

Antecedents of Purchase Decisions: A Study on Social Commerce TikTok Azarine Cosmetics

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Abstract

The development of digital marketing today is driven by important factors. Factors included in this study such as rapidly spreading viral marketing that reaches a broad audience, positive reviews from existing customers that can attract new ones, the ease of finding comprehensive product information through interactive features, entertaining and relevant content that aligns with consumer perceptions, and consumer trust in the product. The purpose of this study is to analyze the antecedents of purchasing decisions represented by the variables of viral marketing, online customer reviews, interactivity, entertainment, perceived relevance, and trust. The sampling technique used was purposive sampling. This research utilizes a quantitative approach, collecting data through a questionnaire distributed via Google Forms to Azarine consumers in Indonesia, with a sample size of 358 respondents. The analytical tool used in this study is SmartPLS 3.0. Based on the research findings, viral marketing, online customer reviews, and interactivity influence consumer trust. However, the variables of entertainment and perceived relevance do not affect consumer trust. The results also show that viral marketing, online customer reviews, entertainment, and trust do not significantly influence purchasing decisions, while interactivity and perceived relevance do.

Keywords: Purchase Decision, Trust, Viral Marketing, Online Customer Review, Interactive, Entertainment, Perceived Relevance

1. Introduction

In the rapidly evolving digital era, the utilization of technology and social media by marketers, known as social commerce, has transformed how companies interact with and reach their consumers. According to Zhou et al. (2013), social commerce enables consumers not only to search for information but also to compare prices and recommend products to others. One step in transitioning from offline to online business models is utilizing TikTok Shop as a social media platform for marketing (Priyono & Sari, 2023). Adawiyah (2020) explains that TikTok is one of the most popular applications in the world, allowing users to create 15-second videos enhanced with music, filters, and other appealing features. Sa'adah et al. (2022) state that TikTok Shop is an e-commerce platform regarded as a business information system because its buying and selling transactions are conducted through electronic media that provide specific information about businesses and transactions. TikTok also influences brand image building by leveraging word-of-mouth communication in online shopping decision-making, as evidenced by TikTok Shop, a feature that has gained significant consumer interest for online shopping (Harianto & Ellyawati, 2023). Marketing techniques using social media to create viral content are becoming increasingly popular among businesses due to their substantial impact on success (Suciati & Moeliono, 2021). Viral marketing is a

term that accurately describes an online marketing strategy that encourages individuals to share a marketing message with others (Devi, 2015). In addition to viral marketing, one of the e-commerce ecosystems on TikTok Shop is online customer reviews. According to Sutanto & Aprianingsih (2016) online customer reviews are a form of electronic word-of-mouth that can influence purchase decision-making processes. The use of online media in a business allows consumers to share information and experiences about a product, providing valuable insights for other consumers (Kitsios et al., 2022). Before purchasing a product, consumers typically check online reviews to determine whether the product meets their expectations (Murni & Salim, 2024).

To build consumer trust, companies now rely on interactivity within social media. Interactivity is recognized as a crucial aspect of digital marketing, defined as the ability of companies and stakeholders to share information online (Hanaysha, 2022). Two-way communication fosters greater consumer involvement, enhancing trust in a brand. Interactivity is a significant factor in motivating online engagement (Yadav & Rahman, 2018). Entertainment is another key element in social media marketing today, where content must be designed to be enjoyable, humorous, and engaging (Sharma et al., 2022). Wottrich et al. (2017) state that brand trust is often established through designing and sharing entertaining advertisements and social media content that cater to consumers' entertainment needs.

To differentiate themselves from competitors, companies must ensure that product marketing is not only high-quality but also relevant to consumers' daily lives. Perceived relevance is defined as one of the critical factors in social media marketing strategies to build strong relationships with consumers and achieve marketing goals (Thaker et al., 2021). In virtual environments, perceived relevance emerges through targeted messages aimed at specific consumer groups (Hanaysha, 2022). In an increasingly competitive online market, consumers tend to prefer products from trusted brands as they feel more secure and confident in the quality and credibility offered. Trust between sellers and buyers is vital in online transactions (Picaully, 2018). Brands that build consumer trust through excellent service gain more customers and drive higher purchasing decisions (Pasi & Sudaryanto, 2021).

