas negative reviews reduce favorable perceptions and purchase tendencies (Ambartiasari et al., 2025). Therefore, Online Customer Ratings and Online Customer Reviews play an important role in digital marketing by shaping consumer perceptions, strengthening trust, and influencing online purchase decisions.

Influencer Endorsement

Samosir (2024) explains that Influencer Endorsement is a promotion through social media such as Instagram and TikTok carried out by Influencers by providing testimonials or product reviews to influence consumer buying interest. Anggraini (2025) states that influencer marketing and viral content effectively attract attention, build consumer trust, and encourage purchase decisions on TikTok Shop. According to Angelica & Rusdi (2022) Influencer Endorsement is measured through seven indicators: reliability, knowledge, helpfulness, confidence, articulation, attractiveness, and credibility. These indicators reflect an influencer's ability to deliver accurate, persuasive, and trustworthy information. The higher an influencer's credibility and attractiveness, the stronger their influence on consumer perceptions and purchasing decisions (Kinanti et al., 2025). Therefore, Influencer Endorsement has become an effective digital marketing strategy for strengthening consumer trust, expanding promotional reach, and increasing product sales (Fajriyah et al., 2025).

Purchase Decision

Azizah et al. (2024) Purchase Decision is the process through which consumers evaluate, consider, and decide to purchase a product based on their needs, available information, and level of trust. Purchase decisions represent an important stage in consumer behavior because consumers compare various product alternatives before selecting the one that best meets their needs and preferences (Devi, 2023). In this process, consumers consider several factors, including product quality, price, benefits, convenience, service, and previous user experiences. Furthermore, purchase decisions are influenced by internal factors, such as motivation, perception, lifestyle, and consumer experience, as well as external factors, including promotions, social media, recommendations from others, and brand image (Sari, 2020). In the digital era, consumers actively search for and compare product information before making purchasing decisions, making accurate, transparent, and reliable information increasingly important for building consumer confidence (Wardhana, 2024). Purchase Decision is measured through six indicators: purchase information, purchase influence, product recommendations, confidence in the product, product information search, and purchase intention. These indicators reflect consumers' ability to obtain, evaluate, and utilize information before purchasing, while also demonstrating the influence of recommendations and trust in the product. Therefore, the more complete and convincing the information received by consumers, the greater their confidence and the stronger their tendency to make a purchase decision (Yuswanto et al., 2024).

Consumer Trust

Deliana (2022) Explains that consumer trust is consumer confidence in the reliability, integrity, and ability of a product or seller to meet expectations so as to encourage consumers to make transactions with a sense of security. Consumer trust is one of the important factors in forming a long-term relationship between consumers and companies because consumers tend to choose products or services that are considered to be able to provide quality, safety, and service that meets their expectations (Sunaryo et al., 2026). Consumer confidence is the level of consumer confidence in the honesty, security, and ability of the seller or product to meet expectations, which can influence purchasing decisions (Purba et al., 2023). The higher the level of consumer trust in a product or company, the more likely consumers are to make purchases, give recommendations to others, and make repeat purchases. In the digital era, consumer trust is also influenced by information transparency, customer reviews, service quality, and company reputation on social media and other digital platforms (Zahran et al., 2026). Therefore, companies need to maintain product quality, provide clear information, and build good communication in order to increase consumer trust. Amelia (2023) Consumer confidence is measured through three indicators, namely Benevolence, Ability, and integrity.

HYPOTHESIS

The Influence of Social Media Marketing on Purchase Decisions

Social media marketing influence purchasing decisions through fast, interactive, and wide-ranging information delivery, so as to attract consumer attention and form a positive perception of a product or brand (Sohail

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et al., 2020). Through various Platform Social media, companies can present informative, creative, and persuasive content to introduce products, explain the benefits, and build closer relationships with consumers. Two-way interaction that occurs through customer comments, messages, reviews, and testimonials allows consumers to obtain more complete information and increase trust in the products offered. In addition, recommendations from Influencers and other users' experiences can also strengthen consumers' confidence in evaluating products before deciding to make a purchase. The more interesting, relevant, and consistent the content delivered, the greater the interest of consumers to seek more information and finally make a purchase. Previous research results show that Social Media Marketing have an influence on purchasing decisions, even if the findings are not completely consistent (Muhtar et al., 2022). Kambali & Masitoh (2021) states that Social Media Marketing have a positive and significant effect on purchasing decisions. In line with that, Upadana & Pramudana (2020) Social media marketing has a positive and significant influence on purchasing decisions. This shows that the more effective the utilization of Social Media Marketing, the higher the level of consumer purchase decisions. Meanwhile, according to Rimbahari et al. (2023) It found that partially promoting through social media had a negative and insignificant effect on purchasing decisions, meaning that increased promotional activity on social media did not necessarily directly encourage consumers to make a purchase. The difference in the results of the study shows that the effectiveness of social media marketing in influencing purchase decisions can be influenced by factors such as the quality of content, the level of consumer trust, the characteristics of the target market, and the communication strategy implemented by the company.

