Vol. 1, No. 01, p. 35-51

Journal of Organizational and
Human Resource Development Strategies
journal.iistr.org/index.php/OHDS
DOI: 10.56741/ohds.v1i01.682

The Effect of Influencer Endorsement, Online Customer Reviews, and Brand Image to Purchase Intention Mediated by Customer Trust in Online Shopping Activities on Tiktok

[1]Harnung Indah Permatasari*, [1]Lilik Wahyudi
Corresponding Author: *harnungindahp@gmail.com
[1] Universitas Negeri Sebelas Maret, Surakarta, Indonesia

ARTICLE INFO

Article history
Received 17 July 2024
Revised 21 July 2024
Accepted 1 August 2024

Keywords
Brand Image
Customer Reviews
Influencer Endorsement
Online Shopping
Purchase Intention

ABSTRACT

In shopping online, information plays a key role in decision-making. EWOM, Electronic word of mouth can be used as a reliable source of information. Consumer information is searched for by looking at customer reviews and influencer reviews. They represent various experiences and evaluations of a product that can be taken into consideration. Apart from these two things, Brand Image is also questionable whether it is still influential amidst the many EWOMs circulating. This study aims to examine the effect of influencer endorsements, online customer reviews, and brand image on purchase intentions mediated by trust. In this research, quantitative research was carried out and data were processed from 333 respondents from an online survey spread throughout Indonesia. SEM analyzed the collected data in SmatPLS. The results of the study show that online customer reviews and brand image have an effect on purchase intention and trust, but influencer endorsements do not.

This is an open-access article under the CC–BY-SA license.

Introduction

According to data from We Are Social and Hootsuite [1], Indonesia ranks fifth in the list of countries most frequently engaging in online shopping, following Thailand, South Korea, Mexico, and Turkey. Consumer behavior varies when shopping online; for instance, consumers seek recommendations, consider shipping costs, are influenced by advertisements, easily compare with other stores, and can shop anytime and anywhere. Based on research by SIRLO, Indonesians shop online an average of 3-5 times a month, potentially spending up to 15% of their monthly income.

Research indicates that, over the past two years, social media has increasingly become a platform for shopping. Many people are attracted to shopping on social media due to the engaging product experiences. According to a report by Populix titled “The Social Commerce Landscape in Indonesia,” the percentages of social media usage for shopping in Indonesia are 45% for TikTok Shop, 21% for WhatsApp, 10% for Facebook, and 10% for Instagram [2].

In this study, the researcher will focus on online shopping on TikTok Shop, as TikTok is currently the most widely used social application in Indonesia. TikTok is a social media platform featuring short videos ranging from 15 seconds to 3 minutes. TikTok Shop is characterized by the "yellow basket" icon and features such as store, chat, cart, and buy now. A distinctive feature of TikTok Shop is that buyers can only purchase items through videos appearing on their "For You Page" (FYP).

Information plays a crucial role in online shopping, as customers seek as much information as possible to confirm their choices [3]. Customer reviews on products can be considered electronic Word of Mouth (eWOM), representing customers' evaluations of their product experiences. Additionally, many marketers currently use influencers to promote their products. Influencers represent a modern implementation of word of mouth by influencing others through their recommendations.

In online shopping, customers cannot see products directly; therefore, brand image becomes one of the most important aspects considered. Customers tend to purchase well-known brands or those with a reputed image, ensuring they won't be disappointed despite not seeing the product in person. The factors of influencer endorsements and online customer reviews motivate sellers to enhance their brand image as much as possible. However, this leads to the prevalence of fake reviews, influencer endorsements, and product photos, resulting in many cases where customers are disappointed with items that do not match reviews, influencer recommendations, or displayed photos. Thus, it is compelling to investigate whether influencer endorsements, online customer reviews, and brand image can still be trusted and influence buyers' trust in purchasing products.

Theoretical Framework

A. Influencer Endorsement

Influencer marketing focuses on key individuals within a target market [4]. Influencers are individuals who exhibit expertise, credibility, and enthusiasm that influence a large number of people. Influencers regularly create new ideas, concepts, and content that capture attention on social media. They are effective in spreading messages, popularizing trends, and boosting sales. Influencers are crucial because they act as opinion leaders who influence many people. Trust in influencers leads followers to perceive the relationship as beneficial, thereby enhancing message effectiveness [5].

B. Online Customer Reviews

Online customer reviews can reduce the risk of purchasing products by informing prospective buyers about the experiences of previous customers, thereby increasing decision-making efficiency [6]. However, the abundance of online customer reviews can cause bias and uncertainty among customers. Detailed, lengthy, and consistent reviews, on the other hand, increase the credibility of the reviews [7]. Customer reviews are important to consider because online purchasing decisions are significantly influenced by interactions with others [8]. Since customers cannot see the products directly when shopping online, reviews that include textual comments, images, and numerical ratings provide a better depiction of the products. Online customer reviews serve as decision reinforcers when consumers encounter numerous products.

