

CHAPTER I

INTRODUCTION

1.1 Background

E-commerce in Indonesia is currently experiencing rapid growth, which can be seen from the increase in the number of e-commerce service users in the country (Suharto et al., 2023). According to data from DataIndonesia.id taken from Statista, the e-commerce sector shows a positive development in the frequency of service usage in Indonesia from 2017 to 2023 (ES et al., 2021). The number of e-commerce users in Indonesia in 2017 reached 139 million, and increased by 10.8% to 154.1 million users the following year, the number of e-Commerce users in Indonesia in 2024 reached 208.55 million, and this figure is predicted to continue to increase to reach 244.67 million users in 2027.

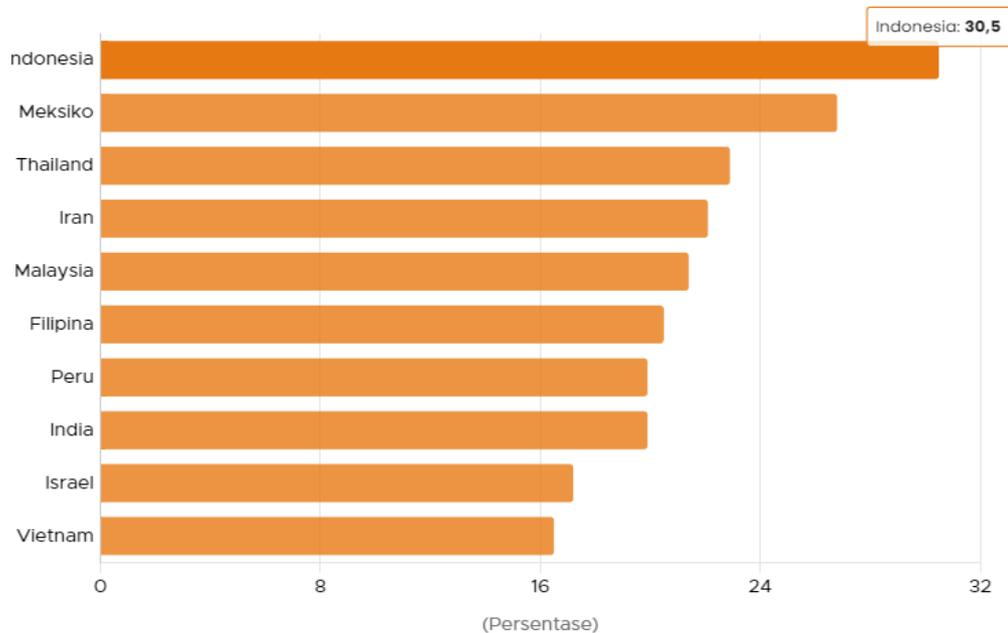


Figure 1.1 Top 10 Projected Countries for E-Commerce Growth 2024
Source: goodstats.id, 2024

As can be seen in Figure 1.1, Indonesia is the country with the highest E-Commerce growth globally of 30.5%, three times the average e-commerce growth in 2024, which is believed to grow by 10.4%. The growth of e-commerce is expected to continue in the next few years, as more and more companies switch to this sector (Alfiyahsari et al., 2023). With social media, online business people can expand their reach in the e-commerce sector and interact directly with customers who use the platform.

In a study conducted by Yanizon et al. (2019), the most popular social media in various circles in 2020 was TikTok. TikTok is a social media platform that can be used by individuals and companies to make sales. Currently, TikTok is experiencing positive growth as a marketing tool. TikTok social media provides a feature called TikTok Shop. TikTok Shop is part of the TikTok platform that allows buying and selling transactions and shopping activities directly through the application. With this feature, business people can expand their reach, and this feature also affects consumer buying interest (Asshidqi & Yuliana, 2023). TikTok Shop is increasingly popular among online consumers in Indonesia, even starting to compete with several leading e-commerce platforms such as Shopee and Tokopedia. This is corroborated by data from the International Trade Administration 2024 which makes a significant contribution to Gross Merchandise Value (GMV), one of which is TikTok Shop with a GMV of USD 2.6 Billion (Santia, 2024).

Currently, the cosmetics sector is showing significant growth. Based on the report of the Indonesian Information Portal, the Indonesian cosmetics market is projected to increase from 913 businesses in 2022 to 1,010 businesses in 2023, with a growth of 21.9%. In addition, the national cosmetics sector is also successful in terms of exports, with the total export value of perfumes, essential oils, and cosmetics reaching USD 770.8 million in 2023. This shows that along with the company's progress, cosmetics sales in Indonesia are also increasing. Cosmetics include a variety of facial care products, including *skincare*, *treatment*, and *makeup*. These products are designed to cleanse, beautify, and care for appearance, and are divided into two categories based on function, namely *skincare* and *makeup*. *Makeup* aims to improve the appearance of the skin, while *skincare* is focused on maintaining skin health and hygiene (Tranggono, 2007). One of the current local cosmetics companies is Glad2Glow.

Glad2Glow is a local skincare brand that focuses on providing affordable and functional skincare products, particularly for young consumers. The products are widely marketed through social media platforms, especially TikTok Shop, which has become one of the most

popular online shopping channels in Indonesia. Consumers are increasingly attracted to skincare products such as Glad2Glow due to their perceived effectiveness, affordable prices, and positive reviews shared by other users on social media. TikTok Shop allows potential buyers to access product demonstrations, customer reviews, and influencer recommendations, which play an important role in shaping purchase intention. Glad2Glow has 3 product categories, namely makeup, skincare, and body care. Currently, Glad2Glow sales on TikTok Shop reach \pm 2.6 million sales with a rating of 4.6 out of 5, and the price per product item is less than Fifty Thousand Rupiah, Glad2Glow is able to compete closely with other local cosmetic products.

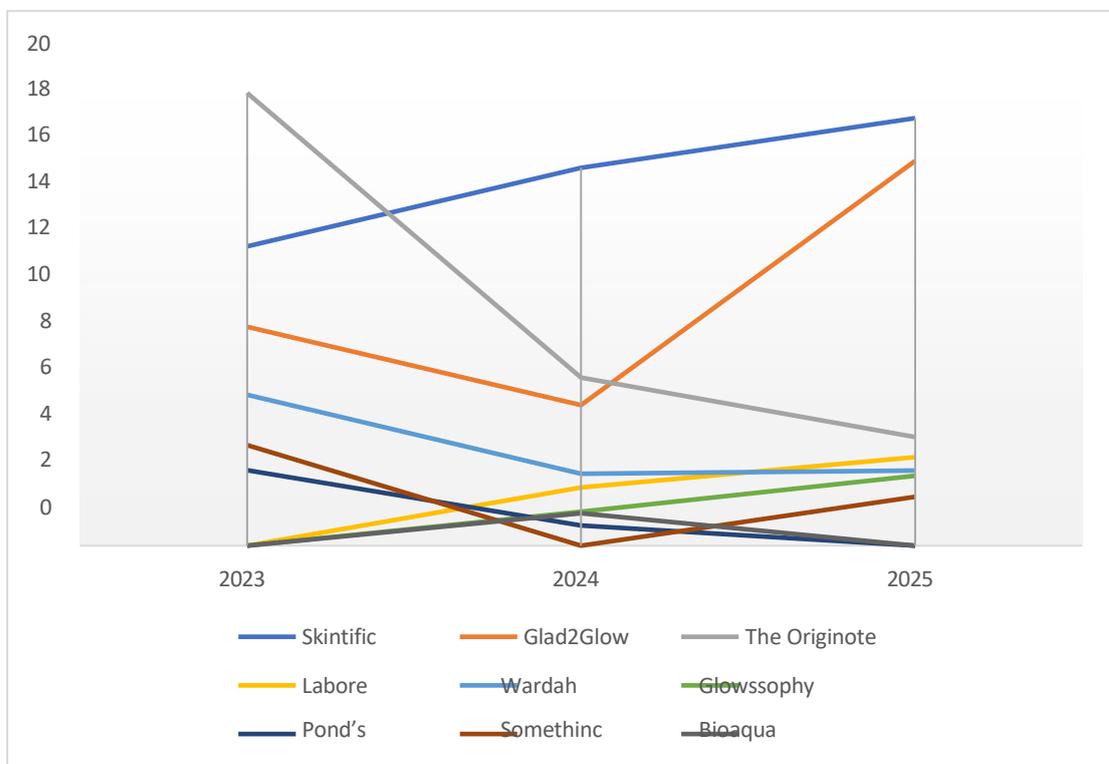


Figure 1.2 Market share data of skincare product sell in e-commerce
Source : Data processed by the Author 2025

