

THE INFLUENCE OF ONLINE CUSTOMER REVIEW, LIVE TIKTOK, ON PURCHASE DECISION OF SOMETHINC PRODUCTS WITH CUSTOMER TRUST AS A MEDIATION VARIABLE ON TIKTOK SOCIAL MEDIA

Vanyasa Stefani¹, Erna Listiana², Nur Afifah³, Harry Setiawan⁴, Ana Fitriana⁵
^{1,2,3,4,5}Faculty of Economics and Business, Universitas Tanjungpura, Indonesia

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ABSTRACT

The internet has experienced rapid progress, as has business developing to reach the era of the internet or online media. This research aims to test the influence of online customer reviews live streaming on consumer purchase decisions on certain products through customer trust on TikTok social media. This type of research is causal associative by distributing questionnaires to 200 respondents who live in Indonesia. The data was analyzed using SEM with AMOS 24 software. The results of this research show that all hypotheses are accepted, namely, online customer reviews and live streaming have a positive and significant effect on customer trust and purchase decisions for some products. Apart from that, customer trust can play a mediating role that has a positive and significant influence on online customer reviews and live streaming on purchasing decisions for certain products.

E-mail:

vanyasastefani@gmail.com

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1. INTRODUCTION

In the digital era that is growing rapidly every year, as many as 5.44 billion people use cell phones by the beginning of 2023, equivalent to 68% of the total global population. Unique mobile users have increased by more than 3% over the past year, with 168 million new users over the 12 months of 2022. There are now 4.76 billion social media users worldwide, of which 137 million are new users. In Indonesia, the population itself will be 276.4 million in January 2023. Data shows that more than half of Indonesia's population lives in urban areas. This is the basis that there are 212.9 million Internet users with a penetration rate of 77.0% of the total population. Meanwhile, internet users in Indonesia definitely have at least one social media platform, data published in the top social media platform advertising planning tool shows that there were 153.7 million users aged 18 years and over who used social media at the beginning of this year.

The internet has experienced rapid progress, as has business developing to reach the era of the internet or online media. The increasing popularity of social media has encouraged a number of entrepreneurs to integrate social media to keep up with the latest trends. Companies are now faced with demands to be more proactive in interacting with consumers. By utilizing social media, entrepreneurs can directly communicate and interact with their customers, existing consumers, and potential consumers (Widya & Riptiono, 2019).

This kind of business system has been adopted by multinational companies to small retail traders. This action was taken because entrepreneurs are very aware of the very important role of social media as a supporter in the marketing process. The availability of a variety of information and content on social media that is easy to access makes it one of the main places for consumers to look for information about the products they need. There are various types of social media, from Facebook, Twitter, YouTube, Instagram, and TikTok, which are popular in Indonesia. The TikTok application presents various types of videos with interesting music. Currently, many business actors apply TikTok as an online business

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanyasa Stefani, et.al

marketing tool, which opens up various opportunities through digital marketing strategies, enabling the expansion of different market shares (Naharul & Kadi, 2022)

According to Kementrian Perdagangan RI, (2023) the TikTok trade minister has significantly influenced the business ecosystem in Indonesia by encouraging accelerated digitalization. Through the platform, marketing products or services becomes easier because the videos produced have the ability to reach a larger audience. The aim is for the products or services offered to reach as many consumers as possible who are interested in buying and trying them, especially in the beauty industry. Entrepreneurs have started to adopt this approach by providing information about their products through social media platforms such as TikTok, one company that uses this approach is Brand Somethinc. According to [compas.co.id](https://www.compas.co.id), (2022) In the second quarter of 2022, the Somethinc brand is the best-selling local skincare in Indonesia, followed by Scalett and MS Glow. The Somethinc brand, which was founded in 2019 by Irene Ursula, has become very popular, especially in 2021. This brand responds to consumer demand by introducing skin care products consisting of clean, safe and halal ingredients for use. Somethinc offers local skincare that meets international standards while maintaining affordable prices (Handayani et al., 2022).