This study differs from previous research by integrating two studies: one by Murni & Salim (2024) which focused on Skintific, and another by Hanaysha (2022) which examined the fast food industry. Additionally, this study uses a different object of research, focusing on Azarine Cosmetics on TikTok Shop.

TikTok has become one of the most popular social media platforms globally, especially among younger generations. Since its inception, TikTok has evolved from a mere entertainment platform to an effective marketing tool for various businesses. One company successfully leveraging TikTok Shop is Azarine Cosmetics, a local beauty brand from East Java established in 2018. Azarine specializes in producing skincare, makeup, and beauty tools using natural ingredients, certified halal by the Majelis Ulama Indonesia (MUI), and registered with BPOM. According to Zain & Hasan (2024), Azarine have a skill to utilizes TikTok features such as TikTok Shop, live streaming, content creation, and comment and review sections, making it easier for consumers to find information.

Through viral marketing, online customer reviews, interactivity, entertainment, and perceived relevance, Azarine Cosmetics strives to strengthen consumer trust and enhance purchasing decisions. This study aims to explore factors influencing consumer purchasing decisions on TikTok Shop for Azarine Cosmetics products. The research respondents are Azarine users who made purchases on TikTok. The study is expected to provide in-depth insights into consumer behavior in social commerce and offer effective marketing strategies for the local beauty industry.

2. Literature Review

2.1. Viral Marketing

Viral marketing is a form of word-of-mouth promotion that encourages consumers to share information about products and services developed by a company through audio, video, or written content online (Kotler & Keller, 2016). Marketing techniques leveraging social media to create viral content have become popular among businesses because they can significantly impact success (Suciati & Moeliono, 2021). Viral marketing is an appropriate term to describe online marketing strategies that motivate individuals to pass along a marketing message to others (Devi, 2015). It takes advantage of trending topics to promote a product. One factor influencing purchase decisions is viral marketing (Irawan & Misbach, 2020). According to Kotler & Keller (2016), viral marketing leverages the market to showcase important brand features, and its success is driven more by entertainment rules than sales regulations. Liu & Wang (2019) describe viral marketing as exponentially spreading messages disseminated online. It facilitates the exchange of information among consumers via emails, blogs, and other channels (Trivedi, 2017).

Viral marketing aids companies in introducing products to consumers quickly and effectively (Alfifto et al., 2022). Unlike conventional marketing, which relies on delivering messages to target audiences, viral marketing depends on sharing content through social media or websites (Khaneja, 2016). Satisfied consumers often share their positive experiences with friends and family, encouraging them to try the product themselves (Rinandiyana et al., 2022).

2.2. Online Customer Review

Online customer reviews are evaluations provided by consumers about a particular brand, offering information on a product's performance based on specific aspects. These reviews help consumers gather insights into products they are interested in, based on the experiences of other buyers (Mo et al., 2015). Sutanto & Aprianingsih (2016) note that online reviews represent a type of electronic word-of-mouth influencing purchasing decisions. Online platforms allow consumers to share information and experiences, offering valuable details for other potential buyers (Kitsios et al., 2022). Online reviews distribute one customer's experiences or evaluations to potential buyers and marketers seeking information (Kotler & Keller, 2016).

Online reviews directly express opinions from previous purchasers (Puspita & Setyowati, 2019). Nielsen research found online reviews to be a trusted source of information, second only to recommendations from friends or family (Kotler & Keller, 2016). They play a crucial role in building consumer trust, as prospective buyers often consult existing reviews before making purchase decisions (Murni & Salim, 2024). E-commerce websites prominently display these reviews, which provide insights into product popularity and influence buying interest (Mulyati & Gesitera, 2020). By fostering consumer confidence, online reviews help facilitate product selection and purchasing decisions (Murni & Salim, 2024).

2.3. Interactive

In social media marketing, interactivity refers to a company's ability to engage in two-way communication with consumers via social platforms. It enhances consumers' cognitive understanding of product attributes and brand benefits, often through shared and distributed brand-related information (Seo & Park, 2018). Discussions about news, usage experiences, and product developments contribute to interactivity (Cheung et al., 2020). Interactivity allows consumers to participate actively in the communication process, providing feedback and interacting with companies (Moslehpour et al., 2021).