C. Brand Image

A brand influences customers' subjective perceptions, affecting consumer behavior [9]. As defined by Ref. [10], brand image is a perception of a brand represented by brand associations in the consumer’s memory. Brand associations are mental connections between a person and a brand in the form of memories, impressions, feelings, perceptions, experiences, beliefs, and attitudes. A more positive consumer attitude towards a product indicates a better brand image [11]. To achieve a positive image, companies can utilize social media for branding and vigorous promotion. The brand image helps consumers distinguish a brand from its competitors, making it easily recognizable when there is a need to use the product [12]. A successful brand image is achieved when it attains a strong position in the hearts of customers.

D. Customer Trust

Trust is the belief in the goodwill of the seller after consumers have thoroughly reviewed the seller's characteristics [13]. Trust is established when the seller delivers the product as promised [14]. Trust in this context is subjective, provided by customers through their attitudes, reactions, and reviews after using the product. Trust plays a crucial role due to the

inherent uncertainty risks in transactions [8]. Trust is particularly influential in online shopping, as consumers are unlikely to transact if they do not trust the seller [13]. Trust can enhance perceived customer value, and reduce anxiety, vulnerability, and uncertainty, leading to greater satisfaction.

E. Purchase Intention

Purchase intention is defined as the consumer's response to a product that indicates a desire to make a purchase [15]. This stage usually begins with the consumer seeking information about the product. The process starts with the emergence of a need, information processing, and then brand evaluation, with e-WOM often playing a role. Purchase intention is crucial as it can help increase a company's revenue [16]. Companies need to understand signs of customer interest in a product, such as seeking more information, considering a purchase, wanting to try the product, and feeling a desire to own it. Influencer endorsements affect the relationship with buyers during this process [17]. Additionally, online customer reviews show prospective buyers the advantages of a product, positively or negatively influencing purchase intention [18].

F. Research Hypotheses

In the social media environment, influencer marketing becomes a long-term partnership between brands and influencers because of the relationship with the product that eventually leads to trust [19]. The number of followers an influencer has influenced the credibility of the information. The mutual trust between influencers and customers is obtained from continuous relationships. Thus, this study hypothesizes H1: Influencer Endorsement has a positive effect on Customer Trust. Consumers' trust in online customer reviews can be reliable when the information is detailed and accompanied by images or videos. When consumers search for reviews on online shopping platforms, a positive image is formed in their minds, leading to trust and potentially increasing purchase intention. Good customer reviews must be trustworthy, have integrity, and be reliable. Online customer reviews are very helpful for finding products based on experiences [20]. Thus, this study hypothesizes H2: Online Customer Reviews have a positive effect on Customer Trust.

An established brand image can reduce risk, thereby influencing purchase intention [11]. Moreover, a good brand image will also enhance consumer trust, which can reduce purchasing risks. Consumers are more likely to trust well-known products and are less inclined to switch to other brands. Therefore, to build customer loyalty, consumer trust must first be established [21]. Thus, this study hypothesizes H3: Brand Image has a positive effect on Customer Trust.

Ref. [22] revealed that trust is a crucial factor influencing purchasing behavior. Trust can reduce risk, making it a determinant that can drive the relationship between brands and customers in the online marketplace. Various studies have shown that trust positively affects

customers' online purchase intentions, with higher consumer trust leading to higher purchase intentions. Thus, this study hypothesizes H4: Customer Trust has a positive effect on Purchase Intention.

Individuals with interests in specific areas tend to follow relevant behaviors. Thus, influencers can act like trusted community centers to attract consumer interest engaged with the influencer [23]. Influencer endorsements can be trusted when they provide credible information presented with high quality. Furthermore, Ref. [11] showed that if consumers trust a brand, it positively influences risk reduction and ultimately affects purchase intention. A good brand image fosters trust because the brand is perceived as reliable and experienced in its field. Additionally, various studies indicate that online reviews are essential for shaping customer choices and reducing fraud concerns for managers [24]. Thus, this study hypothesizes H5: Customer Trust mediates the relationship between Influencer Endorsement and Purchase Intention. H6: Customer Trust mediates the relationship between Online Customer Reviews and Purchase Intention. H7: Customer Trust mediates the relationship between Brand Image and Purchase Intention.

Material and Methods

A. Research Design

This study employs a quantitative method by conducting hypothesis testing. Based on the data collection period, this research is categorized as cross-sectional, as the data is collected at a single point in a specified period [25]. The population of this study includes individuals who have made online purchases. The sample consists of Indonesian individuals who have used TikTok Shop. According to Ref. [26], the sample size is determined by multiplying the number of research indicators by 5 to 10, resulting in a minimum sample size of 125. This study uses non-probability sampling techniques, including purposive sampling, convenience sampling, and snowball sampling.

This research primarily uses primary data sourced from an online survey. The questionnaire is distributed in the form of a LimeSurvey link shared via social media platforms such as Instagram, Twitter, WhatsApp, Facebook, and others. Additionally, this study also utilizes secondary data from journals, books, proceedings, review articles, websites, and reliable news sources.

B. Operational Definitions

In this study, the variables are adopted from previous research. Influencer Endorsement is measured using four indicators from Ref. [27]. Online Review is measured using five indicators from Ref. [17J. Brand Image is measured using seven indicators from Ref. [28]. Customer Trust

is measured using five indicators from Ref. [29] and Ref. [30]. Purchase Intention is measured using four indicators from Ref. [31], with a Likert scale ranging from 1 to 5.

