

ABSTRACT

This study focuses on the influence of online consumer reviews, brand image, and social media marketing on purchasing decisions at TikTok Shop, with trust as an intervening variable. TikTok Shop is increasingly popular as an e-commerce platform that is effective in attracting consumer interest, especially among consumers of Somethinc cosmetic products. With the increasing popularity of TikTok Shop and the growth of the cosmetics industry in Indonesia, Somethinc needs to understand the factors that influence consumer purchasing decisions.

Online consumer reviews play an important role in providing transparent product information, while brand image builds positive perceptions in the minds of consumers. On the other hand, creative and interactive social media marketing can increase consumer engagement. However, the influence of these factors on purchasing decisions is highly dependent on consumer trust in the products and brands offered.

This study involved 127 respondents who were consumers of Somethinc cosmetic products at TikTok Shop in Semarang City who had shopped at least once, selected using Non-Probability Sampling method through Purposive Sampling. The data analysis technique used is the Structural Equation Model (SEM) with the Analysis of Moment Structure (AMOS) program to test and interpret the relationship between variables.

The results of hypothesis testing show that online consumer reviews, brand image, social media marketing, and trust have a positive and significant effect on purchasing decisions. Social media marketing has the strongest influence on purchasing decisions, followed by trust, online consumer reviews, and brand image. Trust proved to be an intervening variable that strengthens the relationship between the independent variables and purchasing decisions. The findings provide important insights for Somethinc in developing more effective marketing strategies at TikTok Shop to increase consumer purchasing decisions..

Keywords: *Social Media Marketing, Brand Image, Online Shopping, Consumer Decision Making*

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