Based on market share data on the sale of skincare products in e-commerce in the period 2023 to 2025, it can be seen that there are significant competition dynamics between brands. The graph shows that Skintific has consistently experienced an increase in market share from 12% in 2023 to 17% in 2025, indicating a strong marketing strategy and success in maintaining consumer

loyalty. Meanwhile, the Glad2Glow brand underwent an interesting change, where there was a decline in 2024 (5.5%) but a sharp jump to 15% in 2025. The rapid increase experienced by Glad2Glow is allegedly closely related to optimizing the use of digital platforms, especially TikTok Shop @Glad2glow_Indo, which aggressively utilizes the power of electronic word-of-mouth (e-WOM) and consumer rating. Consumers tend to trust reviews and recommendations from other users before making a purchase. In this context, trust is an important aspect formed through repeated exposure to positive information on digital platforms, and ultimately encourages buying interest. In contrast, brands like The Originote have seen a significant decline from 18% to just 4% in the last three years. This reinforces the argument that in today's digital age, the success of a brand is not only determined by the quality of the product, but also by how effectively the brand builds interaction and trust through social media platforms and community-based e-commerce. These findings are an important foundation for this study, which aims to examine in more depth how e-WOM and consumer ratings influence buying interest, with trust as an intervening variable that bridges the relationship.

Cosmetics are the main choice for taking care of the face, and customers can choose the appropriate products. In the decision-making process, consumers already understand the necessary needs and desired desires. When buying, they face problems related to unfulfilled needs and desires. After realizing the problem, consumers gather relevant information. From the information obtained, they will assess various alternatives, then make a decision to buy, and finally evaluate the behavior after purchasing the product (Keller, 2016). Today, many new products appear on the market with the content of potentially harmful substances, which can damage the skin. Therefore, consumers tend to choose face and body care products very selectively, this will also affect the purchase decision of a product.

Information is the main basis for the desired product to meet expectations. Information also plays an important role in building marketing communication between consumers and companies (Sari et al., 2022). Consumers' hesitancy to make purchases caused by various problems in online shopping is an obstacle to the growth of e-commerce (Dachyar, 2017). One of the online marketing

communication strategies that can be used by consumers is through Electronic Word of Mouth (e-WOM). One form of eWOM is online reviews, which consist of ratings and comments made and posted by the end users of the product who have purchased it and used it. It is a credible source for consumers. Through online reviews, various customers share their shopping experiences and rate them according to their experience. Online reviews are an important component of online shopping decisions. One type of review is ratings. The higher the rating of a product, the greater the chance of attracting buying interest.

Rating is a form of review in which consumers convey their opinions or evaluations through star symbols. Products that received positive ratings from previous consumers tended to have higher values, which in turn could increase consumer confidence in the product (Ichsan, Jumhur, Hum, & Dharmoputra, 2018). The rating dimension is buying interest and trust (Kotler & Keller, 2015), (Vodicka, 2006).

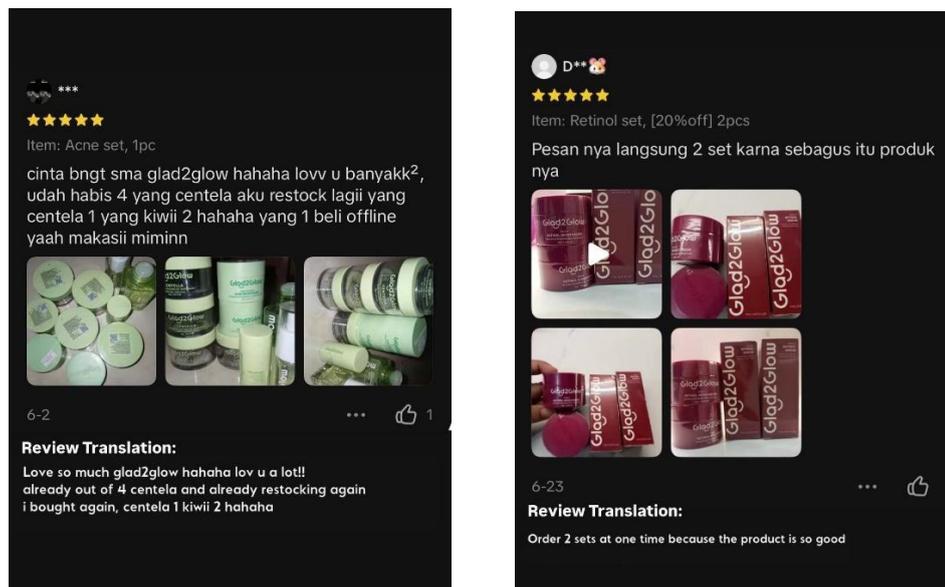
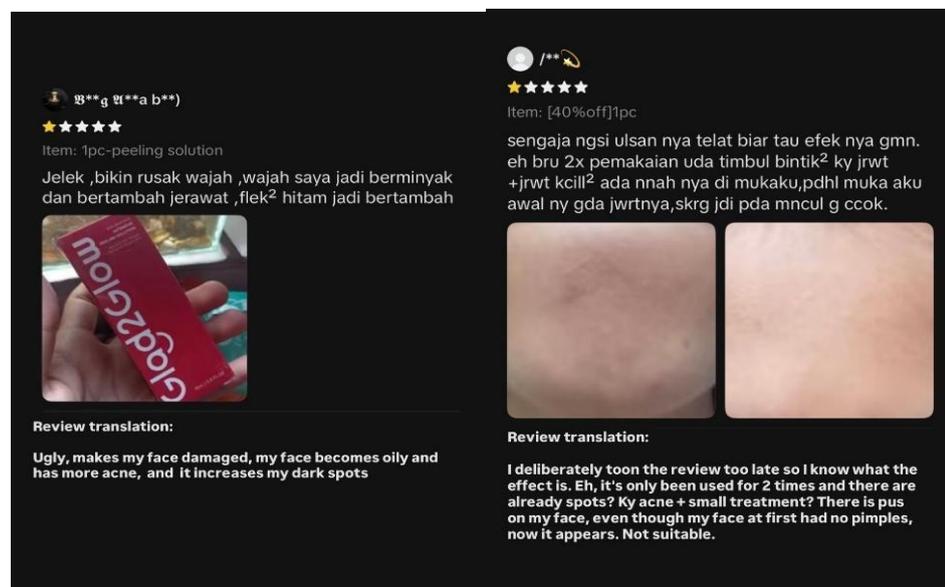


Figure 1.3 Good Consumer Reviews at Tiktokshop/@Glad2glow_Indo
Source : Data processed by the Author 2025

Along with the increasing role of social media and e-commerce in daily life, customer reviews are one of the main sources of information that influence purchasing decisions. In the context of local skincare products such as

Glad2Glow, the influence of electronic word-of-mouth (e-WOM) and ratings is very evident from the high enthusiasm of customers who voluntarily share their positive experiences. As shown in the two testimonials in the TikTok Shop platform, customers give a maximum rating (5 stars) accompanied by statements that indicate a high level of satisfaction. In the first review, consumers said that they had repurchased four times for Centella product variants, reflecting the brand's high level of loyalty and trust. These reviews are accompanied by product photos that reinforce the authenticity of the user experience. The second review shows the behavior of buying directly in large quantities (two sets at a time), which indicates that consumers feel confident in the quality of the product from the start. These two testimonials show how content based on real consumer experiences is able to build positive perceptions and create a powerful psychological effect for other potential buyers. This phenomenon is in line with the concept that consumer reviews and ratings act as an information stimulus that strengthens perceived trust and encourages buying interest. In other words, the more positive reviews a brand receives on a digital platform, the more likely it is that new consumers will feel confident and motivated to buy. Therefore, the aspects of e-WOM and rating are important variables in forming buying interest, as the focus of this study.