C. Data Analysis Method

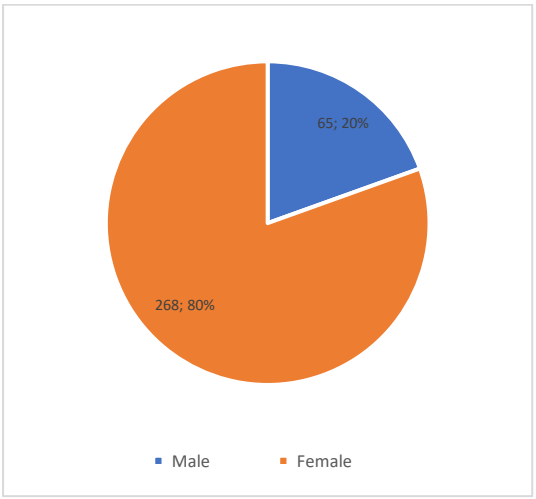
Before analyzing the data, an instrument test is conducted, including validity and reliability tests. The SmartPLS3 software is used in this study to conduct convergent and discriminant validity tests. Convergent validity is measured by the Average Variance Extracted (AVE) value, which should be at least 0.5. Discriminant validity is measured using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The higher the validity of the instruments in the study, the greater the accuracy of the measurements (Sekaran & Bougie, 2019). Reliability tests indicate that the instrument does not have errors under different measurement conditions [25]. Cronbach's Alpha and Composite Reliability (CR) methods are used to test the level of reliability; a value above 0.7 indicates reliability [26].

In this study, Structural Equation Modelling (SEM) statistical techniques are used for hypothesis testing using SmartPLS3 software. This technique allows for the examination and measurement of the complexity of relationships between variables. The study uses T-statistics, and if the t-test value is greater than 1.96 with a significance level of 5%, the hypothesis will be accepted [26].

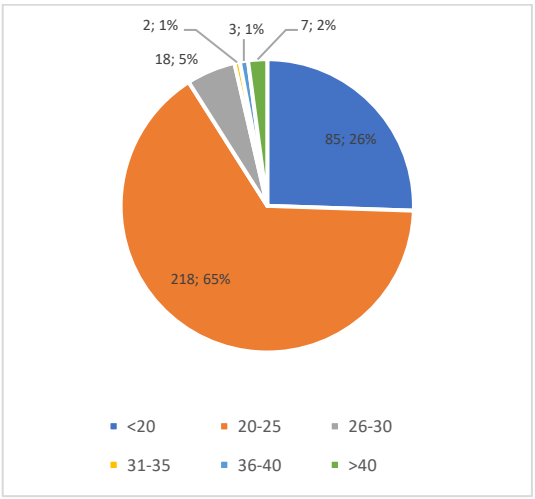
Results

A. Respondent Data

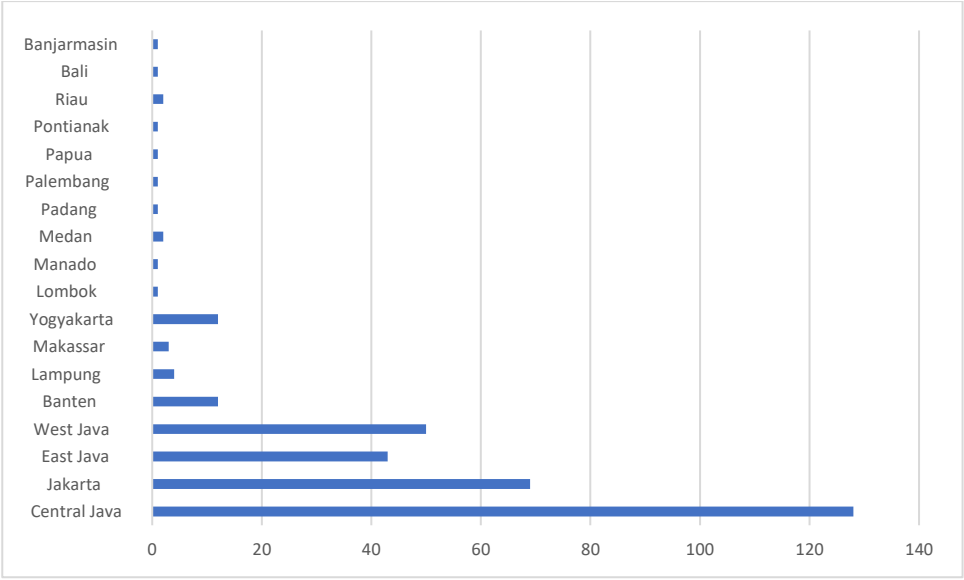
This study uses primary data from TikTok users throughout Indonesia, collected using LimeSurvey. Out of the 363 respondents collected, 333 passed the screening. The survey was distributed online through social media (Instagram, Twitter, and WhatsApp) using broadcast and personal chat techniques. The respondent profile is as follows.