It encourages idea exchanges about products or brands among consumers (Hanaysha, 2022). Utilizing interactivity in social media marketing helps companies build closer relationships with consumers,

increase engagement, and create positive user experiences (Gupta, 2019). Two primary aspects of interactivity are user-to-user interactions focusing on interpersonal communication and user-to-system interactions emphasizing media characteristics (S et al., 2020). The two-way communication that occurs makes consumers feel more involved, which can increase trust in the brand. Interactivity is a significant factor in motivating online engagement (Yadav & Rahman, 2018). Interactive brand content can capture attention and encourage consumers' intention to read and share the content (Yousaf et al., 2021).

2.4. Entertainment

In social media marketing, entertainment refers to the use of engaging content that can capture consumers' attention and create positive engagement with the company (Hanaysha, 2022). The goal of entertaining content in social media marketing is to provide an enjoyable experience that attracts consumers' attention, making them feel entertained and more actively engaged with the content (Yadav & Rahman, 2018). Entertainment is undoubtedly one of the critical aspects of social media marketing, requiring the creation of content perceived as enjoyable, humorous, and engaging (Sharma et al., 2022). Entertaining content in social media marketing may take the form of images, videos, and texts that appeal to the audience while strengthening the relationship between companies and consumers on social media platforms. Entertainment encourages consumers not only to consume content but also to contribute and engage in certain behaviors (Cheung et al., 2021).

Entertainment plays an essential role in building relationships between consumers and brands, increasing brand awareness, and influencing purchase intentions (Seo & Park, 2018). Entertaining content can motivate consumers to contribute to companies on social media, including sharing and recommending information to friends (Cheung et al., 2021). This perspective is supported by Liu et al. (2018), who state that entertaining content can encourage consumers to visit a brand's social media page, consume related content—such as watching videos, viewing funny images, or reading entertaining posts. This may trigger consumers to engage in active behavior on the brand's social media pages (Piehler et al., 2019). Various entertainment activities on social media platforms can impact consumer engagement and brand choice, such as actively participating in contests, online games, and sharing video recordings (Buzeta et al., 2020; Jayasingh, 2019).

2.5. Perceived Relevance

The concept of perceived relevance in social media marketing refers to consumers' perceptions and evaluations of the relevance of a company's content on social media platforms (Hanaysha, 2022). Customized messages are designed to target specific segments, while broadcast messages focus on sharing marketing content with a mass audience (Hanaysha, 2022). According to (Zhu & Chang, 2016), perceived relevance is the extent to which consumers feel that personalized ads are related to themselves or support their personal goals and values. Perceived relevance is described as the degree to which a social media ad is targeted to meet specific consumer needs and expectations (Hanaysha, 2022).

Perceived relevance is defined as one of the critical factors in social media marketing strategies for building good relationships with consumers and achieving marketing goals (Thaker et al., 2021). In virtual environments, perceived relevance emerges through tailored messages for targeted consumers (Hanaysha, 2022). By providing quick responses to consumer inquiries on social media, businesses can increase the likelihood of consumers purchasing products and strengthen trust in the brand (Gautam & Sharma, 2017). Therefore, it is essential to consider the context and audience situation when presenting content (Alalwan, 2018).

2.6. Trust

Consumer trust represents the expectation and belief that producers of goods or services are reliable and dependable in fulfilling their promises (Kasih et al., 2019). According to Shin et al. (2016), trust is a sense of security that arises from consumer interaction with a brand, where the brand is perceived as trustworthy and responsible. Based on research by Mulyati & Gesitera (2020), in online shopping, potential buyers cannot physically see and touch products and can only view images provided on online store websites. Hence, consumer trust is a key factor in every online transaction. Trust makes consumers more likely to purchase a product, as online and e-commerce purchases differ significantly from conventional purchases (Mulyati & Gesitera, 2020). The source of information used must be credible and trustworthy, encouraging people to voluntarily share messages with others because they are confident that the information conveyed is accurate and reliable (Motwani & Haryani, 2018).