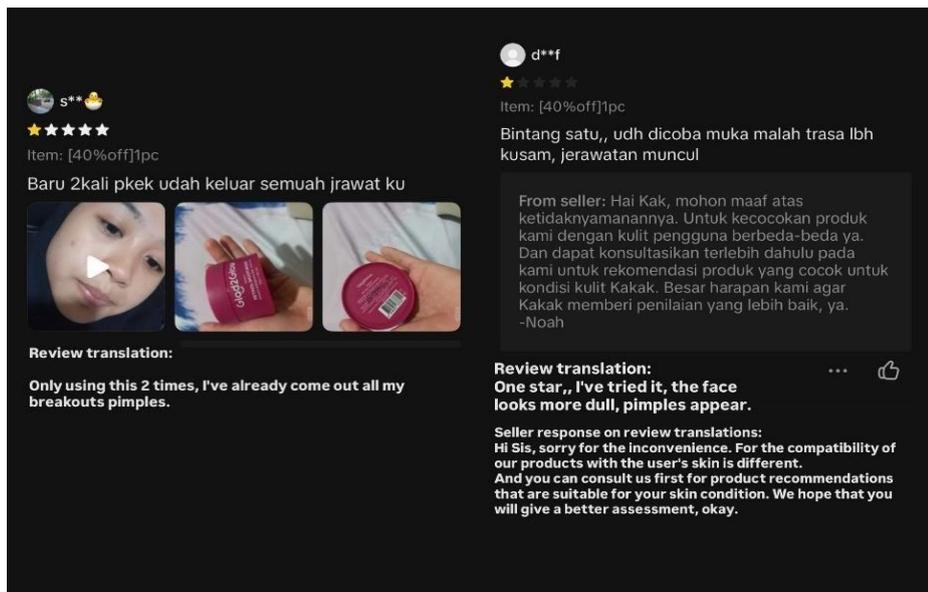


Figure 1.4 Bad Consumer Reviews at Tiktokshop/@Glad2glow_Indo
Source : Data processed by the author 2025

While positive reviews can have a big impact on increasing buying interest, it is undeniable that negative reviews also have a significant influence on consumer perception. Based on several testimonials from users of Glad2Glow products on the TikTok Shop platform, there are a number of reviews with low ratings (1 to 3 stars), which reflect the unsatisfactory experience of the product. Some users complained about the side effects they felt, such as the appearance of new acne, oilier skin, increased dark spots, and duller skin. These reviews not only contain verbal assessments, but are also supported by images of the user's face and the product used, which reinforces the authentic and credible impression of the testimonial. Negative reviews like this have the potential to greatly influence other potential consumers who are considering buying a product. Even if a product gets a lot of positive reviews, the existence of some negative reviews can still raise doubts, especially if consumers feel that there is a risk that does not match their expectations or skin type. In this context, trust plays a crucial role as a psychological filter in responding to information received from the digital environment. Consumers who already have a high level of trust in a brand tend to be more tolerant of negative reviews, and still consider a purchase. On the other hand, for consumers who do not have strong brand trust, negative information like this can directly reduce their buying interest. Therefore, this study also emphasizes the importance of trust as an intervening variable that bridges the influence of

electronic word- of-mouth (e-WOM) and consumer ratings on buying interest. Without trust, the positive influence of e-WOM or high ratings may not have the maximum impact, or even be canceled by negative perceptions due to bad reviews circulating.

These reviews demonstrate that consumer trust can either be built or diminished solely through publicly shared opinions—even in brief comments. Therefore, it is important to examine how e-WOM and ratings influence purchase intention, with trust acting as a mediating variable in this relationship. From the results of the literature that the researcher conducted, in the study (Dachyar, 2017) it was stated that trust is one of the factors that affect consumer buying interest. In the study (Puspita, 2024), e-WOM has a positive and significant effect on buying interest both directly and through trust as an intervening variable. And in the results of the study (Savitri & Fauji, 2021) it was stated that e-WOM had a partial influence on buying interest, but not significantly, while ratings showed a partially significant influence on buying interest. However, simultaneously, e-WOM and rating have a significant influence on buying interest.

The rapid growth of TikTok Shop has encouraged consumers to rely heavily on electronic word of mouth (e-WOM) and consumer ratings when making online purchasing decisions, particularly for skincare products such as Glad2Glow. Previous studies suggest that positive reviews and high ratings generally increase consumers' purchase intention.

However, in practice, favorable e-WOM and consumer ratings do not always lead to actual purchase intention. Some consumers remain hesitant to buy skincare products despite receiving positive online information. This phenomenon indicates that online information alone may not be sufficient to explain consumers' purchasing behavior.

Several studies highlight the importance of trust as a key factor in online purchasing decisions, especially for skincare products that are directly related to personal health and appearance. Therefore, this study addresses the research gap by examining the role of trust in mediating the relationship between e-WOM, consumer ratings, and purchase intention toward Glad2Glow products on TikTok Shop.

To overcome the gap in this study, the Consumer Behavior Theory is used as the main theoretical framework to explain how and why consumers make purchase decisions based on various external and internal stimuli. This theory emphasizes that consumer decision-making is influenced by a combination of psychological, personal, social, and cultural factors (Schiffman & Kanuk, 2008). Psychological factors include motivation, perception, learning, beliefs, and attitudes, while personal factors relate to age, occupation, lifestyle, and economic situation. Social influences may involve reference groups, family, roles, and status, whereas cultural influences include culture, subculture, and social class. In the context of online shopping behavior, particularly on social commerce platforms such as TikTok Shop, consumer behavior is also highly influenced by digital communication cues, especially electronic word-of-mouth (e-WOM) and consumer ratings. These two factors often serve as perceived credible sources of information that help consumers evaluate product quality, brand trustworthiness, and seller reliability before making a purchase decision.

When a consumer reads detailed reviews or sees high product ratings, they may feel more confident and develop trust, which plays a key role in reducing perceived risk and increasing purchase intention. The importance of trust becomes even more prominent in online environments, where consumers do not interact directly with the product or seller. As a result, consumers rely more heavily on the experiences and opinions of others. This aligns with the assumptions of Consumer Behavior Theory, which highlights the role of perceived value, trust, and social influence in shaping consumption patterns.

From the description above, the researcher is interested in conducting a study entitled: "**The Impact of Electronic Word-of-Mouth and Consumer Ratings on the TikTok Shop @Glad2glow_Indo Platform Regarding Purchase Intentions, with Trust as a Mediating Variable**". This study aims to analyze how electronic word-of-mouth and consumer ratings affect buying interest in the beauty brand Glad2Glow, with a particular focus on trust as an intervening variable. By examining actual customer behavior on the TikTok Shop platform, especially among consumers in Semarang City, the research is expected to provide insights into how digital communication influences consumer decision-

making in the skincare market.

