

ABSTRACT

This study is motivated by the increasingly intense competition in the beauty industry, the shift of transactions to digital platforms such as TikTok Shop, and the inconsistency of findings in previous studies regarding the influence of brand ambassador, e-WOM, and brand trust on purchase decision. Glad2Glow, as a rapidly growing skincare product whose consumer behavior in Magelang Regency has yet to be mapped, serves as a relevant object of study.

This study aims to analyze the influence of brand ambassadors and electronic word of mouth (e-WOM) on purchase decisions for Glad2Glow products, with brand trust as an intervening variable, in a study of TikTok Shop users in Magelang Regency.

This study used a quantitative approach with a purposive sampling method. The sample consisted of 100 female respondents aged 15–40 who were current or former users of Glad2Glow products through the TikTok Shop platform in Magelang Regency. Data were collected through a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS) with SmartPLS 4 software.

The results of the hypothesis testing indicate that all hypotheses in this study were positively and significantly accepted. First, brand ambassadors have a positive and significant effect on brand trust. Second, e-WOM has a positive and significant effect on brand trust. Third, brand ambassadors have a positive and significant effect on purchase decisions. Fourth, e-WOM has a positive and significant effect on purchase decisions. Fifth, brand trust has a positive and significant effect on purchase decisions and is the variable with the largest contribution in driving consumer purchasing decisions.

Keywords: brand ambassador; electronic word of mouth (e-WOM); brand trust; purchase decision