H1: Social Media Marketing Affects Purchasing Decisions

The Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews is one of the Electronic word of mouth that provides information about the consumer's previous experience in using a product or service (Permana & Arianty, 2025). Reviews submitted by customers usually contain assessments related to product quality, benefits, advantages, disadvantages, and satisfaction levels after making a purchase. Existence Online Customer Reviews make it easier for consumers to obtain more objective and transparent information, so that it can reduce uncertainty and increase confidence in making product choices (Abdillah & Pramesti, 2024). The more positive, detailed, and credible the reviews available, the more likely consumers are to feel confident and motivated to make a purchase. Conversely, negative or dubious reviews can lower consumer trust and hinder purchasing decisions (Sanjaya & Fatoni, 2025). Previous research results show that the influence of Online Customer Reviews On the purchase decision still produces different findings. Research Nurbaety (2024) shows that Online Customer Reviews partially has a positive and significant influence on purchasing decisions in Platform TikTok, which means that the better the customer reviews provided, the more consumers are inclined to make purchases. Meanwhile, according to Ariyani et al. (2024) Online Customer Reviews has no effect on the purchase decision. This can happen because consumers rely more on other factors such as trust in the brand, personal experience, price, or promotions that are more attractive than reviews from other users. In addition, there may be doubts about the authenticity Review or the number of inconsistent reviews can also make consumers less likely to Online Customer Reviews as the main basis in purchasing decision-making.

H2: Online Customer Review Affects Purchase Decisions

The Influence of Influencer Endorsements on Purchase Decisions

Influencer has the ability to influence consumer perception through content that is engaging, authentic, and in accordance with the characteristics of its audience. Recommendations provided by Influencers It is often considered more personal and convincing because it is conveyed by a figure who has been known and trusted by his followers (Nisa & Saputro, 2025). Credibility, appeal, expertise, and compatibility between Influencers With promoted products being an important factor that can increase consumer confidence and encourage the formation of purchase decisions. The higher the level of consumer trust in Influencers, the more likely consumers are to be interested in trying and buying recommended products. Previous research results show that Influencer Endorsement has an influence on purchasing decisions (Putri et al., 2024). Influencer endorsement has a positive and significant influence on purchasing decisions, indicating that the better the credibility, attractiveness, and trust of the Influencers, the higher the tendency of consumers to make purchases (Aulia, 2025). This happens because Influencers Able to provide recommendations that are considered relevant, build trust, and influence consumer perception of a product (Puspita & Handayani, 2024). About endorsement does not directly diminish or increase credibility Influencers, and does not have an indirect influence on consumer purchasing behavior. This research contributes to understanding the dynamics of Influencers Marketing by emphasizing that credibility is an important factor in shaping consumer

decisions. In addition, the results of the study also show that About Endorsement has a limited role in influencing consumer perception and behavior (Fukuhara & Wiryakusuma, 2025).

H3: Influencer Endorsement Affects Purchase Decisions

The Influence of Consumer Trust on Purchase Decisions

Consumer trust is one of the important factors that affect the purchase decision-making process. Trust arises when consumers have confidence that a product or brand is able to provide benefits as promised and does not pose adverse risks. In the context of marketing, trust can be built through positive experiences, consistent product quality, transparent information, and a good company reputation. As consumer confidence levels increase, consumers will feel more confident about making transactions and reduce doubts in the buying process. Consumers who have a high level of trust tend to be more receptive to information about products and are more willing to make purchasing decisions than consumers who still doubt the credibility of the product or company. Trust also plays a role in reducing the perception of risk, both financial, functional, and psychological risks, thereby encouraging consumers to choose and buy the products offered. The higher the trust that consumers have in a brand, the more likely it is that consumers will make purchases and establish long-term relationships with the brand. The results of previous research show that consumer trust has a positive and significant effect on purchasing decisions (Rahmawati & Nugroho, 2024). Other research has also found that trust built through product quality, transaction security, and company credibility is able to increase consumer confidence in making purchasing decisions (Pratama et al., 2025). In addition, consumer trust has been proven to be a factor that can strengthen purchase intentions and encourage consumers to make actual purchases because consumers feel safer and more confident in the products they choose (Sari & Kurniawan, 2024). Thus, the higher the level of consumer trust in a product or brand, the higher the tendency of consumers to make purchasing decisions. Based on this description, the following hypotheses can be formulated:

H4: Consumer Trust Affects Purchase Decisions

The Influence of Social Media Marketing on Purchase Decisions Moderated by Consumer Trust

The development of this hypothesis is based on the understanding that Social Media Marketing It not only serves as a means of promotion, but also as a medium of interaction between brands and consumers that can influence purchasing decisions through the delivery of interesting and relevant information (Fasha et al., 2022). Activities Social Media Marketing which is effective in increasing consumer interest and encouragement to make purchases, but this influence is greatly influenced by the level of consumer trust in the brand and the information received (Sohail et al., 2020). Consumers who have a high level of trust tend to be more confident in marketing messages conveyed through social media, making it easier to be influenced to make a purchase (Yudianto et al., 2025). On the other hand, if the level of consumer trust is low, then promotional information conveyed through social media tends to be less able to influence purchase decisions. Consumer confidence plays a role as a moderation variable that can strengthen or weaken the relationship between Social Media Marketing and purchase decisions (Zahrani et al., 2025). The higher the level of consumer trust, the stronger the influence Social Media Marketing in driving purchase decisions, while low consumer confidence will cause this influence to be less effective (Lutfia & Wulansari, 2024).

H5: Social Media Marketing Affects Purchase Decisions Moderated by Consumer Trust

The Influence of Online Customer Reviews on Purchase Decisions Moderated by Consumer Trust

Based on a literature review on consumer behavior in digital marketing, Online Customer Reviews is seen as one of the external sources of information that consumers use in evaluating a product before making a purchase (Amalrozi et al., 2025). Reviews written by other consumers generally contain real experiences related to product quality, benefits, advantages, disadvantages, and satisfaction levels after use, so that it can help potential consumers get a more objective picture of the products offered. This information is able to reduce uncertainty, increase product understanding, and form positive and negative perceptions that ultimately influence purchasing decisions (Malik et al., 2025). Influence Online Customer Reviews A purchase decision is not always straightforward, as the effectiveness of reviews depends heavily on the level of consumer trust in the information received (Fatryana et al., 2026). Consumers who have a high level of trust tend to consider reviews as a credible and relevant source of information, making them more susceptible to being influenced in making purchasing decisions. On the other hand, if consumers doubt the authenticity or consistency of the available reviews, the influence of Online Customer Reviews against the purchase decision will be weaker (Permana & Arianty, 2025). Consumer confidence plays a role as a moderation variable that can strengthen or weaken the relationship between Online Customer Reviews and purchase decisions, so that a hypothesis can be formulated that consumer confidence moderates the influence Online Customer Reviews on the purchase decision (Diansyah et al., 2025).

H6: Online Customer Reviews Affect Purchase Decisions Moderated by Consumer Trust

The Influence of Influencer Endorsements on Purchase Decisions Moderated by Consumer Trust

Based on a literature review in digital marketing, Influencer Endorsement is a promotional strategy that utilizes influential figures on social media to convey product recommendations to consumers (Adhitya et al., 2024). Influencer can influence purchasing decisions because they are perceived to have appeal, credibility, and the ability to build an emotional connection with the audience, making the message conveyed easier to receive and trust (Suryono & Natalia, 2024). Recommendations from Influencers also able to create a positive perception of the product, improving Awareness, as well as creating a desire to try which ultimately encourages consumers to make purchasing decisions (Angelica & Rusdi, 2022). However, the influence of Influencer Endorsement Purchase decisions are not always direct, as the effectiveness of recommendations is greatly influenced by the level of consumer trust in Influencers as well as the information conveyed. Consumers who have a high level of trust tend to be more confident that the recommendations given are honest and in accordance with their needs, thus influencing Influencer Endorsement On the purchase decision becomes stronger (Z et al., 2025). On the other hand, if consumers doubt the credibility of Influencers or assess the promotion carried out too excessively, then the influence of Endorsement to the purchase decision can be weaker. Thus, consumer confidence plays a role as a moderation variable that can strengthen or weaken the relationship between Influencer Endorsement and purchase decisions. The higher the level of consumer trust, the greater the influence Influencer Endorsement in driving purchase decisions. Based on this description, a hypothesis can be formulated that consumer trust moderates the influence Influencer Endorsement on the purchase decision (Sakinah & Heruwasto, 2024).