TikTok, which is increasingly developing its features by creating a live streaming feature, can be used by brands to do some marketing. Based on Databoks, (2023) in Indonesia, the live shopping facility that is popular with consumers is TikTok, with a percentage of 27.5% of respondents, followed by Shopee with 26.5% of respondents. Rahmayanti & Dermawan, (2023) Live streaming creates opportunities for buyers and sellers to interact without having to meet in person and also allows sellers to sell their products directly, which can help reduce consumer doubts. Additionally, consumers can ask more detailed questions about product descriptions directly to sellers (Suarna, 2022). Streamers can also convince consumers by asking about skin problems consumers face and offering product recommendations for potential consumers. This supports the occurrence of a purchase decision on a product.

Apart from live streaming, reviews from customers who have shopped are also an important consideration factor before someone decides to make a purchase. Online customer reviews have a stronger persuasive power for consumers than information provided directly by sellers in the market. Therefore, sellers often use online customer reviews as a tool to win customer trust. Consumers tend to refer to positive reviews to reassure themselves about the quality of a product or service before they decide to purchase. The high influence of online customer reviews can also trigger unhealthy competition, where some sellers may use false order tactics and give negative ratings to their competitors. Therefore, consumers need to be very careful in checking online customer reviews, so as not to be trapped by reviews that may come from dishonest actions such as fake orders.

Through digital marketing where consumers do not meet face to face, this makes customer trust one of the foundations in making purchase decisions. Customer trust can be explained as the consumer's readiness to take risks from the seller's actions with the belief that the seller will act according to expectations and do important things for the consumer who gives them trust without requiring the ability to monitor or control the trusted seller's actions.

Several studies suggest that online customer reviews and live streaming have a positive and significant effect on purchase decisions (Ovaliana & mahfudz, 2022) and (Netrawati et al., 2022). However, there are several other studies that suggest that online customer reviews and live streaming have no effect (Mokodompit et al., 2022) and (Lisindawati et al., 2023). Apart from that, research (Widya & Riptiono, 2019) and (Saputra & Fadhillah, 2022) said that customer trust is able to mediate between online customer reviews and live streaming on purchase decisions. However, the required empirical studies are still minimal, this serves as the foundation for the research's focus on new areas, such as the impact of live streaming and online customer reviews on decisions to buy things, which are mediated by consumer trust.

Literature Review

Online Customer Review

Online Customer Reviews are the opinions shared by consumers about a product, covering all aspects of their experience after purchasing it (Umma & Nabila, 2022). According to (Mo & Fan, 2015, and Mulyati & Grace, 2020) Online customer review (OCR) is a product assessment that comes from consumer

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanysa Stefani, et.al

experiences from various aspects. This information provides an opportunity for consumers to assess the quality of the product they are looking for based on experiences and reviews shared by other consumers who have purchased the product from the online seller before.

In the consumer market, online reviews are a reliable source of information because online consumer reviews or Online Customer Reviews have a crucial role in evaluating products and providing a comprehensive picture of the various positive and negative aspects of the product (Permatasari et al., 2019). These reviews or opinions have become the main source of information in the purchasing decision-making process and play a very significant role in determining the success of a beauty product or service (Akbar et al., 2023). Based on the previous explanation, several indicators can be drawn in the Online Customer Review, namely perceived benefits, valence, quality of arguments, number of reviews (Astuti et al, 2015, and Sari, 2022).

Live Streaming

Live streaming (live broadcast) is a type of broadcast in which the production can be observed directly at the same time, without any editing process. Since there is no possibility of repair if something goes wrong, planning and preparation must be carried out carefully. According to Fauziah, (2020) an interactive and entertaining platform that focuses on its users by providing opportunities for direct interaction between customers and sellers.

Another opinion says stated live streaming has the opportunity to provide a more significant competitive advantage in the social commerce environment when compared to e-commerce. This is due to the fact that consumers can directly see the product and know who is selling it. Spectators or audiences can also interact and communicate with each other via text-based chat features (Siregar & Purnama, 2022). Based on the description above, there are several indicators in it according to (Andirani, 2023), namely: (1) Interaction, (2) Real-time, and (3) Promotional Tools.