Selling with clear content, either directly or through internet intermediaries, can increase consumer trust (Murni & Salim, 2024). Building trust with consumers is a prerequisite for enjoying long-term good relationships (Kotler & Keller, 2016). Consumer trust influences business sustainability, as products trusted by consumers tend to thrive in the market. Conversely, products that fail to gain consumer trust struggle to grow (Murni & Salim, 2024). As trust in a product grows among target market consumers, companies can more easily deliver marketing messages in line with expectations and create a positive impression of the brand in consumers' minds (Ebrahim, 2020).

2.7. Purchase Decision

Purchasing decisions are a psychological behavioral process consumers go through, starting from awareness of purchase options, preferences among the available alternatives, evaluation, testing one or more versions of different products, and finally deciding to purchase or not purchase the product (Schiffman & Wisenbilit, 2019). Purchasing decisions are part of the process where customers choose to buy specific goods and brands (Murni & Salim, 2024). There is a consideration process that consumers undergo when purchasing a product or service (Kurniasari & Budiarmo, 2018), when consumers finally make the purchase, it is referred to as a purchasing decision (Angelyn & Kodrat, 2021).

According to Ansari et al. (2019) purchasing decisions are the process of consumers making decisions regarding a transaction for goods or services offered in the market. Hanaysha (2018) defines purchasing decisions as involving various choices based on consumers' desires or needs before purchasing products or services. Tjiptono (2014) states that the decisions made by consumers are actions, either directly or indirectly, that lead to involvement in efforts to use a needed product.

Hypotheses Development

The Influence of Viral Marketing on Trust

Using social media to spread viral marketing is an effective step since social media has a vast user reach, making it capable of delivering product information and increasing consumer trust (Putri et al. 2020). This aligns with findings by Suciati & Novandriani (2021) which state that the better the message or content in viral marketing, the more trust increases. Additionally, studies by Andora & Yusuf (2021); Murni & Salim (2024); Putri et al.(2020) also indicate that viral marketing significantly influences trust.

H1: Viral marketing has a significant influence on trust.

The Influence of Viral Marketing on Purchasing Decisions

One of the components influencing purchasing decisions is viral marketing (Irawan & Misbach, 2020). Research findings by Andora & Yusuf (2021) show that viral marketing can affect product purchasing

decisions by spreading products that have gone viral, creating curiosity among consumers, and encouraging purchases. This finding is also supported by studies by (Maulida et al., 2022; Murni & Salim, 2024; Suciati & Moeliono, 2021) which demonstrate that viral marketing significantly influences purchasing decisions.

H2: Viral marketing has a significant influence on purchasing decisions.

The Influence of Online Customer Reviews on Trust

Consumers can obtain product information by referring to reviews and experiences shared by other consumers (Mo et al., 2015). Due to the inability to see and feel the product directly, buyers rely on the reputation and credibility of online stores and reviews from other buyers to build trust (Pratama et al., 2019). This aligns with research by Hariyanto & Trisunarno (2021); Murni & Salim (2024); Puspita & Setyowati (2019) which show that positive online customer reviews can increase consumer trust in making purchases.

H3: Online customer reviews have a significant influence on trust.

The Influence of Online Customer Reviews on Purchasing Decisions

By viewing online user reviews, prospective buyers can learn about product quality, performance, and other users' satisfaction, helping consumers feel more confident in making online purchases (Pratama et al., 2019). Online customer reviews are crucial in the purchasing decision-making process (de Langhe et al., 2016). According to Innukertarajasa & Hayuningtias (2023), consumer decisions to buy a product are influenced by customer reviews, as they are a key factor that drives purchasing decisions. Research findings by Hidayati (2018) & Sudirjo et al. (2023) indicate that online customer reviews significantly influence purchasing decisions.

H4: Online customer reviews have a significant influence on purchasing decisions.

The Influence of Interactivity on Trust

Recognizing the importance of social media sites in providing various opportunities for organizational customers to exchange and acquire information, interaction through these platforms allows them to gain significant benefits when seeking to purchase goods or services (Muntinga et al., 2011). When a brand demonstrates responsiveness to consumers, it reflects a commitment to listening to and addressing their needs, which can enhance consumer trust in the brand (Sohail et al., 2020). This aligns with research findings by Ibrahim et al. (2021); Tatar & Erdoğan (2016) which show that online interactivity influences brand trust.