1.2 Problem Formulation

In recent years, the skincare industry in Indonesia has experienced rapid growth, along with the increasing trend of using social media as a means of promotion and marketing, especially through the TikTok Shop platform. One of the local brands that has experienced a significant increase is Glad2Glow. Based on the graph data above, it can be seen that the sales or existence of the Glad2Glow brand will decline in 2024, but will surge sharply again in 2025. Despite experiencing a significant surge in 2025, Glad2Glow's position is still unable to surpass Skintific as a market leader that has consistently increased from 2023 to 2025. On the other hand, some other brands such as The Originote experienced a drastic decline, while brands such as Somethinc, Labore, and Glowssophy showed slow but steady growth. This phenomenon raises questions about what factors actually affect the increase in consumer buying interest in certain products on TikTok Shop. In this context, electronic word-of-mouth (e-WOM) and consumer rating are two elements that play a very important role in shaping consumer perception and trust. This trust can then influence consumers' decisions in making purchases.

Based on the background that has been explained, the researcher formulates the problem in this study as follows:

1. How does e-WOM affect the buying interest of TikTok Shop consumers in @Glad2glow_Id products?
2. How does rating affect TikTok Shop consumers' buying interest in @Glad2glow_Id products?
3. How does e-WOM affect TikTok Shop consumer trust in @Glad2glow_Id products?
4. How do ratings affect TikTok Shop consumer trust in @Glad2glow_Id products?
5. How does trust affect the buying interest of TikTok Shop consumers in @Glad2glow_Id products?

1.3 Research Objectives

The objectives of this study are as follows:

1. To find out the influence of e-WOM on the buying interest of TikTok Shop consumers in @Glad2glow_Id products.
2. To find out the effect of ratings on the buying interest of TikTok Shop consumers in @Glad2glow_Id products.
3. To find out the influence of e-WOM on TikTok Shop consumer trust in @Glad2glow_Id products.
4. To find out the influence of ratings on TikTok Shop consumer trust in @Glad2glow_Id products.
5. To find out the influence of trust on the buying interest of TikTok Shop consumers in @Glad2glow_Id products.

1.4 Research Benefits

The researcher hopes to provide benefits in this study, namely:

1. For Academics: This research is expected to contribute to the development of marketing science, especially in the context of e-commerce and consumer behavior. The results of the study can be a reference for future research that discusses the influence of e-WOM and rating on buying interest.
2. For Companies: The findings of this study are expected to help Glad2Glow in understanding the factors that affect consumer buying interest. By knowing the influence of these factors, they can design a more effective marketing strategy to increase sales.
3. For Social: The results of the research are expected to contribute to the strengthening of the Glad2Glow online community, where consumers can share experiences and product recommendations. This can encourage positive interaction and support between consumers.

1.5 Theoretical Framework

1.5.1 E-Commerce Growth

The rapid expansion of e-commerce, especially in Indonesia, is essential for comprehending consumer behavior in the digital marketplace. As reported by Suharto et al. (2023), the number of e-commerce users in Indonesia rose significantly from 139 million in 2017 to 154.1 million in 2018, marking a growth

rate of 10.8%. This upward trend is anticipated to persist, with projections indicating that Indonesia will experience the highest e-commerce growth globally at 30.5% by 2024 (ES et al., 2021). The increased accessibility of the internet and the widespread use of smartphones have contributed to this growth, enabling consumers to shop online with greater ease.

Several factors significantly impact the growth of e-commerce, particularly in regions like Indonesia. Here are some key factors:

- a. **Increased Internet Penetration:** The rise in internet accessibility and smartphone usage has made online shopping more convenient for consumers. As reported, Indonesia saw a substantial increase in e-commerce users, indicating that more people are gaining access to online platforms (Suharto et al., 2023)
- b. **Consumer Trust:** Trust plays a crucial role in e-commerce. Factors such as electronic word of mouth (e-WOM) and online ratings influence consumer trust and, consequently, their buying interest. Positive reviews and high ratings can significantly enhance consumer confidence in purchasing products online (Sari et al., 2022; Gemilang & Laily, 2023)
- c. **Marketing Strategies:** Innovative marketing strategies, including social media marketing and targeted advertising, help businesses reach a broader audience. Companies that effectively engage with consumers through digital marketing can drive higher sales and customer loyalty (Alfiyahsari et al., 2023)
- d. **Consumer Behavior and Preferences:** Understanding consumer needs and preferences is vital. As consumers become more selective about the products they purchase, especially in categories like skincare, businesses must provide relevant information and quality assurance to meet these expectations (Keller, 2016)
- e. **Regulatory Environment:** Government policies and regulations regarding e-commerce can either facilitate or hinder growth. Supportive regulations can encourage investment and innovation in the e-commerce sector, while restrictive policies may limit market expansion.
- f. **Technological Advancements:** The development of secure payment systems,

logistics solutions, and user-friendly platforms enhances the overall shopping experience, making it easier for consumers to shop online. This technological evolution is crucial for sustaining e-commerce growth.

- g. **Competitive Landscape:** The presence of numerous competitors in the e-commerce space can drive innovation and improve service quality. Companies must continuously adapt to changing market dynamics to maintain their competitive edge.
- h. **Cultural Factors:** Cultural attitudes towards online shopping can influence e-commerce growth. In regions where online shopping is embraced, there tends to be a more robust e-commerce market.

These factors collectively contribute to the dynamic landscape of e-commerce, shaping its growth trajectory and influencing consumer behavior in the digital marketplace.

1.5.2 Consumer Behavior in E-Commerce

Various factors influence consumer behavior in e-commerce, particularly the decision-making process involved in online purchases. Keller (2016) describes a typical consumer decision-making journey that includes recognizing needs, gathering information, evaluating alternatives, making a purchase decision, and conducting a post-purchase evaluation. In the realm of skincare products, such as those from Glad2Glow, consumers tend to be especially discerning due to concerns regarding product safety and effectiveness. The potential presence of harmful substances in cosmetics prompts consumers to seek trustworthy information before making purchasing decisions, illustrating the value of informed consumer behavior.

Consumer behavior in e-commerce is shaped by numerous factors that affect how individuals approach their purchasing decisions online. Below are some of the primary factors influencing consumer behavior in this environment:

- a. **Trust and Credibility:** Trust is a critical element in online shopping. Consumers are more inclined to make purchases from websites they view as credible and reliable. Elements such as secure payment methods, transparent return policies, and favorable online reviews play a significant role in establishing trust (Sari et al., 2022)
- b. **Electronic Word of Mouth (e-WOM):** e-WOM, which encompasses online

- reviews and ratings, has a profound effect on consumer perceptions and decision-making. Positive reviews can boost a product's attractiveness, while negative feedback may dissuade potential buyers. Studies show that higher ratings are associated with increased buying interest (Gemilang & Laily, 2023)
- c. **User Experience:** The overall user experience on an e-commerce site, including aspects like website design, navigation, and usability, is vital in shaping consumer behavior. A well-structured website that offers a smooth shopping experience can result in higher conversion rates (Keller, 2016)
 - d. **Product Information:** Providing detailed and accurate product descriptions, images, and specifications is crucial for educating consumers and aiding their decision-making process. Shoppers often look for comprehensive information before making a purchase, particularly for items like skincare products, where safety and efficacy are paramount (Dachyar, 2017)
 - e. **Price Sensitivity:** Price significantly influences consumer choices. Shoppers frequently compare prices across various platforms to find the best deals. Factors such as discounts, promotions, and perceived value can sway their purchasing decisions.
 - f. **Social Influence:** Social dynamics, including recommendations from peers and the impact of social media, can shape consumer behavior. The opinions of friends, family, or influencers can heavily influence a consumer's purchasing considerations (Santi et al., 2024)
 - g. **Cultural and Demographic Factors:** Aspects such as cultural background, age, gender, and socioeconomic status can affect consumer preferences and behaviors. Different demographic segments may exhibit varying attitudes toward online shopping and specific product categories.
 - h. **Convenience and Accessibility:** The ease of shopping from home and the ability to access a wide array of products at any time are major incentives for online shopping. Consumers value the time-saving benefits of e-commerce compared to traditional retail.
 - i. **Post-Purchase Evaluation:** After completing a purchase, consumers assess their experiences based on product satisfaction, delivery speed, and customer service. Positive experiences can foster repeat purchases and brand loyalty,

while negative experiences may lead to returns and unfavorable reviews (Keller, 2016)

- j. **Technological Factors:** The presence of advanced technologies, such as mobile applications, chatbots, and personalized recommendations, can enhance the shopping experience and affect consumer behavior. Consumers are increasingly attracted to platforms that utilize technology to offer customized experiences.

