MIKAILALSYS
Journal of Multidisciplinary Sciences

e-ISSN : 2987-2286
p-ISSN : 2987-3924

Index: Harvard, Boston, Sydney, Copernicus, Sinta 4, Scilit, Semantic, Google, etc

https://doi.org/10.58578/mikailalsys.v4i2.10658

The Influence of Brand Image, Trust, Perceived Value, and Electronic Word of Mouth on Purchase Decisions for Hanasui Products on TikTok Shop

Akhila Fatmawati, Ady Achadi, Enrico Aziezy, Dian Safitri P Koesoemasari
Universitas Wijayakusuma Purwokerto, Indonesia
akhilafatmawati7@gmail.com; adyachadi@unwiku.ac.id

Article Info:

Submitted:	Revised:	Accepted:	Published:
May 2, 2026	May 30, 2026	Jun 11, 2026	Jun 16, 2026

Abstract

The rapid growth of TikTok Shop as a social commerce platform has reshaped consumer purchasing behavior in the beauty industry, particularly by integrating product promotion, peer interaction, and transaction processes within a single digital environment. However, the determinants of purchase decisions for local cosmetic products on TikTok Shop remain underexplored. This study aimed to examine the effects of brand image, trust, perceived value, and electronic word of mouth (e-WOM) on consumers' purchase decisions regarding Hanasui products on TikTok Shop. A quantitative approach with an explanatory research design was employed. Data were collected through questionnaires from 100 Hanasui consumers in Purwokerto who had purchased products through TikTok Shop, using purposive sampling. The data were analyzed using multiple linear regression. The findings reveal that brand image, trust, perceived value, and e-WOM have positive and significant effects on purchase decisions, with perceived value emerging as the most influential predictor. Collectively, these four variables explain 50.7% of the variance in purchase decisions. The study concludes that consumers' purchase decisions in social commerce environments

Mikailalsys is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License

are shaped by brand perception, consumer trust, perceived product value, and digital information generated through online interactions. These findings contribute to the literature on social commerce and digital consumer behavior by demonstrating the combined role of cognitive, relational, and informational factors in cosmetic product purchase decisions, while offering practical implications for companies to strengthen brand image, enhance trust, optimize product value, and manage e-WOM more effectively.

Keywords: Brand Image; Consumer Trust; Perceived Value; Electronic Word of Mouth; Purchase Decisions

INTRODUCTION

The rapid advancement of information and communication technology has transformed consumer purchasing behavior from conventional face-to-face transactions to digital-based purchasing activities. The increasing accessibility of the internet has enabled consumers to search for product information, compare prices, evaluate product features, and conduct transactions without geographical limitations. As a consequence, online shopping has become an integral part of contemporary consumer lifestyles and has significantly contributed to the development of the digital economy (Hidayati et al., 2020). In Indonesia, the growth of digital commerce has accelerated substantially over the last decade, driven by the widespread adoption of smartphones, internet penetration, and the emergence of various e-commerce and social commerce platforms.

The increasing popularity of online shopping is reflected in the high level of consumer participation in digital transactions. Recent reports indicate that Indonesia ranks among the countries with the highest online shopping activity, with a considerable proportion of internet users regularly purchasing products through online platforms (We Are Social & Meltwater, 2024). This phenomenon indicates that digital platforms have become an essential part of the consumer purchasing process, enabling consumers to search for information, compare products, interact with brands, and conduct transactions online. Consequently, understanding consumer behavior in digital environments has become increasingly important for both academics and practitioners seeking to develop effective marketing strategies (Laudon & Traver, 2021)..

Among various product categories sold online, beauty and cosmetic products represent one of the fastest-growing segments in Indonesia. The beauty industry has

experienced substantial growth, accompanied by an increase in skincare product demand and intensified competition among cosmetic brands in Indonesia (Silitonga & Soelasih, 2025). The continuous expansion of the cosmetic market has intensified competition among domestic and international brands, encouraging companies to develop innovative marketing strategies to attract and retain consumers. In this competitive environment, local cosmetic brands increasingly utilize digital marketing channels and social media platforms to engage consumers more effectively.