Customer Trust

According to Ayuningtiyas & Gunawan, (2018) consumer trust is a psychological aspect where consumers are willing to accept something as it is based on expectations of positive behavior from the seller. According to Permana, (2020) consumer trust is the main factor that encourages customers to make purchases, especially when they shop online with minimal risk considerations. Apart from that, according to Juliana, (2023) intelligence can also strengthen trust, because a high level of trust must be supported by intelligence in attracting customers to be effective in increasing consumer trust.

According to Ayuningtiyas & Gunawan, (2018) consumer trust can also be explained as the consumer's willingness to take risks on the seller's actions with the belief that the seller will carry out important actions for the sake of the consumer who trusts him, even without the ability to monitor or control the actions of the trusted seller. Based on the previous explanation, several indicators can be drawn according to (Mayer et al., 2015, and Alfath, 2022): ability, kindness and integrity.

Purchase Decision

A decision in the general sense is "a choice from a variety of available options," namely when someone makes a choice from several existing options (Oktaviani et al., 2022). Another opinion says that a purchase decision is a consumer action that is directly involved in purchasing and using the product or service offered. In the decision-making process to buy or use the product, consumers are influenced by the actions taken by marketers, external factors, as well as consumers' assessments and perceptions of the product (Alfath, 2022). According to Suarna, (2022) purchase decisions are often influenced by consumers' perceptions of the company's offerings and its brand. In more detail, consumers' purchasing behavior is often influenced by their previous experience using a company's product and the extent to which the product meets their specific needs.

Based on the explanation above, there are several indicators in purchasing decisions according to (Kotler & Kelle, 2021), namely: (1) Confidence when deciding to buy, (2) Careful consideration and (3) Choice Priority.

The Influence of Online Customer Reviews on Purchase Decisions

According to (Almana & Mirza, 2013, and Pasi & Sudaryanto, 2021), Customers use online customer reviews as a source of information that supports their decision-making process. This can be considered as a tool for purchasing decisions, as well as a means for consumers to provide input and recommend other online shopping platforms. According to Ovaliana & Mahfudz, (2022) when shopping

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanysa Stefani,et.al

online, consumers often face difficulties in determining products with good quality. Product reviews are one of the factors that greatly influence consumers' purchase decisions. Consumers can see how many reviews other consumers have given to the product and identify whether the reviews are positive or negative. These reviews can act as important indicators for consumers in the purchase decision-making process. The following formulation of the first hypothesis in this study is based on the previously mentioned description of the relationship between customer reviews and purchase decisions:

H₁: Online Customer Review has a significant effect on purchase decision.

The Influence of Live Streaming on Purchase Decisions

Currently, live streaming has experienced an expansion of use that is not only limited to entertainment content such as music or daily life. Live streaming has become a platform used for a variety of purposes, with recent trends including sales activities. Live streaming allows more intense interaction in a sales context through various media, one of which is TikTok (Rahmayanti & Dermawan, 2023a). Live streaming pertains to a marketing framework that engages streamers (sellers). Platform for live online streaming and providing providing customers with details about products via two-way communication, thereby leading to consumer decisions to purchase the products offered (LinYE et al., 2022, and Netrawati et al., 2022). Based on the description of the relationship an live streaming and purchase decision as stated previously, the second hypothesis in this research can be formulated as follows:

H₂: Live streaming has a significant effect on purchase decision.

The Influence of Customer Trust on Purchase Decisions

Trust plays a central role in the relationship between sellers and buyers, with a high level of trust, playing a key role in building trust in the company. Strong trust in buyers can be a solid foundation for building relationships when shopping online. In the context of online shopping, a high level of trust between buyers and sellers is critical to creating sustainable and positive relationships.

According to Ovaliana & Mahfudz, (2022) In the buying and selling process via online platforms, the main attention must be focused on customer trust as a key element. A high level of consumer trust in a product can have a significant impact on their purchase decision. The third hypothesis in this study can be stated as follows, based on the previously described relationship between customer trust and purchase decision:

H₃: Customer trust has a significant effect on purchasing decision.