These factors collectively influence how consumers engage with e-commerce platforms, shaping their purchasing decisions and overall satisfaction with the online shopping experience. Understanding these dynamics is essential for businesses seeking to effectively connect with and retain customers in the digital marketplace.

1.5.3 The Role of Information in Purchase Decisions

Information is vital in shaping consumer expectations and influencing purchase decisions. Sari et al. (2022) emphasize that effective marketing communication between consumers and companies is crucial for building trust and fulfilling consumer needs. In today's digital landscape, consumers frequently depend on online reviews and ratings as reliable sources of information. Hesitancy in making purchases, particularly in online shopping, can often be linked to insufficient information or negative experiences shared by other consumers (Dachyar, 2017). Consequently, the availability and quality of information play a significant role in affecting consumer confidence and buying interest. Factors Influencing the Role of Information in Purchase Decisions:

- a. **Quality of Product Information:** The precision, detail, and clarity of product descriptions, specifications, and images play a crucial role in consumer decision-making. High-quality information enables consumers to determine if a product aligns with their needs and expectations.
- b. **Access to Reviews and Ratings:** Consumer reviews and ratings offer essential insights into product performance and user satisfaction. Positive feedback can build trust and encourage purchases, while negative reviews may dissuade potential buyers.
- c. **Comparative Information:** The ability to compare products across various

platforms or within the same site empowers consumers to make informed choices. Features like side-by-side comparisons and price tracking assist in evaluating different options.

- d. **User-Generated Content:** Content produced by other consumers, such as testimonials, unboxing videos, and social media posts, can significantly influence perceptions and decisions. This type of information often feels more relatable and credible than traditional marketing.
- e. **Brand Reputation:** Information about a brand's reputation, including its history, customer service quality, and ethical practices, can affect consumer trust and willingness to make a purchase. A strong, positive brand image can facilitate the decision-making process.
- f. **Ease of Access to Information:** The user experience on an e-commerce platform, particularly how easily consumers can locate and navigate product information, is vital. A well-structured site with intuitive search capabilities increases the likelihood of informed purchasing decisions.
- g. **Social Influence and Recommendations:** Suggestions from friends, family, or influencers can provide additional insights that shape consumer choices. Social proof can affirm a product's quality and appropriateness.
- h. **Educational Content:** Informative resources such as blogs, how-to guides, and videos can enhance consumers' understanding of products, leading to more informed decisions. This content can address common questions and concerns.
- i. **Personalization:** Customized information based on consumer preferences and past behaviors can enrich the shopping experience. Personalized recommendations can direct consumers toward products that resonate with their interests.
- j. **Transparency:** Clear communication regarding pricing, shipping, return policies, and product sourcing builds trust. Transparency in these areas can alleviate consumer concerns and support decision-making.

These factors collectively underscore the vital role that information plays in influencing purchase decisions within the e-commerce landscape. Recognizing these elements can assist businesses in refining their strategies to better cater to consumer needs.

1.5.4 The Impact of Online Reviews on Buying Interest

Online reviews are a crucial element of the consumer decision-making

process in e-commerce. Positive reviews can enhance a product's appeal, while negative reviews can dissuade potential buyers. The effect of ratings and reviews on consumer behavior is well-established, with studies indicating that consumers are more inclined to purchase products with higher ratings (Gemilang & Laily, 2023). This highlights the importance of managing online reputation and encouraging satisfied customers to share their experiences. Online reviews play a crucial role in shaping consumer buying interest in today's digital marketplace. Here are several key ways in which online reviews influence purchasing decisions. The research conducted by (Gemilang and Laily, 2023) investigates the influence of online reviews on consumer buying interest, highlighting several key findings that demonstrate how these reviews affect behavior in the e-commerce landscape. The main points from their study are as follows:

- a. Trust as a Mediator: The study emphasizes that trust serves as a vital mediator between online reviews and buying interest. Positive reviews bolster consumer trust in a product or brand, thereby increasing the likelihood of a purchase. In contrast, negative reviews can erode trust and diminish buying interest.
- b. Impact of Ratings: The findings reveal that the ratings assigned in online reviews significantly influence consumer buying interest. Higher ratings are associated with greater interest, as consumers often view higher-rated products as more trustworthy and of superior quality. This supports the notion that consumers rely on ratings for quick evaluations during their purchasing process.
- c. Review Volume: Gemilang and Laily (2023) also discovered that the quantity of reviews plays a role in buying interest. Products with a higher number of positive reviews are generally perceived as more popular and credible, which can draw in more potential buyers. This effect is linked to the concept of social proof, where consumers look to the experiences of others to inform their choices.
- d. Review Quality: The depth and quality of the reviews are crucial as well. Reviews that offer detailed insights into a product's features, benefits, and user experiences are more likely to positively influence buying interest. Consumer's value thorough feedback that aids in their understanding of the product.
- e. Emotional Resonance: The emotional tone of reviews can significantly affect

buying interest. Reviews that express strong positive emotions or satisfaction can resonate with potential buyers, motivating them to make a purchase. Conversely, negative emotional experiences shared in reviews can dissuade interest.

- f. **Competitive Comparison:** The study indicates that online reviews facilitate easy product comparisons for consumers. Positive reviews can showcase a product's advantages over competitors, enhancing its appeal. This comparative element is essential in a competitive market where consumers have numerous options.
- g. **Recency of Reviews:** The timing of reviews also influences buying interest. Consumers tend to give priority to recent reviews, viewing them as more relevant and indicative of the current product quality. This highlights the necessity of maintaining an updated review profile.

In summary, offer important insights into the relationship between online reviews and buying interest. Their research highlights the significance of trust, the effects of ratings and review volume, the importance of review quality, emotional impact, and the relevance of recency in shaping consumer choices. Businesses can utilize these insights to enhance their online presence and foster better consumer engagement through effective management of online reviews.

1.5.5 The Relationship of E-WOM to Trust

There are a few sorts of items that are experimentally illustrated that WOM is the as it were source of data around the item that comes from potential clients (Beatty and Smith, 1987; Furner et al., 2016). E-WOM requires believe. In online communities, the believe built between individuals in a community has been said to be a notoriety of the community itself and the degree to which somebody distinguishes themselves in their profile (Ridings et al., 2002). In the meantime, Lu et al., (2010) said that in a web community environment, both trust in members and stages, could be a condition that can trigger consumer buying intrigued. The desire with respect to this believe is astuteness behavior that's suitable and acknowledged by the measures of trustworthiness that exist in society, such as not spreading untrue data and giving data that can be verified as genuine (Ridings et al., 2002). In a few past thinks about, it was found that there's a relationship between E-WOM and believe. The results of Abubakar and Ilkan's (2016) ponder appeared that E-WOM includes a critical positive impact on believe. Includes a

critical positive impact on believe in a item. Based on the clarification over, the taking after theory is defined:

H1: How does e-WOM affect the buying interest of TikTok Shop consumers in @Glad2glow_Id products?