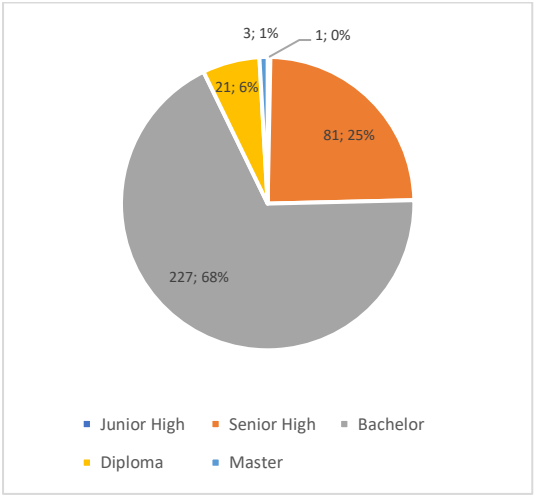
a. Gender

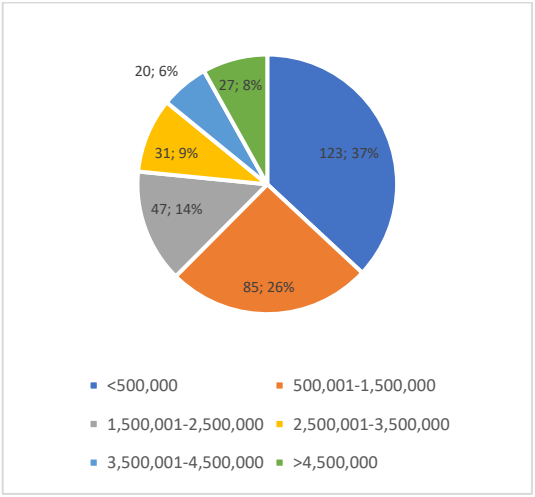


b. Age



c. Origin City





e. Education f. Monthly Income

Fig. 1. Respondent characteristics

Based on the data above, 80.5% of respondents are female, and 19.5% are male. The majority of respondents are aged 20-25 years, comprising 65.5%, followed by respondents under 20 years at 25.5%. Most respondents reside in Central Java (38.4%), followed by Jakarta (20.7%). Other regions include East Java, West Java, Banten, Lampung, Yogyakarta, and more. In terms of education, the majority of respondents have a Bachelor's degree (68.2%), followed by those with a Senior High School education (24.3%). Lastly, the highest income category is respondents earning less than 500,000 (36.9%), followed by those earning 500,001-1,500,000 (25.5%).

B. Instrument Testing

Before data analysis, the research instruments were tested for reliability and validity using PLS-SEM in SmartPLS software. The testing includes three stages: internal consistency reliability, convergent validity, and discriminant validity.

Table 1. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Image	0.871	0.901	0.566
Customer Trust	0.865	0.903	0.651
Influencer Endorsement	0.857	0.902	0.698
Online Customer Review	0.819	0.872	0.580
Purchase Intention	0.784	0.861	0.608

Table 1 shows the reliability test results using Cronbach's alpha. If the Cronbach's alpha is above 0.7 and the Composite Reliability is ≥0.70, the variable is considered reliable. All variables in this study meet the reliability criteria, indicating no measurement errors [25].

Table 2. Outer Loadings

Variable	Indicator	Brand Image	Customer Trust	Influencer Endorsement	Online Customer Review	Purchase Intention	AVE
Brand Image	BI1	0.780					0.566
	BI2	0.767					
	BI3	0.773					
	BI4	0.764					
	BI5	0.683					
	BI6	0.789					
	BI7	0.701					
Customer Trust	CT1		0.721				0.651
	CT2		0.797				
	CT3		0.838				
	CT4		0.840				
	CT5		0.832				
Influencer Endorsement	IE1			0.812			0.698
	IE2			0.877			
	IE3			0.834			
	IE4			0.819			
Online Customer Review	OCR1				0.745		0.580
	OCR2				0.819		
	OCR3				0.605		
	OCR4				0.796		
	OCR5				0.822		
Purchase Intention	PI1					0.774	0.608
	PI2					0.735	
	PI3					0.852	
	PI4					0.752	

For outer loading values (Table 2), most indicators have values above 0.7, with two indicators slightly below 0.7 but still above 0.6, which are considered acceptable [26]. This indicates that

all items are valid. Construct validity is evaluated by measuring the Average Variance Extracted (AVE). To meet the criteria, the AVE value must be equal to or greater than 0.5. According to the research data, all variables have AVE values above 0.5, with Brand Image at 0.566, Customer Trust at 0.651, Influencer Endorsement at 0.698, Online Customer Review at 0.580, and Purchase Intention at 0.608. Thus, all variables demonstrate convergent validity.

Table 3. Discriminant Validity Fornell-Larcker Criterion

	Brand Image	Customer Trust	Influencer Endorsement	Online Customer Review	Purchase Intention
Brand Image	0.752				
Customer Trust	0.515	0.807			
Influencer Endorsement	0.439	0.369	0.836		
Online Customer Review	0.427	0.408	0.589	0.762	
Purchase Intention	0.577	0.565	0.502	0.517	0.780

To assess discriminant validity, the Fornell-Larcker Criterion is used (See Table 3), which determines if an indicator is a good measure based on the guideline that each indicator should correlate highly with its construct alone. Discriminant validity in this study is analyzed by comparing the square root of the AVE with the correlations among the constructs in the model. As seen in the table above, all Fornell-Larcker Criterion values for each variable are greater than their respective AVE values, thus all variables are declared valid. For instance, the Fornell-Larcker Criterion value for Brand Image is 0.752, with an AVE value of 0.566, and for Customer Trust, the Fornell-Larcker Criterion value is 0.807, with an AVE value of 0.651. Therefore, it can be concluded that all constructs meet the validity criteria and further analysis can proceed.