Indirect Influence of Online Customer Reviews on Purchase Decisions Through Customer Trust

Reviews or reviews provided by consumers who have purchased the product make it easy for potential consumers to obtain information about a product. Kanitra & Kusumawati, (2018) Online customer reviews have the potential to influence online shopping decisions more than promotions via social media. However, this only guarantees that some consumers who see online customer reviews will actually shop. This is because online customer reviews are able to influence customer trust in making purchase decisions for a product (Mulyati & Grace, 2020).

The relationship between online customer reviews and purchase decisions made through customer trust has been described, and this information leads to the formulation of the fourth research hypothesis, which is as follows:

H₄: Online customer review has an indirect effect on the purchase decision through customer trust

Indirect Influence of Live Streaming on Purchase Decisions Through Customer Trust

The live streaming or live broadcast feature makes it easier to interact between sellers and potential buyers, especially in terms of detailed information about products in terms of quality, size and materials. This allows consumers to obtain products that suit their needs (Handayani et al., 2022). According to Zami, (2023) trust is a key aspect of social behavior, especially when it comes to important decisions. Live streaming can be a very relevant factor for buyers in the purchasing process *purchase decision*. This is due to the seller's ability to convey information clearly and directly to buyers via live streaming, which will increase the level of buyer confidence in the product and encourage consumers to make purchases.

Based on the description of the relationship between live streaming and purchase decisions through customer trust as has been stated, this research's fifth hypothesis can be expressed as follows:

H₅: Live streaming has an indirect effect on purchase decisions through customer trust.

Conceptual framework

Based on the description above, the following conceptual framework can be built:

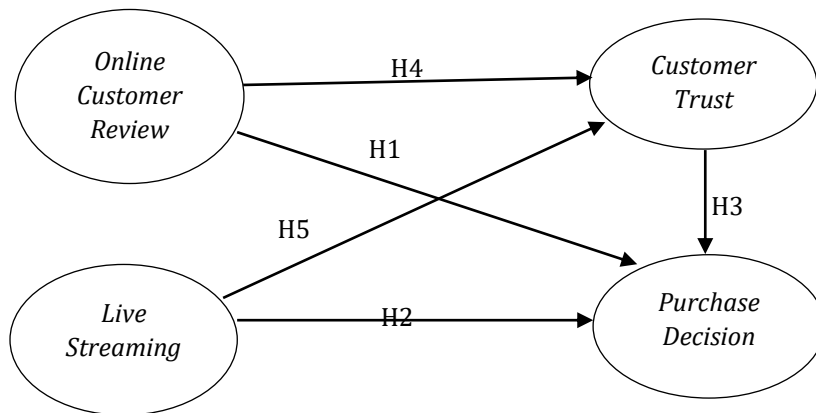


Figure 1 Conceptual Framework

Research Hypothesis

By referring to the problem formulation and conceptual basis that have been explained, the research hypothesis proposed by the researcher can be formulated as follows:

1. Online Customer Review has a significant effect on purchase decision.
2. Live streaming has a significant effect on purchase decision.
3. Customer trust has a significant effect on purchase decision.
4. Online customer review has an indirect effect on the purchase decision through customer trust.
5. Live streaming has an indirect effect on purchase decision through customer trust.

2. METHOD

This research can be classified into a type of causal associative research. According to (Sugiyono, 2015, and Handida & Sholeh, 2018). Causal associative research is a type of research that aims to understand the cause-and-effect relationship between two or more variables. This research will study the impact of online customer review variables, live streaming, on purchase decision through the mediating variable, namely customer trust.