One local cosmetic brand that has successfully gained consumer attention is Hanasui. The brand actively utilizes various digital platforms, including TikTok Shop, to promote and distribute its products. Through social media marketing, influencer collaborations, user-generated content, and interactive promotional campaigns, Hanasui has successfully increased its visibility among consumers and achieved substantial sales performance in digital marketplaces (Aziezy et al., 2024). However, the success of Hanasui presents an interesting phenomenon. Although the brand records high sales volume in digital marketplaces, its overall brand position remains relatively lower than several competing brands that possess stronger market dominance (CNBC Indonesia, 2024). This discrepancy suggests that sales performance alone may not fully explain consumer purchasing behavior. High sales volume does not necessarily indicate strong brand equity or consistent consumer preference. Instead, purchase decisions in social commerce environments may be influenced by various psychological and behavioral factors that shape consumer evaluations before purchasing a product. TikTok has transformed digital marketing practices by enabling businesses to promote products through creative and interactive short-form video content. The platform facilitates greater audience engagement and expands promotional reach, making it an effective medium for building communication between brands and consumers (Krisdanu & Sumantri, 2023). TikTok Shop represents one of the most prominent examples of social commerce. As a digital marketing platform, TikTok enables consumers to interact with brands through short-form videos, live streaming, and other interactive content that enhance consumer engagement (Krisdanu & Sumantri, 2023). This unique environment creates a more immersive purchasing experience and introduces multiple factors that potentially influence purchase decisions.

Purchase decision is generally defined as the stage in which consumers select a particular product after evaluating available information and alternatives (Giovani & Berlianto, 2022). In digital environments, purchase decisions are influenced by consumers'

trust, perceived value, transaction convenience, and the information they obtain through online interactions (Hidayat et al., 2021). Furthermore, purchase decisions within social commerce platforms are often influenced by electronic word of mouth and online reviews provided by other consumers, which serve as important sources of information in the purchasing process (Devi et al., 2022). Therefore, investigating the determinants of purchase decisions in social commerce settings has become an important area of marketing research. One of the factors frequently associated with purchase decisions is brand image. Brand image refers to consumers' perceptions, beliefs, and associations regarding a particular brand formed through information, experiences, and interactions with various media channels (Wijaya, 2023). In digital marketing environments, brand image is shaped through marketing communications and digital interactions that help consumers form perceptions and associations toward a brand (Maulida et al., 2024). A positive brand image enhances consumers' confidence in product quality and reduces uncertainty during the purchasing process. Previous studies have reported that brand image significantly influences purchase decisions (Nasri et al., 2023; Maulida et al., 2024). However, further investigation remains necessary to examine whether this relationship is consistently observed across different social commerce platforms, product categories, and consumer segments, particularly in the context of TikTok Shop.

Another important determinant of purchase decisions is trust. Trust reflects consumers' confidence in a brand's competence, integrity, and ability to fulfill its promises (Karim et al., 2020). In online transactions, trust becomes particularly crucial because consumers cannot directly inspect products before purchasing them. Therefore, trust functions as a mechanism that reduces perceived risk and increases consumers' willingness to engage in transactions (Wardhana, 2024). Several studies have demonstrated that trust positively influences purchase decisions in online environments (Amalia & Yulianthini, 2022; Wijaya, 2023). However, other studies have reported insignificant relationships between trust and purchase decisions in social commerce contexts (Devi et al., 2022). Such inconsistencies indicate that trust may operate differently across platforms, product categories, and consumer segments.

Beyond brand image and trust, perceived value has emerged as a critical factor influencing consumer behavior. Perceived value refers to consumers' evaluation of the benefits received relative to the costs incurred when purchasing a product, reflecting the comparison between the benefits obtained and the sacrifices made during the purchasing

process (Hidayat et al., 2021). In live-streaming commerce environments, consumers tend to evaluate products based on the overall value they perceive from the information provided, product presentation, and the reduction of uncertainty during the purchasing process (Lu & Chen, 2021). In the context of TikTok Shop, perceived value may be influenced by promotional content, influencer recommendations, product demonstrations, and customer experiences shared through digital interactions. Empirical evidence generally supports the positive impact of perceived value on purchase decisions.

Electronic word of mouth (e-WOM) also plays an increasingly significant role in shaping consumer purchasing behavior. E-WOM refers to consumer-generated information, reviews, recommendations, and opinions distributed through online platforms (Maulana et al., 2021). Unlike traditional advertising, e-WOM is often perceived as more credible because it originates from actual consumers who have experienced the product (Santi et al., 2025). Within TikTok Shop, e-WOM is manifested through review videos, comment sections, ratings, and live-streaming interactions that provide valuable information for prospective buyers. Several studies have demonstrated the positive influence of e-WOM on purchase decisions (Savitri et al., 2022; Yulindasari & Fikriyah, 2022). However, contrary findings indicate that e-WOM does not always significantly influence purchasing behavior, particularly when message credibility or information quality is questionable (Wijaya et al., 2022).