H7: Influencer Endorsement Influences Purchase Decisions Moderated by Consumer Trust

METHOD

This study employed a quantitative research approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among Social Media Marketing, Online Customer Reviews, Influencer Endorsement, Purchase Decision, and Consumer Trust as a moderating variable (Hair et al., 2022). The population consisted of consumers who had made purchases through TikTok Shop and were domiciled in Jakarta. The sample was selected using a non-probability sampling technique with purposive sampling based on two criteria: respondents had made purchases through TikTok Shop and resided in DKI Jakarta. Since the population size was unknown, the sample size was determined following Hair et al. (2021), who recommend using 5–10 times the number of research indicators in SEM analysis. As this study employed 27 indicators, the recommended sample size ranged from 135 to 270 respondents. The researcher adopted six times the number of indicators, resulting in 162 respondents, which was subsequently rounded up to 165 respondents to obtain a more representative sample. Data analysis was conducted using SmartPLS software through several stages, including respondent demographic analysis, descriptive statistics, validity and reliability testing, structural model evaluation using the coefficient of determination (R^2), effect size (f^2), and goodness-of-fit indices, including the Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and Root Mean Square Theta (RMS Theta), followed by hypothesis testing, structural regression analysis, and interpretation of the findings by comparing them with previous studies (Ghozali & Latan, 2015; Heryanto et al., 2023; Lo et al., 2020).

RESULTS AND DISCUSSION

This study involved 165 respondents consisting of 107 females (64.8%) and 58 males (35.2%). The majority of respondents were aged 20–25 years (80.6%), followed by those under 20 years (9.7%), over 30 years (5.5%), and 26–30 years (4.2%). Based on domicile, most respondents lived in North Jakarta (55.2%), followed by Central Jakarta (17.0%), South Jakarta (12.1%), West Jakarta (9.1%), and East Jakarta (6.7%). In terms of occupation, the majority were students (63.6%), followed by employees (29.7%) and entrepreneurs (6.7%). Regarding shopping behavior, 53.9% of respondents had purchased from TikTok Shop 1–3 times in the last three months, 31.5% had purchased 4–6 times, and 14.5% had purchased more than six times. Monthly shopping expenditure was dominated by respondents spending IDR 100,000–300,000 (49.1%), followed by less than IDR 100,000 (21.2%), IDR 400,000–500,000 (18.8%), and more than IDR 500,000 (10.9%).

Data quality and hypothesis testing were conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the variance-based approach. The analysis was performed using SmartPLS software to evaluate the measurement model and the structural model, including tests of validity, reliability, and the relationships among the research variables.

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According to Ghozali (2018) Descriptive statistics is an analysis technique that describes or describes research data through minimum, maximum, average, standard deviation, sum, Range, curtosis, and distribution stiffness. The descriptive analysis techniques used in this study are the minimum, maximum, mean, and standard deviation values of each variable.

Variable	N	Minimum	Maximum	Red
Social Media Marketing	165	1	5	4.08
Online Customer Reviews	165	1	5	4.14
Influence endorsement	165	1	5	4.04
Purchase Decision	165	1	5	3.96
Consumer Trust	165	1	5	3.87
Valid N	165			4.018

Based on the results of descriptive statistics, all variables had an average value above 3.80 which indicates that respondents tended to give a positive assessment of each variable studied. The Online Customer Review variable had the highest average value of 4.14, which indicates that respondents pay close attention to customer reviews in the purchase decision-making process. Meanwhile, the Consumer Confidence variable has the lowest average value of 3.87, but is still in the high category. Overall, the average of all research variables was 4.018, which indicates that respondents' perception of Social Media Marketing, Online Customer Reviews, Influencer Endorsements, Consumer Trust, and Purchase Decisions is in the high or good category.