The sampling technique was taken using a non-probability sampling method in the form of purposive sampling with a sample size of 200 respondents. Purposive sampling is an approach in determining the sample by considering certain factors or special considerations (Sugiyono, 2015, and Maharani & Bernard, 2018). The sample criteria in this study are: (1) Respondents aged 18 years and over, (2) Respondents have a TikTok social media account, (3) Respondents are decision makers to purchase certain products, (4) Respondents have watched live streaming and online customer reviews on something products. The data used is data obtained directly from the source, or what is also called primary data, by distributing prepared questionnaires. The questionnaire uses a 1 to 5 likert scale with categories: score 1 strongly disagree, score 2 disagree, score 3 neutral, score 4 agree and score 5 strongly agree. The population in this study are all Indonesian citizens who have TikTok and have purchased some products.

Data analysis using SEM with AMOS 24 Software. According Indahsari et al., (2023) three different types of analyses can be done at the same time with SEM: analysis of the relationship between variables (measurement model), analysis of validity and reliability (confirmatory factor analysis), and creation of a suitable prediction model (structural model analysis). The overall evaluation of model adequacy involves assessing chi-Square, Root Mean Square Error of Approximation (RMSEA), Root Mean Squared Residual (RMR), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Instrumental Fit Index (IFI), Comparative Fit Index (CFI), and Norm Fit Index (NFI).

3. RESULT AND DISCUSSION

Respondent Characteristics

The demographic attributes outlined below were employed for scrutinizing the profile of the respondents.

Table 1 Respondent Characteristics

Category	Items	f	%
Gender	man	43	21.5%
	Woman	157	78.5%
	Total	200	100%
Age	18-25 Years	196	98%
	26-35 Years	2	1%
	36-45 Years	1	0.5%
	45 Years and Over	1	0.5%
	Total	200	100%
	Domicile	Kalimantan	102
	Java	82	41%
	Bali	2	1%
	Sumatra	9	4.5%
	Sulawesi	5	2.5%
	Total	200	100%
Last education	elementary school	1	0.5%
	Middle/Junior High School	2	1%
	high school/high school	151	75.5%
	D1/D2/D3/D4	4	2%
	Bachelor degree	42	21%
	Total	200	100%
Work	Student	4	2%
	Student	178	89%
	Private sector employee	8	4%
	Businessman	3	1.5%
	Civil servants	1	0.5%
	Etc	6	3%
	Total	200	100%
Income Per Month	Less than IDR 2,000,000	38	19%
	IDR 2 million to IDR 4 million	23	11.5%
	More than IDR 4 million to IDR 6 million	8	4%
	More than IDR 8 million to IDR 10 million	1	0.5%
	More than IDR 10 million	1	0.5%
	Not yet working	129	64.5%
	Total	200	100%
Pocket Money Per Month	Less than IDR 1 million	71	35.5%
	IDR 1 million to IDR 2 million	87	43.5%
	More than IDR 2 million to IDR 3 million	7	3.5%
	More than IDR 3 million to IDR 4 million	4	2%
	More than IDR 4 million	1	0.5%
	Already working	30	15%
	Total	200	100%
How often do you use the Tiktok application?	Routine every day	140	70%
	Pretty routine, but not every day	50	25%
	Rarely, only occasionally / as needed / only about once a week	3	1.5%
	Very rarely, even only once a month	7	3.5%
	Total	200	100%

Category	Items	f	%
How often do you see Somethinc content on the Tiktok application?	Routine every day	27	13.5%
	Pretty routine, but not every day	115	57.5%
	Rarely, only occasionally / as needed / only about once a week	43	21.5%
	Very rarely, even only once a month	15	7.5%
	Total	200	100%
In the last 3 months, how many times did you buy something?	1-2 times	160	80%
	3 times	28	14%
	4 times	8	4%
	More than 4 times	4	2%
	Total	200	100%
Do you also use other brands of beauty products (besides somethinc)?	Yes	177	88.5%
	No	23	11.5%
In the last 3 months, how many times have you purchased these other brands of beauty products?	Total	200	100%
	1-2 times	113	56.5%
	3 times	45	22.5%
	4 times	10	5%
	More than 4 times	9	4.5%
	Don't buy	23	11.5%
	Total	200	100%