H5: Interactivity has a significant influence on trust

The Influence of Interactivity on Purchasing Decisions

Through transparent and positive interactions that add value, brands can increase consumer trust and help them feel more confident in making purchasing decisions (Hanaysha, 2022). Previous studies indicate that interactivity positively impacts purchasing decisions (Alalwan, 2018; Chen & Lin, 2019; Hanaysha, 2022).

H6: Interactivity has a significant influence on purchasing decisions

The Influence of Entertainment on Trust

Entertainment content is generally designed to be more engaging marketing compared to traditional marketing, making it easier for consumers to remember and have a positive view of a brand (Hanaysha, 2022). Consumers seek content related to certain brands for enjoyment, relaxation, and passing time (Muntinga et al., 2011). Research conducted by Sohail et al. (2020) shows that entertainment has a significant influence on brand trust.

H7: Entertainment significantly influences trust

The Influence of Entertainment on Purchase Decisions

When consumers consider buying something, they tend to choose brands that frequently appear in entertainment content on social media as their primary choice (Mustafi & Hosain, 2020). Research by Van Noort & Van Reijmersdal (2019) demonstrates that entertaining marketing activities can encourage consumers to seek more information about the brand, leading to wiser purchase decisions. Several previous studies indicate that entertainment significantly influences purchase decisions (Alalwan, 2018; Chen & Lin, 2019; Mustafi & Hosain, 2020).

H8: Entertainment significantly influences purchase decisions

The Influence of Perceived Relevance on Trust

When content created by a company aligns with the interests and needs of consumers, it fosters a sense of connection and positive perceptions of the brand (Hanaysha, 2022). Previous studies show that relevant marketing content aligned with consumer perceptions significantly influences brand trust (Kim & Ko, 2012; Sohail et al., 2020).

H9: Perceived relevance significantly influences trust

The Influence of Perceived Relevance on Purchase Decisions

Perceived relevance can influence consumers' purchase decisions by creating marketing efforts that attract attention and encourage active participation. Therefore, perceived relevance is a crucial factor in social media marketing strategies to build strong relationships with consumers and achieve marketing objectives (Thaker et al., 2021). Previous studies indicate that perceived relevance significantly influences purchase decisions (Alalwan, 2018; Hanaysha, 2022).

H10: Perceived relevance significantly influences purchase decisions

The Influence of Trust on Purchase Decisions

Consumer trust is the willingness of individuals to take risks based on the belief that the other party will act in their interest, even without the ability to monitor or control their actions (Gunawan & Ayuningtiyas, 2018). According to Gemilang & Laily (2022), consumers with high levels of trust in online stores are more likely to select products and make purchases, as online transactions differ from offline purchases where consumers cannot see or feel the products directly. This aligns with findings from Aeni & Ekhsan (2020); Andora & Yusuf (2021); Pasi & Sudaryanto (2021) which state that trust in a brand positively and significantly impacts purchase decisions.

H11: Consumer trust significantly influences purchase decisions

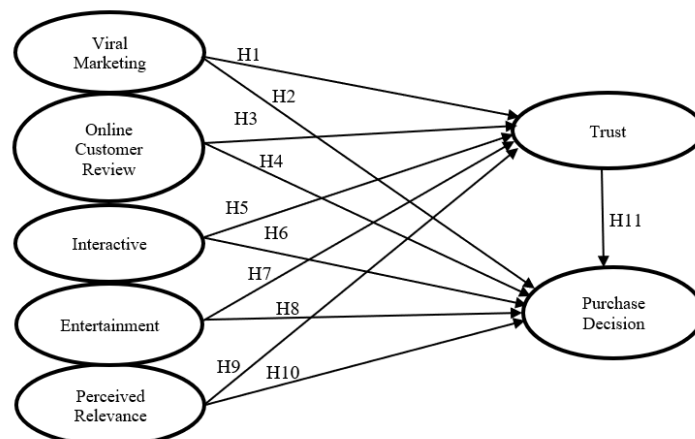


Figure 1: Research Model

3. Methods

Data collection for this study was conducted using structured questionnaires distributed via Google Forms on social media. The questionnaires were tested on 30 respondents to determine validity and reliability using SPSS. The questionnaire employed a 5-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 5). A total of 358 respondents were recruited as the sample. The sampling method used was purposive sampling.