Figure 1 is a path diagram of the structural equation model. It shows four latent variables (SMM, OCR, IE, KP) and their corresponding observed variables. The paths and their standardized coefficients are as follows:

- SMM (Latent) to SMM1-SMM5 (Observed): 0.673, 0.821, 0.828, 0.751, 0.660
- OCR (Latent) to OCR1-OCR6 (Observed): 0.759, 0.873, 0.848, 0.881, 0.839, 0.795
- IE (Latent) to IE1-IE6 (Observed): 0.754, 0.777, 0.774, 0.788, 0.764, 0.835
- SMM (Latent) to KP (Latent): 0.517
- OCR (Latent) to KP (Latent): -0.199
- IE (Latent) to KP (Latent): 0.366
- KP (Latent) to KP1-KP6 (Observed): 0.783, 0.910, 0.876, 0.818, 0.811, 0.839
- KP (Latent) to KK1-KK3 (Observed): 0.879, 0.839, 0.765
- Residual variances: SMM (0.514), OCR (0.080), IE (0.080), KP (0.857)

The indicator with the highest loading factor value is KP2 of 0.910, which shows that it is the most powerful indicator in representing the Purchase Decision variable. Meanwhile, the indicator with the lowest loading factor value is SMM5 of 0.660, but it is still above the required minimum limit so that it is still declared valid and can be maintained in the research model. Overall, these results show that all research instruments have a good level of convergent validity and are suitable for further analysis.

Validation and Reliability Tests

The processing of research data begins with testing the validity of the research reliability data. The validity test is to see the research instrument, especially the statement of the question in the research questionnaire whether it is feasible or not to represent the variable being studied, while the reliability test is to see the consistency of the answers from the respondents, serious or not in answering the research questionnaire.

A reality test is a measurement that shows the extent to which the measurement is unbiased (error-free) and therefore ensures consistent measurement across time and across various items in the indicator. In PLS this test can be done using the following methods, namely:

- Cronch's Alpha: measures the lower limit of a variable's reliability and is acceptable if the tilapia is >0.6
- Composite Realiability: measures the true value of a variable's reliability and is acceptable if the value is >0.7
- Average Variance Extracted (AVE) is acceptable if the value is above 0.5

Table 2. Validation and Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
Social Media Marketing (SMM)	0,806	0,864	0,563
Online Customer Review (OCR)	0,912	0,932	0,695
Influencer Endorsement (IE)	0,873	0,905	0,612
Consumer Trust (KK)	0,773	0,868	0,688
Purchase Decision (KP)	0,916	0,935	0,707

Source: Smartpls 4 Processed Data

Based on Table 2, all research variables had a Cronbach's Alpha value above 0.70 so that they met the reliability criteria. The highest Cronbach's Alpha value was found in the Purchase Decision variable of 0.916, while the lowest value was found in the Consumer Confidence variable of 0.773. In addition, all variables have a Composite Reliability value above 0.70, which ranges from 0.864 to 0.935, which indicates that each construct has a good level of reliability. The Average Variance Extracted (AVE) value is also above 0.50, which ranges from 0.563 to 0.707, so that all variables meet the convergent validity criteria. Thus, it can be concluded that all constructs in this study are valid and reliable so that they are suitable for further analysis.

The coefficient of determination (R^2) measures the extent to which endogenous variables are explained by exogenous variables in the research model. Based on the SmartPLS results, the R^2 value for the Purchase Decision variable is 0.857, indicating that 85.7% of the variance in Purchase Decisions is explained by Social Media Marketing, Online Customer Reviews, Influencer Endorsement, and Consumer Trust, while the remaining 14.3% is explained by other factors outside the research model. According to Hair et al. (2022), an R^2 value above 0.75 indicates a strong model, demonstrating that the proposed model has substantial explanatory power.

The F-square (f^2) test was used to evaluate the effect size of each exogenous variable on the endogenous variable. According to Hair et al. (2022), an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect, while values below 0.02 indicate a negligible effect. Therefore, the F-square analysis helps identify the relative contribution and strength of each independent variable in explaining Purchase Decisions within the research model.

Moderating Effect

In moderating effect, the path coefficient is used to determine whether the moderation variable is able to strengthen or weaken the relationship between independent variables and dependent variables. Based on the results of the moderation test, the following hypotheses were obtained:

1. Consumer Confidence (KK) moderation on the influence of Social Media Marketing (SMM) on Purchase Decisions (KP) has a significant influence.
2. Consumer Confidence (KK) moderation on the influence of Online Customer Review (OCR) on Purchase Decisions (KP) has a significant influence.
3. Consumer Trust (KK) moderation on the influence of Influencer Endorsement (IE) on Purchase Decisions (KP) does not have a significant effect.