Based on the table above, the majority of respondents were female, 157 people or 78.5%; with an age range of 18-25 years as many as 196 people or 98%; 102 people domiciled on the island of Kalimantan or 51%; with a high school graduate education level of 151 people or 75.5%; the majority of respondents work as students as many as 178 people or 89% and have not worked as many as 129 people or 64.5%; Most of the respondents were given monthly pocket money of IDR 1,000,000-IDR 2,000,000, 87 people or 43.5%; there are 140 or 70% of respondents who regularly use the TikTok application every day; and there are 115 people or 57.5% who quite regularly but not every day view some type of content on the TikTok application; the intensity of purchasing somethinc products 1-2 times in a period of 3 months was 160 people or 80%. Based on field research, the characteristics of respondents who used beauty products other than somethinc were 177 people or the equivalent of 88.5% with the intensity of purchasing products 1-2 times in a period of 3 months as many as 113 people or 56.5%.

Measurement Model

The outcomes of the Goodness of Fit test, as well as the indices, validity, and reliability, are presented as follows.

Table 2 Measurement Model Results

Variable	Indicators	Items	SFL	AVE	CR	
Online Customer Reviews	Perceived benefits	OCR1	0.797	0.588	0.951	
		OCR2	0.758			
		OCR3	0.777			
	Valence	OCR4	0.757			
		OCR5	0.800			
		Quality of argument	OCR6			0.714
		Number of Reviews	OCR7			0.764
live streaming	Interaction	LS1	0.702	0.602	0.932	
		LS2	0.723			
	Real Time	LS3	0.817			
		LS4	0.792			
		LS5	0.837			
Customer Trust	Abilities	CT1	0.804	0.639	0.923	
		CT2	0.783			

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanysa Stefani, et.al

Variable	Indicators	Items	SFL	AVE	CR
Purchase Decision	Benevolence	CT3	0.806	0.73	0.921
	Integrity	CT4	0.805		
	Confidence when deciding to buy	WW1	0.860		
	Careful consideration	WW2	0.832		
	Choice Priority	PD3	0.872		

The results of the comprehensive validity and reliability test for the model, as shown in table 2 above, indicate that the Standardized Factor Loading (SFL) value for each variable indicator in the entire model is greater than 0.50, this suggests that every indicator is considered legitimate and able to measure the model as a whole. Furthermore, positive reliability test results indicate that all instruments are dependable for measuring the entire model construct. This is demonstrated by the Construct Reliability (CR) value of ≥ 0.70 and the average Variance Extracted (AVE) for all instrument indicators, which both attained a value of ≥ 0.50 .

Table 3 Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤ 3.00	1,343
RMR	< 0.05	0.031
RMSEA	≤ 0.08	0.042
NFI	≥ 0.90	0.916
IFI	≥ 0.90	0.977
TLI	≥ 0.90	0.973
CFI	≥ 0.90	0.977

Table 3 above illustrates that if three or four measurements have a good degree of suitability or are above the cut-off value, the model suitability requirements are accepted and the fit is declared. With values of $CMIN/DF=1.343 < 3.00$, $RMR= 0.031 < 0.05$, and $RMSEA= 0.042 < 0.08$, seven measurements revealed good agreement. All other metrics are greater than 0.90: $NFI = 0.916$, $IFI = 0.977$, $TLI = 0.973$, and $CFI = 0.977$.