A preliminary survey was conducted to determine the research object. Based on a survey of 20 respondents, the findings revealed that Azarine products were the most frequently purchased cosmetic products (40%). Thus, Azarine products were chosen as the research object. The sample criteria for this study included respondents who had used and purchased Azarine Cosmetics products through TikTok Shop. Hypothesis testing was conducted using SEM-PLS. The SEM-PLS analysis included evaluations of the outer model and the inner model.

4. Result

4.1. Demographics Respondents

The majority of respondents in this survey were female (78%) and aged between 17-25 years (45%). Most respondents held an undergraduate degree (45%) and had monthly income/allowances of Rp 2.000.000 – Rp 4.000.000 (41%). In terms of occupation, the majority worked as private employees (36%). The frequency of purchases in the past six months was mostly in the range of 1-5 times (46%).

4.2. Outer Model Evaluation

Table 1: Convergent Validity

Scale Items	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Viral Marketing (Wiludjeng & Nurlela, 2013)				
I received recommendations about Azarine Cosmetics from friends, family, neighbors, etc.	0.798	0,663	0,940	0,927
For me, TikTok is a platform for sharing information about Azarine Cosmetics.	0.809			
I obtained information about the advantages of Azarine Cosmetics through TikTok.	0.816			
I received clear information about Azarine Cosmetics through TikTok Shop.	0.795			
I am interested in the information about Azarine Cosmetics posted on TikTok.	0.753			
I trust the information about Azarine Cosmetics on TikTok.	0.819			
I participate in discussions about Azarine Cosmetics in TikTok's comment section.	0.779			
I discuss Azarine Cosmetics and make purchases.	0.807			
Online Customer Review (Lackermair et al., 2013)				

I consciously use information from the TikTok app in my decision-making process for purchasing Azarine Cosmetics products.	0.798	0,701	0,903	0,857
I use reviews available on TikTok as a source of information.	0.809			
I compare reviews from different TikTok users and read them carefully.	0.816			
I am influenced by reviews in my selection of Azarine Cosmetics products.	0.795			
Interactive (Alalwan, 2018)				
I feel that I often react to Azarine content that I see on TikTok.	0.777	0,696	0,920	0,891
I have a positive perception of Azarine advertising on TikTok.	0.794			
I often give feedback or suggestions to Azarine through TikTok.	0.814			
I feel comfortable leaving comments on Azarine's TikTok posts.	0.845			
I feel that Azarine provides sufficient two-way communication on TikTok.	0.827			
Entertainment (Cheung et al., 2020)				
I find Azarine's content on TikTok very engaging.	0.874	0,762	0,906	0,844
I feel emotionally engaged with Azarine content that I see on TikTok.	0.843			
I am often captivated and absorbed by the Azarine content on TikTok.	0.848			
Perceived Relevance (Alalwan, 2018)				
I feel that the Azarine ads I see on TikTok are relevant to my needs.	0.822	0,707	0,935	0,917
I find Azarine ads on TikTok important and useful for me.	0.834			
I understand the message that Azarine's ads on TikTok are trying to convey.	0.822			
The Azarine ads on TikTok align with my daily habits and interests.	0.843			
I feel that Azarine ads on TikTok match my personal preferences and tastes.	0.760			
Overall, I rate the Azarine ads on TikTok as very good.	0.874			
Trust (Nabela & Albari, 2023)				

Azarine can help me meet my product needs well.	0.873	0,738	0,894	0,822
Azarine Cosmetics provides detailed product information services.	0.843			
Azarine Cosmetics is honest and trustworthy in serving consumers.	0.854			
Purchase Decision (Upadana & Pramudana, 2020)				
I decided to choose Azarine Cosmetics products.	0.825	0,703	0,904	0,859
I prioritize purchasing Azarine Cosmetics products over other brands.	0.828			
I am willing to spend time and money to purchase Azarine Cosmetics products.	0.811			
I feel happy after deciding to buy Azarine Cosmetics products.	0.835			

An indicator is considered valid if the loading factor value exceeds 0.7 and the average variance extracted (AVE) value exceeds 0.5 (Ghozali & Latan, 2015). Based on the outer loading results, all indicators meet convergent validity as their values exceed 0.7. Thus, it can be concluded that all indicators used are valid and can represent the measured variables.