1.5.6 Relationship of Consumer Ratings to Trust

The Relationship Between Consumer Ratings and Trust Consumer perceptions, including trust, are largely influenced by consumer ratings in e-commerce (Wulff et al, 2015; Simonson and Rosen, 2014; Kostyk, 2016). Specifically, up to 92% of online product buyers rely on reviews and ratings to make their purchasing decisions, and the main focus is on user ratings (BrightLocal, 2015; Kostyk, 2016). Consumer ratings can benefit consumers' perceptions, helping them become more aware of a product, service, or retailer to meet their expectations (Simonson, 2016; Wulff et al.), 2015; Kostyk, 2016). Several previous studies have shown that there is a relationship between consumer ratings and trust.

H2: How does rating affect TikTok Shop consumers' buying interest in @Glad2glow_Id products?

1.5.7 The Relationship Between E-WOM and Purchase Intention

E-WOM has become a concern of researchers, especially in terms of its relationship with purchase intention (Kunja et al., 2021). This means that E-WOM is one of the important factors related to consumers' purchase intention. Through E-WOM, consumers can share their experiences, reviews, opinions, and other knowledge related to a topic (Lin and Ching, 2010). Consumers view other consumers' reviews of products and use those reviews to consider purchasing the product. According to research, up to 88% of Internet users first search for information about the products they want on the Internet, and up to 61.7% consider making a purchase decision based on product information from the Internet (Lu et al., 2010). French Several previous studies have been conducted to examine the relationship between E- WOM and consumer purchase intention. Such as a study on travel destination decision (Jalilvand and Samiei, 2012), a study on smartphone product purchase preference (Kunja et al., 2021), a study on smartphone purchase

preference (Dwidienawati et al., 2020), and a study on online purchase of electronic products (Baber et al., 2016). The results of the four studies indicate that E-WOM has a positive impact on purchase intention. Based on the above explanation, the following hypothesis is proposed:

H3: How does e-WOM affect TikTok Shop consumer trust in @Glad2glow_Id products?

1.5.8 The Relationship Between Consumer Ratings and Purchase Intention

Many consumers rely on user ratings as a source of information to make online purchase decisions (Godes and Silva, 2012). Filieri (2015) argues that consumers can share their experiences, opinions, and comments about a product or service through online ratings. Consumer ratings can help consumers understand the quality of a product through a summary of the evaluation of key product features through user ratings (Filieri, 2015). Recently, many marketing researchers have been interested in conducting research on online consumer ratings to gain a deeper understanding of consumer behavior (Mukhopadhyay and Chung, 2016). In some previous studies, it has been found that there is a relationship between user ratings and consumer purchase intention. The results of Naujoks and Benkenstein (2020) showed that measurable consumer ratings have a significant positive impact on purchase intention. Similar results were also shown in a study conducted by Hung and Lai (2015), in which measurable user ratings have a significant positive impact on consumers' purchase intention. Based on the above explanation, the following hypothesis is proposed:

H4: How do ratings affect TikTok Shop consumer trust in @Glad2glow_Id products?

1.5.9 Relationship of Trust to Purchase Intention

Purchase interest is anything that a consumer will buy in the future (Lin and Lu, 2010). Therefore, we can say that purchase interest arises after there is a change in consumer behavior, because consumers make a full evaluation of the product (Hsu, 1987; Lin and Lu, 2010). Purchase interest is formed from the combination of consumers' evaluation of the product and external stimuli (Lin and

Lu, 2010). An example of these external stimuli is trust. Based on the research conducted by Jadir (2022), it is also shown that trust has an influence on purchase interest. Furthermore, Liu et al. (2018) also conducted a study showing that trust has a positive impact on purchase interest. Based on the above explanation, the following hypothesis is formed:

H5: How does trust affect the buying interest of TikTok Shop consumers on @Glad2glow_Id products?

1.5.10 Past Research

To support this research carried out requires previous research that is almost the same or considered similar. With the existence of a similar study, it aims to find out whether this research has relevance or supports previously existing research. The following is presented a table of previous studies that have been carried out.

Table 1.1

No	Researchers	Title	Difference	Research result
1.	Semuel, H., & Lianto, F. (2014)	Analisis eWOM, brand image, brand trust dan minat beli produk smartphone di Surabaya. Jurnal Manajemen dan Kewirausahaan, 16(2), 156-165	Absence of purchase decision variables The existence of the Brand Trust variable as mediation	Research shows that Electronic Word of Mouth has a direct effect on Brand Image, Brand Trust and Buying Interest. Brand Image affects Brand Trust and Buying Interest. Brand Image, Brand Trust is a mediation between electronic word of mouth and buying interest, thus totally strengthening the influence. The path with the strongest influence is eWOM on Brand Image and has a positive effect on Buying Interest
2.	Hamidun, M. A (2018)	Pengaruh electronic word of mouth terhadap purchase intention melalui brand image (Studi pada followers akun Instagram @ouvalresearch).	Brand Image variables as mediation Absence of Purchasing Decision variables	This research shows that Electronic Word of Mouth has a significant effect on Brand Image and Purchase Intention. The research also showed Brand Image had a significant effect on Purchase Intention. The findings in this

No	Researchers	Title	Difference	Research result
		Jurnal Manajemen & Bisnis Indonesia, 6(1), 45-56		study show that electronic word of mouth through variable social media is one of the effective ways to form a consumer brand image so that it can influence Purchase Intention. However, for followers of the Brand Image Instagram account, it is a factor that is taken into account by consumers in determining purchase intentions.
3.	Akbar, M. J. C. (2018).	Pengaruh Electronic Word of Mouth Terhadap Keputusan Pembelian (Studi pada Konsumen Restoran Sushi Tei Kelapa Gading)	Absence of variables Brand Image and Buying Interest.	This research shows that a positive Electronic Word of Mouth has a high influence on the purchasing decisions of the recipients. This is because potential sushi tei consumers almost always read positive comments about Sushi Tei through variable social media.
4.	Prasetyo, C. B. (2018)	Pengaruh Vlog Sebagai Electronic Word of Mouth terhadap Minat Beli dan Dampaknya terhadap Keputusan Pembelian (Survei kepada Konsumen yang Menonton	Absence of brand image variable	The results of this study show that Electronic Word of Mouth has a significant effect on Buying Interest. The YouTube video of Faris Kota Malang provides an overview of the product to its viewers, so that directly or indirectly consumers are persuaded to try

No	Researchers	Title	Difference	Research result
		Video Youtube Channel “Faris Kota Malang” pada Kuliner Malang		Malang Culinary which has been reviewed by the Faris Channel in Malang City. Research also shows that Electronic Word of Mouth has a significant effect on Purchasing Decisions, which means that the better the credibility of Electronic Word of Mouth, the better the credibility of Electronic Word of Mouth, the more it will cause purchasing decisions to the products reviewed in Faris Kota Malang’s video.
5.	Prasetyo B. P. W (2020)	Pengaruh Electronic Word of Mouth dan Brand Image Terhadap Keputusan Pembelian Online Pada Platform Shopee di Moderasi Oleh Price Discount (Studi Pada Konsumen Shopee)	There is a variable Price Discount as the absence of the Buying Interest variable.	The results showed that electronic word of mouth has a fairly low influence on purchasing decisions. This means that reviews on the Shopee platform are not a consideration in making a purchase. Meanwhile, Brand Image has a high influence on purchasing decisions. This means that the Brand Image on the Shopee platform has a positive impression in the minds of consumers. While the Price Discount also has a high influence on purchasing

No	Researchers	Title	Difference	Research result
				decisions. In other words, Price Discount is a consideration for consumers in shopping on the Shopee platform.
6.	Kusmawati, Anggarawati (2024)	Pengaruh Ulasan Pelanggan Online dan Peringkat Pelanggan Online yang Dimediasi oleh Kepercayaan Konsumen terhadap Produk Skintific melalui TikTokshop	The difference of the products	Researching online customer ratings and reviews → Trust → Purchase Decision on TikTokshop products, Bengkulu.
7.	Aini, D. R., & Astuti, S. R. T. (2020)	Pengaruh Electronic Word of Mouth dan rating konsumen di situs female daily terhadap minat beli produk dengan kepercayaan sebagai 29variable intervening (Studi pada Pengunjung Female Daily di Kota Semarang)	There is difference between the subjects.	There is difference between the subjects. The results demonstrate that both E-WOM and consumer ratings significantly enhance consumer trust, which in turn positively influences their purchase intentions. This highlights the importance of managing online reputation and consumer feedback in digital marketing strategies.