HYPOTHESIS TEST

Testing the five hypotheses in the study in the table below, based on the data processing carried out, the results can be used to answer the hypotheses in this study. The hypothesis test in this study was carried out by looking at the T-statistics value and the P-value value. The research hypothesis can be declared acceptable if the T-statistics value > 1.96 and the P-Value < 0.05 . The following are pictures and tables of research results that have been tested using PLS so that significant data and insignificant data can be seen.

Tabel 3. Uji Hipotesis

Relationships Between Variables	Coefficient Value	Sample Mean	Standard Deviation	T Statistic	P Value	Decision
H1: Social Media Marketing → Purchase Decisions	0,517	0,505	0,112	4,594	0	Accepted
H2: Online Customer Review → Purchase Decision	-0,199	-0,188	0,093	2,143	0,016	Accepted
H3: Influencer Endorsement → Purchase Decision	0,366	0,368	0,062	5,926	0	Accepted
H4: Consumer Trust → Purchase Decision	0,444	0,437	0,068	6,493	0	Accepted
H5: Moderation of Consumer Trust → Social Media Marketing → Purchase Decisions	-0,472	-0,459	0,124	3,816	0	Accepted
H6: Moderation of Consumer Trust → Online Customer Reviews → Purchase Decisions	0,514	0,497	0,113	4,534	0	Accepted
H7: Moderation of Consumer Trust → Influencer Endorsement → Purchase Decision	0,08	0,078	0,062	1,299	0,097	Rejected

Based on the results of the data above, it can be concluded that the hypothesis test obtained is that of the 7 hypotheses proposed in this study, 6 hypotheses and variables were accepted and 1 was rejected.

First Hypothesis Proof: Social Media Marketing Has a Positive Effect on Purchase Decisions

The first hypothesis was supported, with a P-value of 0.000 (< 0.05), a T-Statistic of 4.594 (> 1.96), and an original sample value of 0.517, indicating that Social Media Marketing has a positive and significant effect on Purchase Decisions. This finding demonstrates that effective social media marketing can encourage consumers to make purchasing decisions by providing relevant information and fostering active engagement. Social Media Marketing was measured through the indicators of content creation, content sharing, connecting, community building, and customer engagement. Therefore, companies should consistently develop engaging content and maintain active communication with consumers to strengthen relationships and increase purchase decisions.

The results of this study are in line with previous research by Kambali & Masitoh (2021); Muhtar et al. (2022); Upadana & Pramudana (2020) which states that Social Media Marketing has a positive and significant effect on Purchase Decisions. The findings show that social media is an effective marketing tool in influencing consumer behavior and driving the formation of purchase decisions.

Proof of the Second Hypothesis: Online Customer Reviews Affect Purchase Decisions

The second hypothesis was supported, with a P-value of 0.016 (< 0.05), a T-Statistic of 2.143 (> 1.96), and an original sample value of -0.199, indicating that Online Customer Reviews have a significant negative effect on Purchase Decisions. This finding suggests that online reviews do not always encourage consumers to make purchases, as negative or less credible reviews may increase uncertainty and perceived risk. Online Customer Reviews were measured through the indicators of perceived usefulness, source credibility, argument quality, review quantity, review valence, and review timeliness. Therefore, companies should maintain product and service quality while encouraging authentic and positive customer reviews to strengthen consumer confidence and support purchase decisions.

The results of this study show that Online Customer Review is an important factor that consumers consider in the purchase decision making process. However, the influence it has is not always positive because it is highly dependent on the quality, credibility, and sentiment of the reviews that consumers receive. Therefore, companies need to pay attention to customer experience and maintain product quality in order to obtain positive reviews and be able to increase consumer confidence in making purchases. This supports research from previous journals conducted by Nurbaety (2024).

Proof of the Third Hypothesis: Influencer Endorsement has a Positive Effect on Purchase Decisions

The third hypothesis was supported, with a P-value of 0.000 (< 0.05), a T-Statistic of 5.926 (> 1.96), and an original sample value of 0.366, indicating that Influencer Endorsement has a positive and significant effect on Purchase Decisions. This finding demonstrates that credible influencers can effectively encourage consumers to purchase products by communicating information clearly and convincingly. Influencer Endorsement was measured through the indicators of reliability, knowledge, helpfulness, confidence, articulation, attractiveness, and credibility. Therefore, companies should collaborate with influencers who possess strong credibility and are well aligned with the brand to enhance consumer trust and increase purchase decisions.