C. Model Testing

Evaluating the inner model is necessary to describe the relationship between exogenous and endogenous latent variables. This analysis ensures an accurate structural model. See Table 4 for the results.

Table 4. Path Coefficient Test

	Original Sample (O)
Brand Image -> Customer Trust	0.398
Customer Trust -> Purchase Intention	0.565
Influencer Endorsement -> Customer Trust	0.081
Online Customer Review -> Customer Trust	0.190

Path coefficients are weak if they are close to 0, and strong or positive when close to 1. Based on the table above, it can be seen that all variables have positive correlations, although their

values vary. The highest value is the correlation between Customer Trust and Purchase Intention at 0.565, while the lowest is between Influencer Endorsement and Customer Trust at 0.081.

Furthermore, the R-Square value for the combined influence of Influencer Endorsement, Online Customer Reviews, and Brand Image on Customer Trust is 0.313, with an adjusted R-Square value of 0.307. This indicates that all exogenous constructs (Influencer Endorsement, Online Customer Reviews, and Brand Image) collectively affect Customer Trust by 30.7%. Since the adjusted R-Square value is more than 0.33 but less than 0.67, the influence is considered moderate.

Meanwhile, the R-Square value for the combined influence of Influencer Endorsement, Online Customer Reviews, Brand Image, and Customer Trust on Purchase Intention is 0.319, with an adjusted R-Square value of 0.317. This means that all exogenous constructs collectively affect Purchase Intention by 31.7%. Similarly, since the adjusted R-Square value is more than 0.33 but less than 0.67, the influence is considered moderate.

In terms of the F-Square values, Customer Trust has a significant effect on Purchase Intention as its value is greater than 0.35. Brand Image has a medium effect on Customer Trust, with values between 0.15 and 0.35. Online Customer Review has a small effect on Customer Trust, with values between 0.02 and 0.15. The influence of Influencer Endorsement on Customer Trust is negligible as its value is less than 0.02.

D. Structural Model and Hypothesis Testing

After conducting the instrument testing, the following section explains the structural model analysis to test the previously proposed hypotheses. The results of the PLS-SEM analysis are presented in Table 5.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Notes
Brand Image -> Customer Trust	0.398	0.393	0.052	7.728	0.000	Significant
Influencer Endorsement -> Customer Trust	0.081	0.088	0.063	1.301	0.194	Not Significant
Online Customer Review -> Customer Trust	0.190	0.199	0.065	2.908	0.004	Significant
Customer Trust -> Purchase Intention	0.565	0.571	0.037	15.218	0.000	Significant

From the table above, it can be seen that the t-test value for the hypothesis testing of the effect of Brand Image on Customer Trust is 7.728 with a p-value of 0.000. With a confidence level of 95% and a t-test standard of 1.96, the relationship between Brand Image and Customer Trust is significant because the t-test value is greater than 1.96 and the p-value is below 0.05. Therefore, it can be concluded that the hypothesis that Brand Image affects Customer Trust is accepted.

For the hypothesis testing of the effect of Influencer Endorsement on Customer Trust, the t-test value is 1.301 with a p-value of 0.194. With a confidence level of 95% and a t-test standard of 1.96, the relationship between Influencer Endorsement and Customer Trust is not significant because the t-test value is less than 1.96 and the p-value is above 0.05. Therefore, it can be concluded that the hypothesis that Influencer Endorsement affects Customer Trust is not accepted.

For the hypothesis testing of the effect of Online Customer Review on Customer Trust, the t-test value is 2.908 with a p-value of 0.004. With a confidence level of 95% and a t-test standard of 1.96, the relationship between Online Customer Review and Customer Trust is significant because the t-test value is greater than 1.96 and the p-value is below 0.05. Therefore, it can be concluded that the hypothesis that Online Customer Review affects Customer Trust is accepted.

For the hypothesis testing of the effect of Customer Trust on Purchase Intention, the t-test value is 15.218 with a p-value of 0.000. With a confidence level of 95% and a t-test standard of 1.96, the relationship between Customer Trust and Purchase Intention is significant because the t-test value is greater than 1.96 and the p-value is below 0.05. Therefore, it can be concluded that the hypothesis that Customer Trust affects Purchase Intention is accepted.

Table 6. Mediation Effects

Independent	Mediation	Dependent	P1	P2	P3	Conclusion
Brand Image	Customer Trust	Purchase Intention	7.709	5.424	6.103	Complementary (partial mediation)
			Significant	Significant	Significant	
Influencer Endorsement	Customer Trust	Purchase Intention	1.330	5.424	2.911	Direct only (no mediation)
			Not Significant	Significant	Significant	
Online Customer Review	Customer Trust	Purchase Intention	2.570	5.424	396	Complementary (partial mediation)
			Significant	Significant	Significant	

From Table 6, Customer Trust acts as complementary partial mediation in the relationship between Brand Image and Purchase Intention because P1, P2, and P3 are significantly positive. However, in the relationship between Influencer Endorsement and Purchase Intention, Customer Trust does not act as a mediator (direct only) because P1 is not significant while P2 and P3 are significant. In the relationship between Online Customer Review and Purchase Intention, Customer Trust acts as complementary partial mediation because P1, P2, and P3 are significantly positive.