Source : Processed Primary Data, 2025

The difference between this study and the previous study is:

- This object has never been used in previous studies related to the title of the study because the object chosen is consumers of Glad2Glow products on Tiktokshop platform in Semarang.
- The study was conducted in 2024 which may have different results from the research in the previous year.
- There are several differences in the variables used in previous studies.

1.6 Hypothesis

H1: How does e-WOM affect the buying interest of TikTok Shop consumers in @Glad2glow_Id products?

H2: How does rating affect TikTok Shop consumers' buying interest in @Glad2glow_Id products?

H3: How does e-WOM affect TikTok Shop consumer trust in @Glad2glow_Id products?

H4: How do ratings affect TikTok Shop consumer trust in @Glad2glow_Id products?

H5: How does trust affect the buying interest of TikTok Shop consumers on @Glad2glow_Id products?

Based on previous research, the relationship between variables and hypothesis formulation, a theoretical framework can be formulated as follows:

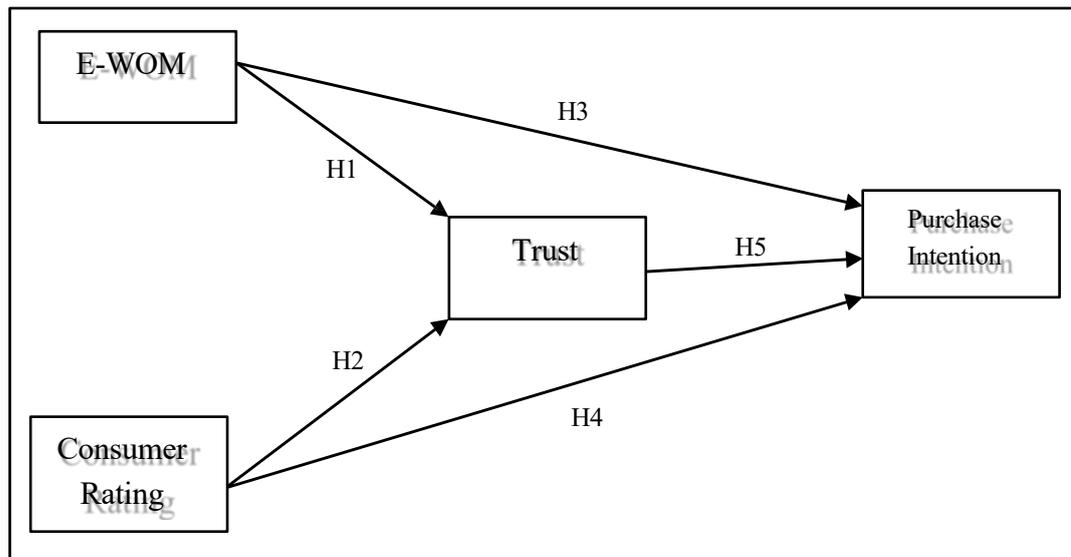


Figure 1.5 Hypothesis model

1.7 Conceptual Definition

Conceptual definitions are definitions that the researcher determines to be researched and are a collection of definitions studied from journals, books, and other relevant sources as a handle to be operated later (Sinambela, 2022). Based on the definition of the theory above, it can be determined the conceptual definition of the variables to be studied, namely:

- a. E-WOM – Electronic Word of Mouth definition based on Cheung et al., (2009) Electronic Word of Mouth (E-WOM) refers to user- generated online content— such as opinions, reviews, or recommendations—shared by consumers that influence others’ attitudes and behaviors. According to Cheung et al. (2009), E-WOM is evaluated based on its relevance, timeliness (up-to-date), accuracy, and completeness, which together determine the credibility and usefulness of the information shared in online review forums.
- b. Consumer Rating based on Chen, (2017) Consumer rating refers to the evaluation of a product or service expressed by customers, typically in the form

of star ratings or written reviews, which helps other consumers in the decision-making process. According to Chen (2017), consumer ratings are seen as valuable when they effectively describe the product, are representative of the actual experience, provide quality information, and are helpful for other potential buyers.

- c. Trust based on Fang et al., (2014); Liu & Tan, (2017), Trust refers to the consumer's belief in the reliability and integrity of a company or product, particularly as perceived through online review forums. According to Fang et al. (2014) and Liu & Tan (2017), trust is built when consumers perceive the information as being shared by individuals with integrity, honesty, and reliability, and when the content is proper and aligns with their expectations. Trust influences the willingness of consumers to rely on online information when making purchasing decisions.
- d. Purchase Interest based on Schiffman & Kanuk, (2007) Purchase interest is defined as the stage in the consumer decision-making process where an individual shows a tendency or intention to buy a product. According to Schiffman and Kanuk (2007), it reflects a consumer's desire, consideration, and planned behavior toward purchasing, influenced by psychological and informational factors such as trust and reviews.

1.8 Operational Definitions

Based on the formulation of the problem and the research hypothesis above, the variables in this study consist of 4 variables, namely 2 independent variables in the form of Electronic Word of Mouth (E-WOM) and Consumer Rating, 1 intervening variable, namely Trust, and 1 bound variable, namely Purchase Interest. To avoid errors in interpreting the variables in this study, it is necessary to give the following operational definitions:

Table 1.2

Variable	Operational definition of Variables	Indicator
E-WOM (X1)	Positive and negative statements from consumers are available in online review forums so that they can be seen by many people and institutions (Hennig-Thurau et al., 2004)	1. Relevant 2. Up-to-date 3. Accurate 4. Completed (Cheung et al., 2009)
Consumers Rating (X2)	Ratings on online review forums are indicated by star symbols with a numerical measurement of one to five with five being the highest value. (Ramachandran et.al., 2021)	1. Describing The Product 2. Representative 3. Quality Information 4. Helpful (Chen, 2017)
Trust (Z)	Consumer trust in company in online review forums (Romandan Ruiz, 2005; Mansouri, 2022).	1. Integrity 2. Honesty 3. Reliable 4. Proper (Fang et al., 2014; Liu &Tang, 2017)
Purchase Interest (Y)	The likelihood that a consumer will purchase a particular product or service in the future after reading reviews on an online review forum. (Martins et al., 2018; Chetioui and Lebdaou, 2021).	1. Curious 2. Want to try 3. Intrested in buying Make a purchase (Schiffman dan Kanuk, 2007)

1.9 Research Methods

1.9.1 Research Design

The type of research used in this study is explanatory research or research

that explains the relationship between variables. The selection of this type of explanatory research aims to explain the causal relationship between variables. Singarimbun and Effendi (2006) explain explanatory research as a study that aims to explain the causal or causal relationship between one variable and another through hypothesis testing. What will be explained in this study is the The Influence of Electronic Word-Of-Mouth and Consumer Rating on the Tiktoshop @Glad2glow_Id Platform on Interest in Buying Products with Trust as an Intervening Variable. The approach used in this study is a quantitative approach because it is in accordance with the theory expressed by Malhotra (2009) which states that the quantitative approach is a methodology for explaining certain analyses by quantifying data. This quantitative approach occurs a process of simplification into a form that is easier to read and interpret. This study used a survey data collection method using a tool, namely a questionnaire. This study employs a quantitative research design to analyze the influence of Electronic Word-Of-Mouth (e-WOM) and consumer ratings on the buying interest of TikTok Shop consumers, with trust as an intervening variable. The research will utilize a cross-sectional survey method to collect data from TikTok Shop customers in Semarang City.