The AVE value must exceed 0.5, meaning 50% or more of the variance in the indicators can be explained (Ghozali & Latan, 2015). Based on the AVE values, all variables have values exceeding 0.5, indicating good convergent validity and reliability in explaining the variance of the indicators used. Based on cross-loading results, each indicator has a value exceeding 0.7. Moreover, the cross-loading values for each indicator are also higher compared to other variables. Thus, it can be concluded that latent constructs can predict their respective variable indicators better than others.

A construct is considered reliable if its Cronbach's alpha and composite reliability values exceed 0.7 (Ghozali & Latan, 2015). Based on the Cronbach's alpha and composite reliability outputs, all variables have values exceeding 0.7. Therefore, it can be concluded that all variables in this study are reliable.

4.3. Inner Model Evaluation

Table 2 : Inner Model

Construct	R-Square Adjusted	Q-Square
Trust	0,883	0,645
Purchase Decision	0,922	0,640

Hair et al. (2017) stated that R-Square values of 0.75, 0.5, and 0.25 respectively indicate that the model is strong, moderate, and weak. The adjusted R-Square output shows a value of 0.883 for the trust construct and 0.922 for the purchase decision construct. It can be concluded that the model construct is strong. Q-Square values of 0.02, 0.15, and 0.35 indicate weak, moderate, and strong predictive ability of the model, respectively (Ghozali & Latan, 2015). Based on the Q-Square output, the value of the trust variable construct is 0.645, and the purchase decision variable is 0.640. Therefore, it can be concluded that the model has strong predictive ability.

4.4. Hypothesis test result

Table 3. Hypothesis test result

Hypothesis	Original Sample	t-statistics	p-value	Result
H1 = PV->KPC	0.471	3.524	0.000	Accepted
H2 = PV->KP	0.203	1.578	0.115	Rejected
H3 = UPO->KPC	0.328	2.508	0.012	Accepted
H4 = UPO->KP	0.051	0.692	0.489	Rejected
H5 = INT->KPC	0.185	2.632	0.009	Accepted
H6 = INT->KP	0.400	5.350	0.000	Accepted
H7 = ENT->KPC	-0.081	1.304	0.193	Rejected
H8 = ENT->KP	0.274	6.041	0.000	Accepted
H9 = PR->KPC	0.048	0.410	0.682	Rejected
H10 = PR->KP	0.184	2.605	0.009	Accepted
H11 = KPC->KP	-0.123	1.835	0.067	Rejected

Based on data analysis (see Table 3), viral marketing influences trust ($\beta=0.471$; p-val $0.000<0.05$; t-stat 3.524). Customer reviews affect trust ($\beta=0.328$; p-val $0.012<0.05$; t-stat 2.508), and interactivity impacts trust ($\beta=0.185$; p-val $0.009<0.05$; t-stat 2.632). It can be concluded that H1, H3, and H5 are supported, meaning that viral marketing, customer reviews, and interactivity influence trust. This implies that if viral marketing, customer reviews, and interactivity improve, consumer trust will also increase.

Interactivity influences purchase decisions ($\beta=0.400$; p-val $0.000<0.05$; t-stat 5.350), entertainment influences purchase decisions ($\beta=0.274$; p-val $0.000<0.05$; t-stat 6.041), and perceived relevance influences purchase decisions ($\beta=0.184$; p-val $0.009<0.05$; t-stat 2.605). It can be concluded that H6, H8, and H10 are supported, meaning that interactivity, entertainment, and perceived relevance influence purchase decisions. This implies that if interactivity, entertainment, and perceived relevance improve, purchase decisions will also increase.