Discussion

This study contributes to the literature by examining the effects of Influencer Endorsements, Online Customer Reviews, and Brand Image on Trust directly and Purchase Intention indirectly in the context of online shopping on TikTok Shop. The findings indicate that Influencer Endorsements do not have a significant direct effect on Trust and do not have a significant indirect effect on Purchase Intention. This suggests that numerous factors influence the effectiveness of influencer endorsements, making their impact on purchasing decisions non-absolute. One prominent factor is credibility. The credibility of a source of information is crucial in the decision-making process [32]. When influencers can represent brand identity, they are more effective in conveying information and are perceived as more credible in persuasively delivering advertisements [33]. One way to gauge an influencer's credibility is by their number of followers, but this is not always determinative [34].

Influencer endorsements can be effective and enhance brand presence and sales if the products they promote align with their image. When a brand matches the personality of an influencer, the influencer appears more trustworthy and convincing. Influencers also appear more confident and effective in delivering their messages. The identity of the influencer affects the response generated, which influences consumer engagement [35]. However, many brands still overlook this and choose influencers based solely on their rising popularity. Moreover, not all influencers can be influential because the extent to which consumers are familiar with them also matters. Using well-known influencers can generate purchase intentions but does not necessarily lead to positive attitudes toward the brand [36]. This is because influencers promote many brands, leading to bias against already existing attitudes towards other brands. By maintaining originality, influencers can develop a unique identity and become key opinion leaders.

In contrast, Online Customer Reviews have a significant direct effect on Trust and a significant indirect effect on Purchase Intention. Online Customer Reviews can be written by anyone, making them genuinely come from real customers. Customers can provide reviews in the form of text, photos, or videos, serving as testimonials for the purchased products. Photos

in product listings tend to be less realistic because they are taken professionally and edited, whereas customer photos are unedited and taken in real-life contexts.

These results align with previous research by Ref. [37], which found that textual reviews play a crucial role in expressing consumer opinions, while image reviews clarify or enhance consumer understanding of ambiguous products. Additionally, research by Ref. [38] indicates that numerical ratings, commonly known as star ratings or scores, influence customer decision-making. Online customer reviews enhance interaction between companies and consumers, making transactions more trustworthy and easier, consistent with Ref. [39] findings that social media platforms can boost shopping success. This relationship is also consistent with findings by Ref. [29], which explain that trust is a key mechanism for promoting successful transactions by reducing distrust.

Furthermore, the study found that Brand Image has a significant direct effect on Trust and a significant indirect effect on Purchase Intention. Brand Image is the most crucial factor positively influencing purchase intention, consistent with research by Ref. [11]. Building brand awareness can drive consumer purchase intentions. In determining trust, brand image is important as it reflects the brand's attractiveness and value. The results are consistent with studies by Ref. [30] showing that consumers tend to choose well-known brands that dominate the market niche because they trust those brands.

Brand image plays a vital role in determining whether a brand can sustain and be well-received by the market. It also serves as the personality of a brand, strengthening the company's mission. The brand image creates an impression in the eyes of consumers, becoming a company's hallmark and guiding its direction. According to Ref. [40], consumers will purchase products that align with their personality. Therefore, to strengthen consumer trust, brands must have a clear and positive brand image, so many customers will feel it aligns with their personality. Research by Ref. [41] found that 64% of consumers say that sharing values with a company is the main reason for trusting and wanting a relationship with a brand.

Trust also has a significant impact on purchase intention, as found in previous studies by Ref. [4] and Ref. [8]. Enhancing the trust relationship with consumers increases perceived value, ultimately strengthening their purchase intentions. Trust is a well-known determinant in decision-making. It plays a crucial role in transactions, especially regarding risk and uncertainty. In online shopping and e-commerce, trust is paramount because consumers will not transact if they do not trust the seller [13]. This is consistent with Ref. [42], who states that trust is the most crucial factor in online shopping.

Trust can be gained by providing complete and credible information to customers [43]. Information that enhances trust can include reviews, testimonials, clear product images, and descriptions. Additionally, building trust is important as it can lead to repeat purchases [44]. In online purchases, the risk is higher, so when consumers trust a product, they are likely to reduce risk by making repeat purchases from the same store that satisfied them. Trust can also be increased by maintaining communication with customers, as it reduces doubt.

The t-test results indicate that Brand Image has the strongest influence among the variables. Consumers in this study have more trust in the brand image of the product itself than in other consumers' reviews or influencer endorsements. A strong brand image reduces uncertainty, making the product more credible and trustworthy. Additionally, a good brand image fosters loyalty, so loyal customers are less influenced by reviews and influencer endorsements. On the other hand, Influencer Endorsement has the lowest t-test value, indicating that influencer endorsements on social media or online shopping platforms do not significantly impact consumer trust. This is because influencers promote many products, leading to trust bias, and consumers are aware that influencers are paid to promote products, unlike honest customer reviews. This aligns with affiliate marketing, where individuals are paid or earn commissions for selling a company's products.