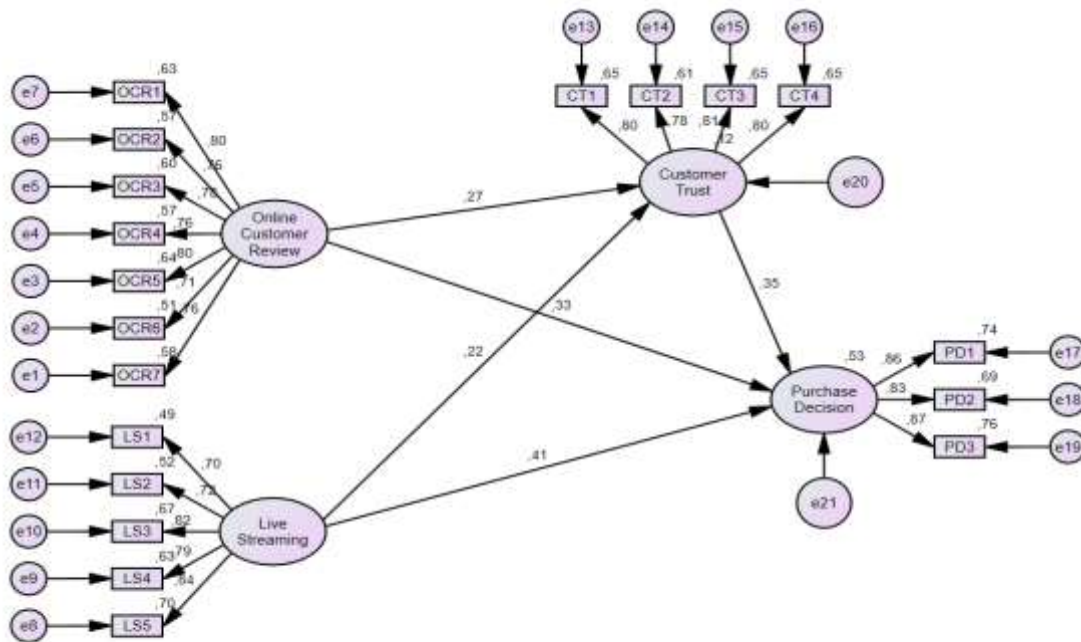


Figure 1 Full Structural Model Test

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanysa Stefani, et.al

Hypothesis test

The outcomes of examining the impact of the association between variables in the research setup devised in this study can be outlined as follows.

Table 4 Hypothesis Testing

Hypothesis	Path	Estimate	S.E	CR	P
H ₁	Purchase Decision<--- Online Customer Review	0.427	0.086	4,979	0,000
H ₂	Purchase Decision<--- Live Streaming	0.484	0.078	6,191	0,000
H ₃	Purchase Decision<--- Customer Trust	0.389	0.077	5,054	0,000
H ₄	Customer Trust <--- Online Customer Review	0.311	0.091	3,417	0,000
H ₅	Customer Trust <--- Live Streaming	0.230	0.082	2,799	0.005

Table 4 above yielded a p-value of 0.000, which is less than 0.05 ($\alpha = 0.05$). As a result, buying decisions are positively and significantly impacted by online customer reviews. The second hypothesis is also accepted based on the results, with a p-value of 0.000 indicating a value less than 0.05 ($\alpha = 0.05$). This demonstrates how live streaming influences consumer decisions in a favorable and meaningful way. A p-value of 0.000 was obtained for the third hypothesis, indicating a value less than 0.05 ($\alpha = 0.05$). This demonstrates how buying decisions are positively and significantly impacted by customer trust. Given that the p-value for the fourth hypothesis, which is 0.000 and less than 0.05 ($\alpha = 0.05$), is also accepted. This demonstrates that consumer trust is positively and significantly impacted by online reviews. The p-value for the fifth hypothesis, which is less than 0.05 ($\alpha = 0.05$), is 0.005. This demonstrates how live streaming significantly and favorably affects consumer trust.

Table 5 Sobel Test – Mediation Significance

	Sobel test Statistics	Two-tailed probability
Online Customer Review ---> Customer Trust --->Purchase Decision	2,830	0.004
Live Streaming ---> Customer Trust --->Purchase Decision	2,452	0.014

Table 5 above presents the Sobel test statistics with a p-value of 0.004 < 0.05 ($\alpha = 0.05$) based on the test results, this demonstrates that online customer reviews, which are mediated by customer trust, have a major indirect impact on purchasing decisions. Similar results were also obtained with live streaming, with a p-value of 0.014 < 0.05 ($\alpha = 0.05$), this demonstrates that live streaming has a big indirect impact on buying decisions, which are mediated by consumer trust.