The findings of this study also show that the attractiveness and popularity of influencers are factors that are able to increase consumer attention to the products being promoted. Influencers who have a positive image and are in accordance with the characteristics of the product can help companies reach the target market more effectively. The results of this study are in line with previous research that stated that Influencer Endorsement has a positive and significant effect on Purchase Decisions. The findings indicate that the higher the quality of endorsements made by influencers, the higher the tendency of consumers to make purchases of recommended products. This supports research from previous journals conducted by Putri et al. (2024); Aulia (2025).

Proof of the Fourth Hypothesis: Consumer Trust Has a Positive Effect on Purchase Decisions

The fourth hypothesis was supported, with a P-value of 0.000 (< 0.05), a T-Statistic of 6.493 (> 1.96), and an original sample value of 0.444, indicating that Consumer Trust has a positive and significant effect on Purchase Decisions. This finding confirms that higher levels of consumer trust increase confidence and willingness to make purchases by reducing perceived transaction risks and uncertainty regarding product quality and seller credibility. Consumer Trust was measured through indicators of confidence in the quality, reliability, and integrity of products and sellers. Therefore, companies should strengthen consumer trust through transparent communication, consistent product quality, reliable service, and positive customer experiences to encourage purchase decisions and build long-term customer relationships.

The results of this study are in line with previous research by Rahmawati & Nugroho (2024); Pratama et al. (2025) which states that Consumer Trust has a positive and significant effect on Purchase Decisions. The findings show that trust is the main foundation in shaping long-term relationships between companies and consumers. Therefore, companies need to maintain reputation, improve the quality of products and services, and build transparent communication so that consumer trust is maintained and able to improve purchasing decisions.

Proof of the Fifth Hypothesis: The Influence of Social Media Marketing on Purchase Decisions Moderated by Consumer Trust

The fifth hypothesis was supported, with a P-value of 0.000 (< 0.05), a T-Statistic of 3.816 (> 1.96), and an original sample value of -0.472, indicating that Consumer Trust significantly moderates the relationship between Social Media Marketing and Purchase Decisions with a negative moderating effect. This finding suggests that although Consumer Trust strengthens consumers' confidence in a product or brand, higher levels of trust reduce consumers' reliance on Social Media Marketing when making purchase decisions. Consumers with greater trust tend

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to base their decisions on prior experiences and established perceptions rather than on promotional content shared through social media. Therefore, while Social Media Marketing remains an effective tool for attracting consumers through content creation, content sharing, connecting, community building, and customer engagement, its influence becomes less dominant as Consumer Trust increases (Fasha et al., 2022). However, when consumers have a high level of trust, they tend to rely on personal experiences, brand reputation, and product quality that have been perceived before rather than information obtained through social media. Therefore, the influence of Social Media Marketing is not as big as on consumers whose level of trust is still low.

These findings suggest that Consumer Trust may serve as a factor that reduces consumers' reliance on marketing information on social media. Consumers who already believe in a brand usually have a strong belief in the quality and benefits of the product so they don't need much promotional encouragement to make a purchase (Sohail et al., 2020). On the other hand, for consumers whose trust level is still low, Social Media Marketing activities are an important means to obtain information, build confidence, and encourage purchase decisions.

The results of this study indicate that while Social Media Marketing remains an effective marketing strategy, companies also need to build and maintain consumer trust on an ongoing basis. High trust will create long-term loyalty and confidence in the brand. However, at the same time, this high trust can make the influence of marketing activities through social media relatively small compared to consumers who do not have a strong level of trust in the products or brands offered.

Proof of the Sixth Hypothesis: The Influence of Online Customer Reviews on Purchase Decisions Moderated by Consumer Trust

The sixth hypothesis was supported, with a P-value of 0.000 (< 0.05), a T-Statistic of 4.534 (> 1.96), and an original sample value of 0.514, indicating that Consumer Trust positively and significantly moderates the relationship between Online Customer Reviews and Purchase Decisions. These findings demonstrate that Consumer Trust strengthens the influence of Online Customer Reviews on consumers' purchasing decisions. Consumers with higher levels of trust are more likely to rely on reviews from other customers when evaluating products and making purchase decisions. Positive, credible, and informative reviews become more persuasive when supported by strong consumer trust, as they reduce perceived risk and increase confidence in the product. Therefore, Consumer Trust enhances the effectiveness of Online Customer Reviews in influencing purchase decisions, highlighting the importance of maintaining trustworthy reviews and building consumer confidence in digital marketplaces (Amalrozi et al., 2025).