Conclusion

Online Customer Reviews have a direct impact on Trust and an indirect impact on Purchase Intention. This suggests that consumers still heavily rely on reviews from previous buyers when shopping online. Businesses should pay attention to these reviews to enhance their brand image and influence sales. Brand Image directly affects Trust and indirectly influences Purchase Intention. A strong brand image boosts consumer trust in a product. Therefore, businesses should cultivate a positive brand image to encourage purchases. Influencer Endorsements do not have a significant impact on Trust or Purchase Intention. This lack of effect is attributed to factors such as the influencer’s credibility, alignment with the product, and the potential bias from promoting multiple products. The trust serves as a partial mediator between Brand Image and Purchase Intention, as well as between Online Customer Reviews and Purchase Intention. However, Trust does not mediate the relationship between Influencer Endorsements and Purchase Intention.

For practical implications, businesses should leverage online customer reviews to build trust and influence purchase intentions. They should also focus on developing a strong brand image since it remains crucial for consumer trust and purchasing decisions. While influencer endorsements may not significantly affect trust or purchase intention, they can still play a role

in making products more visible and appealing, provided influencers align with the product's personality and have a good image.

Future research could explore additional variables specific to TikTok, such as video content quality, duration, type, and upload schedule. Further studies could also identify TikTok user demographics in Indonesia for more targeted results. Experimental research methods could offer deeper insights into the direct effects of influencer endorsements, online customer reviews, and brand image on trust and purchase intention. Direct observation might also provide more accurate cause-and-effect relationships.

Conflict of Interest

The authors declare that there is no conflict of interest.

References

[1] *Daftar Negara Paling Sering Belanja Online, Indonesia Peringkat ke-5 | Databoks*. (n.d.). Retrieved June 30, 2022, from https://databoks.katadata.co.id/datapublish/2022/02/14/daftar-negara-paling-sering-belanja-online-indonesia-peringkat-ke-5

[2] *The Social Commerce Landscape in Indonesia*. (n.d.). Retrieved June 30, 2022, from https://info.populix.co/articles/report/the-social-commerce-in-indonesia/

[3] Zhu, H., Yang, Z., Ou, C., Liu, H., & Davison, R. (2016). Investigating the Impacts of Recommendation Agents on Impulsive Purchase Behaviour. *ArXiv*.

[4] Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: Which one influences purchase intention more? *Heliyon*, *6*(11), e05543. https://doi.org/10.1016/j.heliyon.2020.e05543

[5] Kim, D. Y., & Kim, H.-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, *134*, 223–232. https://doi.org/10.1016/j.jbusres.2021.05.024

[6] Cheung, C. M. K., Lee, M. K. O., & Thadani, D. R. (2009). The imp act of positive electronic word-of-mouth on consumer online purchasing decision. *Visioning and Engineering the Knowledge Society: A Web Science Perspective: Second World Summit on the Knowledge Society, WSKS 2009, Proceedings*, 501–510. https://doi.org/10.1007/978-3-642-04754-1_51

[7] Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt? *Electron. Commer. Res. Appl.* https://doi.org/10.1016/j.elerap.2016.03.004

[8] Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, *56*, 225–237. https://doi.org/10.1016/j.chb.2015.11.057

[9] Ryu, K., Han, H., & Kim, T.-H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, *27*(3), 459–469. https://doi.org/10.1016/j.ijhm.2007.11.001

[10] Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*(1), 1–22. https://doi.org/10.1177/002224299305700101

[11] Aghekyan-Simonian, M., Forsythe, S., Suk Kwon, W., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, *19*(3), 325–331. https://doi.org/10.1016/j.jretconser.2012.03.006

[12] Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty. *International Journal of Economics and Management Sciences*, *1*, 73–79.