1.9.2 Population and Sample

1.9.2.1 Population

According to Priadana and Muis (2009) population is a group of people, the occurrence or symptoms of something that has certain characteristics. These characteristics will later become research materials. The number of existing populations, some of which will later be drawn to become samples, The target population for this study consists of TikTok Shop customers in Semarang who have purchased products from the @Glad2glow_Id platform. The population in this study includes people in the Semarang City area and surrounding areas. Based on estimated data, the number of users included in the coverage of the region reached approximately 750,000 people.

1.9.2.2 Sample

The sample according to Sugiyono (2005) is part of the number and characteristics possessed by the population. Meanwhile, according to Durianto (2001) the sample is a selected part of the total population using a certain procedure so that it is expected to represent the population. This study used samples as explained by Hair et al., (2010) that in an unknown population, the number of samples was at least 5 times and a maximum of 10 times the number of indicators in the study. So that the number of samples used in this study is:

$$\begin{aligned} \text{Min } n &= \text{Number of} \\ &\text{indicator} \times 5 \quad n = 15 \times \\ &5 \\ n &= 55 \end{aligned}$$

$$\begin{aligned} \text{Max } n &= \text{Number of} \\ &\text{indicator} \times 10 \quad n = 15 \times \\ &10 \\ n &= 150 \end{aligned}$$

Based on the calculation of the minimum and maximum number of samples if taken on average, the respondents that can be taken are 150 respondents who are an TikTok Shop customer in Semarang who have purchased products from the @Glad2glow_Indo Tiktokshop platform. This is because the number of

populations of TikTok Shop customer in Semarang who have purchased products from the @Glad2glow_Indo TikTokshop platform is unknown.

1.9.3 Data Types & Sources

1.9.3.1 Data Collecting

According to Margono (2004) the sampling technique is a method used in determining the number of samples according to the sample size that will be used as the actual data source, by paying attention to the properties and distribution of the population so that a representative sample is obtained. The sampling techniques used in this study are. Sampling was carried out using nonprobability sampling techniques, namely by using the purposive sampling method. According to Sugiono (2011: 62) purposive sampling is a method of determining samples with certain considerations. Data will be collected through an online questionnaire distributed via social media platforms and direct outreach to TikTok Shop users. The questionnaire will include structured questions designed to measure the following variables:

- a) Electronic Word-Of-Mouth (e-WOM): Assessed through items measuring the frequency and impact of online reviews and recommendations.
- b) Consumer Ratings: Evaluated based on the perceived quality and satisfaction derived from user ratings.
- c) Trust: Measured using established trust scales that assess consumer confidence in the @Glad2glow_Indo brand.
- d) Buying Interest: Assessed through questions regarding the likelihood of future purchases.

1.9.3.2 Data Source

According to Sugiyono (2009) data sources are everything that can provide information about data. Realizing the source, the data is divided into two, namely:

- **Primary Data:**

Primary data is data obtained directly from objects that will be examined either by meeting in person or through a questionnaire. The primary data obtained in this study came from the distribution of questionnaires given to consumers, the data obtained were in the form of respondents' identities.

- Secondary Data:

Secondary data is data obtained indirectly, the data obtained is in the form of information, data related to the research to be carried out.

1.10 Data Analysis Techniques

According to Sugiyono. (2017). Data analysis techniques are activities after data from all respondents or other data sources are collected. Activities in data analysis are tabulating data based on variables from all respondents, grouping data by type of response and variables, presenting data on the variables studied, performing calculations to test hypotheses that have been proposed. The data analysis technique used in this study is Partial Least Square (PLS). According to According to Abdillah, W., & Hartono, J. (2015) PLS is one of the variant- based SEM statistical models designed to solve structural problems that involve many variables or many constructs when the research sample size is small, the presence of missing data or missing values and multicollinearity. The PLS defines a latent variable as the aggregate linear of its indicator. The method of estimating the weight of latent variables is carried out by building an outer model (a measurement model to produce a specified one) and an inner model (a structural model that connects between variables).

1.10.1 Test Measurements Model or Outer Model

- According to Abdillah, W., & Hartono, J. (2015) the measurement model or outer model describes the relationship between the indicator block and its latent variables. Outer model is a measurement model to assess the validity and reliability of a model. This is useful for knowing the ability of the research instrument to measure what should be measured and the consistency of the measuring instrument in measuring a concept or consistency of responders in answering each question item in the questionnaire. Abdillah, W., & Hartono, J. (2015) measurement models carried out through convergent validity, discriminant validity, and reliability testing.
- Convergent Validity
This validity relates to the principle that the gauges of a construct are supposed to be highly correlated. Convergent validity occurs if the scores obtained from

two different instruments that measure the same construct have a high correlation. The rule of thumb used for convergent validity is outer loading > 0.7 , communality > 0.5 and Average Variance Excracted (AVE) > 0.5 . This means that a correlation tested with a convergent validity test must have a score of AVE and Communality worth > 0.5 to 0.7 , but the loading factor of $0.50 - 0.60$ is still tolerable as long as the model is still in the development stage.

- **Validity of Discriminats**

This validity relates to the principle that the gauges of different constructs should not correlate with height. The validity of discriminants occurs if two different instruments that measure two constructs that are predicted are not correlated produce a score that is indeed not correlated. The discriminant validity test is assessed based on cross loading measurements with its construct. Another method used to assess the validity of discriminants is to compare the AVE root for each construct with a correlation between the construct and the other constructs in the model. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the construct and the other constructs in the model.

- **Reliability Test**

In addition to validity tests, model measurements also conduct reliability tests. Reliability tests are carried out to prove the consistency and accuracy of the instrument in measuring constructs. Reliability tests can be done in two ways, namely composite reliability and Cronbach's alpha. Reliability tests can be seen based on composite reliability values and Cronbach's alpha values. The following are the criteria for assessing reliability tests according to Ghozali, I. (2011).:

Table 1.3

Criteria	Information
Composite Reliability	- $> 0,7$ reliable
Cronbach's Alpha	- $> 0,6 - 0,7$ Acceptable
Composite Reliability	- $> 0,7$ reliable
Cronbach's Alpha	- $> 0,6$ Acceptable

1.10.2 Structural Model test or Inner model

According to Abdillah, W., & Hartono, J. (2015) the structural model or inner model describes the causality relationship between latent variables built on the substance of the theory. According to Ghozali, I., & Latan, H. (2015) structural model testing is carried out by looking at the relationships between constructs. The relationship between constructs is to look at the significant value and R-Square value for each independent latent variable as the predictive force of the structural model. Changes in the value of R- Square can be used to assess the influence of certain octane latent variables on independent variables whether they have a substantive influence. The following are the assessment criteria for the evaluation of the inner model of Ghozali, I., & Latan, H. (2015):

Table 1.4

Criteria	Information
R-Square	0,75, 0,50, dan 0,25 shows strong, moderate and weak models.
Q² Predictive Relevance	Q ² > 0 indicates the model has predictive relevance and if, Q-2. < 0 indicates that the model lacks predictive relevance. 0.02, 0.15, and 0.35 (weak, moderate and strong).

1.10.3 Ethical Considerations

The study will adhere to ethical research standards, ensuring informed consent from participants, confidentiality of responses, and the right to withdraw from the study at any time.