Conversely, based on the data analysis results, entertainment does not influence trust ($\beta=-0.081$; p-val $0.193>0.05$; t-stat 1.304), and perceived relevance also does not influence trust ($\beta=0.048$; p-val $0.682>0.05$; t-stat 0.410). It can be concluded that H7 and H9 are rejected, meaning that entertainment and perceived relevance do not affect trust. This indicates that entertaining content and content perceived as relevant by consumers do not contribute to building trust in the brand.

Viral marketing does not influence purchase decisions ($\beta=0.203$; p-val $0.115>0.05$; t-stat 1.578), online customer reviews do not influence purchase decisions ($\beta=0.051$; p-val $0.489>0.05$; t-stat 0.692), and consumer trust also does not influence purchase decisions ($\beta=-0.123$; p-val $0.835>0.05$; t-stat 1.835). It can be concluded that H2, H4, and H11 are rejected, meaning that viral marketing, online customer reviews, and consumer trust do not affect purchase decisions. This implies that the use of viral marketing, online customer reviews that provide additional information to potential buyers, and consumer trust in viral products do not drive consumers to make a purchase.

5. Discussion

This study found that an increase in viral marketing activities can enhance consumer trust. Hypothesis testing results indicate that Azarine Cosmetics' marketing strategies focusing on the rapid and widespread dissemination of content on TikTok social media can improve consumer trust. Effective viral marketing occurs when consumers receive clear, engaging, and credible information and are involved with Azarine product information. This study also found that online consumer reviews can enhance consumer trust. When consumers use available reviews as information sources and are influenced by them, they feel safe and confident in the product. Positive customer reviews significantly contribute to increasing consumer trust in the product.

Interactive marketing behavior can enhance consumer trust. This indicates that interactivity has a real influence on consumer trust, where Azarine's high interactivity with consumers results in greater trust. Interactivity can affect trust if there is good communication between consumers and producers, instilling confidence in consumers. Interactive marketing also guides consumers in making purchase decisions. This strengthens the assumption that consumers tend to be more motivated to make purchases when given easy and flexible access to explore product information through interactive features. Interactivity influences purchase decisions if there is good communication and product perception, guiding consumers toward a purchasing decision. This study's findings show that entertaining marketing can encourage consumers to make purchase decisions. This suggests that entertaining marketing activities can enhance consumer engagement by prompting them to seek more information about the brand, resulting in more informed purchase decisions. Entertainment affects consumer purchase decisions when consumers feel attracted to and emotionally engaged with the content presented by the company. Creating marketing content relevant to consumer perceptions leads consumers to purchase decisions. Assessing and matching advertisements with consumer preferences is expected to increase consumer purchase decisions. Ensuring that messages conveyed through marketing media, both online and offline, are relevant to the target market increases the likelihood of consumer purchases. Marketing activities through entertainment and perceived relevance do not influence consumer trust. This means that although entertaining content attracts consumer attention and relevance aligns with consumer desires, these factors do not directly affect consumer trust in the brand. Meanwhile, marketing activities through viral marketing, online customer reviews, and trust do not influence purchase decisions. This means that relying on widespread marketing, consumer reviews, and consumer trust does not directly impact consumer purchasing decisions.

6. Summary

This study indicates that digital marketing factors such as viral marketing, online customer reviews, interactivity, entertainment, and perceived relevance have different impacts on consumer trust and purchase decisions for Azarine Cosmetics on TikTok Shop. The results show that viral marketing, online customer reviews, and interactivity significantly influence consumer trust, but only interactivity directly affects purchase decisions. Additionally, entertainment and perceived relevance do not influence consumer trust but significantly enhance purchase decisions. While consumer trust is considered important as an outcome of certain marketing activities, it does not directly influence purchase decisions. This implies that companies should not only focus on building consumer trust but also ensure marketing strategies are designed to drive consumer engagement and product relevance. The implications of this study suggest that companies should increase interactivity with consumers, create entertaining and relevant content, and utilize customer reviews as tools to build trust. Thus, marketing strategies focusing

on interactivity, entertainment, and relevance can effectively enhance consumer purchase decisions on social commerce platforms like TikTok Shop. This study also contributes to digital marketing literature by identifying the varying impacts of each factor on trust and purchase decisions, providing guidance for future research and the development of more effective marketing strategies.

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