[13] Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on

trust antecedents. *Tourism Management*, *47*(C), 286–302.
[14] Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, *34*, 10–18. https://doi.org/10.1016/j.jretconser.2016.09.005
[15] Philip Kotler, K. L. K. (2009). *A Framework for Marketing Management -4/E*. Pearson Education.
[16] Albayrak, T., Caber, M., & Çömen, N. (2016). Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention. *Tourism Management Perspectives*, *18*, 98–106. https://doi.org/10.1016/j.tmp.2016.01.007
[17] Wang, J.-J., Wang, L.-Y., & Wang, M.-M. (2018). Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation. *Electronic Commerce Research and Applications*, *28*, 54–62. https://doi.org/10.1016/j.elerap.2018.01.011
[18] Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention. *Journal of Research in Interactive Marketing*. https://doi.org/10.1108/jrim-06-2018-0080
[19] Kitterman, T. (2021, December 30). 5 influencer marketing predictions for 2021. *PR Daily*. https://www.prdaily.com/5-influencer-marketing-predictions-for-2021/
[20] Castellano, S., & Dutot, V. (2017). Investigating the Influence of E-Word-of-Mouth on E-Reputation. *International Studies of Management & Organization*, *47*(1), 42–60. https://doi.org/10.1080/00208825.2017.1241088
[21] Lau, G. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*. https://www.academia.edu/58644225/Consumers_trust_in_a_brand_and_the_link_to_brand_loyalty
[22] Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Komarova Loureiro, Y., & Solnet, D. (2013). Understanding Generation Y and their use of social media: A review and research agenda. *Journal of Service Management*, *24*(3), 245–267. https://doi.org/10.1108/09564231311326987
[23] Hair, N., Clark, M., & Shapiro, M. (2010). Toward a Classification System of Relational Activity in Consumer Electronic Communities: The Moderators' Tale. *Journal of Relationship Marketing*, *9*(1), 54–65. https://doi.org/10.1080/15332660903552238
[24] Wang, Y., & Chaudhry, A. (2018). When and how Managers' Responses to Online Reviews Affect Subsequent Reviews. *Journal of Marketing Research*, *55*(2), 163–177. https://doi.org/10.1509/jmr.15.0511
[25] Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach*. Wiley. https://openlibrary.telkomuniversity.ac.id/home/catalog/id/155793/slug/research-methods-for-business-a-skill-building-approach.html
[26] Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
[27] Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, *30*, 460–476. https://doi.org/10.1108/02634501211231946
[28] Lin, Y.-H., Lin, F.-J., & Wang, K.-H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, *132*, 744–752. https://doi.org/10.1016/j.jbusres.2020.10.054
[29] Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, Satisfaction, and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-Commerce Institutional Mechanisms. *MIS Quarterly*, *38*(2), 407- A9.
[30] Chen, Y.-H., & Barnes, S. (2007). Initial trust and online buyer behavior. *Industrial Management and Data Systems*, *107*, 21–36. https://doi.org/10.1108/02635570710719034
[31] Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, *20*(4), 210–218. https://doi.org/10.1016/j.apmrv.2015.03.005
[32] Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, *70*, 103149. https://doi.org/10.1016/j.jretconser.2022.103149
[33] Biswas, D., Biswas, A., & Das, N. (2006). The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions. The Role of Consumer Knowledge, Perceived Congruency, and Product Technology Orientation. *Journal of Advertising*, *35*(2), 17–31. https://doi.org/10.1080/00913367.2006.10639231
[34] Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: The impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, *36*(3–4), 248–278.

https://doi.org/10.1080/0267257X.2020.1718740
[35] Hu, L., Min, Q., Han, S., & Liu, Z. (2020). Understanding followers' stickiness to digital influencers: The effect of psychological responses. *International Journal of Information Management*, *54*, 102169. https://doi.org/10.1016/j.ijinfomgt.2020.102169
[36] McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, *32*, 39–45. https://doi.org/10.1016/j.jretconser.2016.05.012
[37] Tran, L. T. T. (2020). Online reviews and purchase intention: A cosmopolitanism perspective. *Tourism Management Perspectives*, *35*, 100722. https://doi.org/10.1016/j.tmp.2020.100722
[38] Xie, K. L., Chen, C., & Wu, S. (2016). Online Consumer Review Factors Affecting Offline Hotel Popularity: Evidence from Tripadvisor. *Journal of Travel & Tourism Marketing*, *33*(2), 211–223. https://doi.org/10.1080/10548408.2015.1050538
[39] Sohn, S. (2017). A contextual perspective on consumers' perceived usefulness: The case of mobile online shopping. *Journal of Retailing and Consumer Services*, *38*, 22–33. https://doi.org/10.1016/j.jretconser.2017.05.002
[40] Schiffman, L. G. (2008). *Perilaku Konsumen Edisi Ketujuh*. Indeks.
[41] Karen Freeman, P. S. and A. B. (2012, May 23). Three Myths about What Customers Want. *Harvard Business Review*. https://hbr.org/2012/05/three-myths-about-customer-eng
[42] Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, *33*(3), 453–463. https://doi.org/10.1016/j.ijinfomgt.2013.02.003
[43] Yeap, J. A. L., Ignatius, J., & Ramayah, T. (2014). Determining consumers' most preferred eWOM platform for movie reviews: A fuzzy analytic hierarchy process approach. *Computers in Human Behavior*, *31*, 250–258. https://doi.org/10.1016/j.chb.2013.10.034
[44] Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, *53* (4), 835–845. https://doi.org/10.1016/j.dss.2012.05.021

Authors



Harnung Indah Permatasari is a Master's Degree in Defense Management at the Indonesian Defense University. She is a dedicated Content Creator at the Center for Fintech and Banking (UNS Fintech Center), where she leverages her expertise to produce engaging and informative content. Additionally, she serves as an SME mentor at the Kamar Dagang dan Industri (Kadin) Surakarta, an SME Mentor at Kominfo, a User Relation at Campaign #ForABetterWord, and a Community Development at Plastic Bank Indonesia in 2024. Her professional journey also includes a role in Social Media Marketing at Adadiuns, where she applies her marketing skills to enhance brand presence and engagement. Her academic and professional achievements have been recognized with scholarships from Generasi Baru Indonesia (GenBI) in both 2021 and 2022. (email: harnungindahp@gmail.com).



Dr. Lilik Wahyudi is a distinguished Lecturer at Universitas Sebelas Maret, Indonesia, specializing in Marketing Management. In addition to his academic role, he is the Founder of Watase UAKE, an initiative focused on advancing marketing practices and strategies. His expertise includes marketing strategy, consumer behavior, and market analysis, and he is dedicated to contributing valuable insights to both academic and professional communities through his teaching, research, and entrepreneurial endeavors. (email: lilik.wahyudi@staff.uns.ac.id).