Discussion

This research was conducted with the aim of identifying correlations between the variables involved. By creating a new model regarding the influence of online customer reviews, live streaming on purchase decisions where customer trust is a mediating variable. Based on H₁ Online Customer Review has a significant effect on purchase decisions. According to Pasi & Sudaryanto, (2021) this indicates that positive customer assessments of the store will contribute to increased purchase decisions by other customers regarding Somethinc beauty products. This research is in line with the findings of research conducted by (Ovaliana & Mahfudz, 2022) but the results are different or contradict the research (Mokodompit et al., 2022). Based on H₂ Live streaming has a significant effect on purchase decisions. According to Rahmayanti & Dermawan, (2023) Live streaming is the main factor considered by consumers when they make purchase decisions, in other words, interesting live streaming is a driving factor in forming purchase decisions. The results of this research are also consistent with the results of research conducted by (Netrawati et al., 2022) and different and conflicting results from research (Lislindawati et al., 2023). Based on H₃ Customer trust has a significant effect on purchasing decisions. This shows that the trust that consumers have in social media has helped encourage consumers to make purchase decisions (Widya & Riptiono, 2019). This research is in line with the findings of research conducted by (Oktaviani et al., 2022) and contrary to research conducted by (Ayuningtiyas & Gunawan, 2018).

Acceptance of H₄ namely online customer review has an indirect effect on the purchase decision through customer trust. According to Widya & Riptiono, (2019) reviews given by other consumers online can generate customer trust in online stores on social media. Online business people on social media can achieve this by providing guarantees for good products and services, such as on-time delivery and

The Influence Of Online Customer Review, Live Tiktok, On Purchase Decision Of Somethinc Products

With Customer Trust As A Mediation Variable On Tiktok Social Media. Vanysa Stefani, et.al

products that meet consumer expectations. The level of customer trust is very important, considering that this trust has a significant impact on purchasing decisions. This research is in line with the findings of research conducted by (Anggraeni et al., 2023) but the results are different or contradict the research (Umma & Nabila, 2022). Acceptance of H_5 namely Live streaming has an indirect effect on purchase decisions through customer trust. According to Saputra & Fadhilah, (2022) meaning, in live streaming shopping, it is important for the seller (streamer) to build trust first. Including the ability to interact positively with the audience having strong knowledge about the product, so that questions that arise during live streaming can be answered well and in a timely manner. Apart from that, sellers (streamers) need to make the viewing experience entertaining so that viewers don't get bored and also provide very detailed product information so that viewers understand the products being offered clearly. The results of this study are also in line with (Diarya & Raida, 2023).

4. CONCLUSION

The study's findings demonstrate that every variable significantly and favorably affects every other variable. When compared to live streaming, the online customer review variable has a more favorable and substantial impact on customer trust. We can draw the conclusion that reviews and information from other customers who have used the product are more reliable than those from sellers for prospective buyers. Aside from that, the live streaming factor influences decisions to buy more favorably and significantly than online reviews and customer trust. This is due to the fact that engaging live streaming influences your decision-making and forces you to act fast. After conducting research, there are several suggestions that can be submitted to the company, especially PT Royal Pesona Indonesia, to increase its sales. According to Ovaliana & mahfudz, (2022) information from online customer reviews is very important. Therefore, companies need to pay special attention to service quality such as customer service, packaging, delivery and product quality. This can increase the chances that consumers who have purchased the product will leave a positive review of the product. In the context of live streaming shopping, it is important for sellers (streamers) to build trust, such as the ability to establish good interactions with viewers a deep understanding of the product so that questions that arise during live streaming can be answered well, creating an entertaining viewing experience so that viewers do not bored, and provide very detailed product information so that the audience understands the product being offered clearly. All of this can help increase audience trust and purchasing interest (Saputra & Fadhilah, 2022). Suggestions for further research are expected to further expand the respondents from this research because the majority of respondents live on the islands of Kalimantan and Java only. Apart from that, future researchers should be advised to add variables, such as viral marketing, online customer ratings, and celebrity endorsements. This aims to expand studies in similar research and enable readers to understand better other variables that can influence consumer purchase decisions.

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