In this study, Online Customer Reviews were measured using six indicators: perceived usefulness, source credibility, argument quality, review quantity, review valence, and review timeliness. Reviews that are informative, credible, and easy to understand provide consumers with greater confidence in evaluating products. When consumers already trust the product and the shopping platform, they are more likely to accept and rely on information contained in customer reviews, thereby strengthening the influence of Online Customer Reviews on Purchase Decisions. Consumers with high levels of trust tend to use reviews to reduce uncertainty before making a purchase, whereas those with lower trust are more likely to seek additional information from other sources (Diansyah et al., 2025). Moreover, as digital technology continues to develop, customer reviews have become an important form of electronic word-of-mouth that shapes consumers' perceptions of product quality and purchasing decisions (Malik et al., 2025). These findings suggest that companies should encourage authentic and positive customer reviews while building Consumer Trust through transparent information, secure transactions, and consistent product quality. By strengthening consumer trust, the effectiveness of Online Customer Reviews in influencing Purchase Decisions can be further enhanced.

Proof of the Seventh Hypothesis: The Influence of Influencer Endorsements on Purchase Decisions Moderated by Consumer Trust

The seventh hypothesis was rejected, with a P-value of 0.097 (> 0.05), a T-Statistic of 1.299 (< 1.96), and an original sample value of 0.080, indicating that Consumer Trust does not significantly moderate the relationship between Influencer Endorsement and Purchase Decisions. Although Influencer Endorsement has a positive and significant direct effect on Purchase Decisions, its influence is not strengthened or weakened by Consumer Trust. This finding suggests that consumers are more influenced by the influencer's reliability, knowledge, helpfulness, confidence, articulation, attractiveness, and credibility than by their existing trust in the product or brand when making purchase decisions (Angelica & Rusdi, 2022). These findings imply that the effectiveness of influencer endorsements depends primarily on the influencer's personal attributes rather than on Consumer Trust as a moderating factor.

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This finding may be explained by the fact that consumers tend to distinguish between their evaluation of influencers and their evaluation of the promoted products. While influencers often serve as an initial source of information or product recommendations, purchase decisions are ultimately influenced by other factors, such as personal needs, price, product quality, perceived benefits, and previous user experiences (Sakinah & Heruwasto, 2024). Consequently, even when consumers have a high level of trust in a product or brand, this trust does not necessarily strengthen the influence of influencer recommendations on their purchasing decisions. Furthermore, the rapid growth of social media has exposed consumers to promotional content from numerous influencers, making them more selective and critical when evaluating endorsements. Instead of relying solely on influencers, consumers increasingly compare information from multiple sources, including customer reviews, social media content, and other users' experiences before making a purchase (Suryono & Natalia, 2024). Therefore, companies should not depend solely on Consumer Trust to enhance the effectiveness of Influencer Endorsements. Instead, they should collaborate with influencers who possess strong credibility, product relevance, and effective communication skills, as these characteristics remain essential for influencing consumers' Purchase Decisions.

CONCLUSION

Based on the findings of this study, it can be concluded that Social Media Marketing, Influencer Endorsement, and Consumer Trust have positive and significant effects on Purchase Decisions among TikTok Shop users in Jakarta, while Online Customer Reviews have a significant negative effect. Consumer Trust also significantly moderates the relationships between Social Media Marketing and Purchase Decisions (negative moderation) and between Online Customer Reviews and Purchase Decisions (positive moderation). However, Consumer Trust does not significantly moderate the relationship between Influencer Endorsement and Purchase Decisions.

This study has several limitations. It only examines the effects of Social Media Marketing, Online Customer Reviews, Influencer Endorsement, Consumer Trust, and Purchase Decisions, while other potential influencing factors were not included. In addition, the data were collected through self-administered questionnaires and the study employed a cross-sectional design, which may limit the generalizability of the findings and the ability to capture changes in consumer behavior over time.

Based on these findings, companies are encouraged to strengthen their social media marketing strategies, maintain product and service quality to generate positive customer reviews, and collaborate with credible influencers who are well aligned with the brand. Future research is recommended to include additional variables, such as Brand Image, Customer Experience, Perceived Value, Brand Awareness, or Electronic Word of Mouth (e-WOM), and to apply broader samples or longitudinal research designs to provide a more comprehensive understanding of consumers' purchase decisions.

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