Despite the growing body of literature examining purchase decisions in digital commerce, several gaps remain evident. First, previous studies have reported inconsistent findings regarding the effects of brand image, trust, perceived value, and e-WOM on purchase decisions. Second, most prior studies have investigated these variables separately or in limited combinations, thereby providing only a partial understanding of consumer behavior. Third, research focusing specifically on local cosmetic brands within TikTok Shop remains relatively limited. Fourth, previous studies have rarely integrated brand image, trust, perceived value, and e-WOM into a single comprehensive framework to explain purchase decisions in social commerce environments. Finally, previous research conducted by Wijaya (2023) found that brand image and trust explained only 61% of the variance in purchase decisions, indicating the presence of additional factors that should be incorporated into the analytical model. This study offers several contributions to the existing literature. The primary novelty lies in the development of Wijaya's (2023) model by incorporating perceived value and electronic word of mouth as additional explanatory variables. This integration

provides a more comprehensive framework for understanding purchase decisions in social commerce settings. Furthermore, the study specifically focuses on Hanasui products marketed through TikTok Shop, thereby extending the application of consumer behavior theories to the rapidly growing social commerce ecosystem. The research also contributes empirical evidence regarding the simultaneous influence of brand image, trust, perceived value, and e-WOM on purchase decisions among consumers of local cosmetic products.

The theoretical foundation of this study is the Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo, which explains how consumers process persuasive information through central and peripheral routes (Petty & Cacioppo, 1986). Within the context of TikTok Shop, brand image primarily functions as a peripheral cue that influences consumer perceptions through reputation and symbolic associations. Trust operates through both central and peripheral routes by enhancing message credibility and reducing uncertainty. Perceived value represents a central-route evaluation in which consumers assess benefits relative to sacrifices. Meanwhile, e-WOM influences both routes by providing substantive information as well as heuristic cues regarding product popularity and credibility. Consequently, ELM offers a comprehensive theoretical framework for explaining how these variables influence purchase decisions in digital environments.

Based on the aforementioned arguments, this study aims to examine the effects of brand image, trust, perceived value, and electronic word of mouth on consumers' purchase decisions regarding Hanasui cosmetic products on TikTok Shop. By addressing existing research gaps and introducing a more comprehensive analytical framework, this study is expected to contribute to the advancement of digital marketing literature and provide practical insights for businesses seeking to strengthen their competitive position in the social commerce industry.

METHODS

This study employed a quantitative approach using an explanatory research design. The quantitative method was selected because all research variables were measured using numerical data collected through questionnaires and analyzed statistically to examine the relationships and causal effects among variables. Explanatory research aims to explain cause-and-effect relationships between independent and dependent variables, allowing the study not only to describe existing phenomena but also to empirically test the influence of predictor

variables on outcome variables. In this study, the independent variables consisted of brand image, trust, perceived value, and electronic word of mouth (e-WOM), while the dependent variable was purchase decision among consumers purchasing Hanasui products through TikTok Shop. The research design was associative in nature, focusing on examining the relationships among variables based on digital marketing and consumer behavior theories.

The purchase decision variable was measured using indicators of product suitability to consumer needs, brand preference, and ease of access to purchasing channels. Brand image was measured through brand association recall, positive evaluation of brand attributes, and uniqueness of brand associations. Trust was assessed using the dimensions of benevolence, ability, and integrity. Perceived value was measured through product benefits, price suitability, and emotional value perceived by consumers. Meanwhile, electronic word of mouth (e-WOM) was measured through positive online reviews, the quantity of online comments and reviews, the credibility of online reviews, and the ability of online reviews to assist purchasing decisions. These indicators were derived from established theoretical frameworks and were selected to represent each research construct comprehensively.

The population of this study comprised consumers of Hanasui products in Purwokerto who had previously made purchases through the TikTok application. Since the population size was unknown, the sample size was determined using Cochran's formula. The calculation indicated a minimum sample requirement of 97 respondents. To ensure adequate statistical analysis and facilitate data processing, the final sample consisted of 100 respondents. The sampling technique employed was non-probability sampling using purposive sampling. This method was chosen because it enabled the researcher to select respondents who met specific criteria relevant to the research objectives. Respondents were required to be active TikTok users who had accessed information about Hanasui products, had purchased and used Hanasui products through TikTok Shop, and were at least 17 years old to ensure their ability to provide rational and reliable responses. Data collection was conducted using a structured questionnaire developed based on the indicators of each research variable. The questionnaire method was considered appropriate because it allows the collection of quantitative, standardized, and measurable data suitable for statistical analysis. All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In addition to primary data obtained directly from respondents, secondary data were collected from academic journals, books, scientific articles, and other relevant documents to strengthen the theoretical foundation of the study.

Prior to the main survey, the research instrument was evaluated through validity and reliability testing. Validity testing was conducted using the Pearson Product-Moment correlation method to determine the extent to which each item accurately measured the intended construct. Questionnaire items were considered valid when the correlation coefficient exceeded 0.30 at a significance level of 5%. Reliability testing was subsequently performed using Cronbach's Alpha to assess the internal consistency of the measurement instrument. An instrument was considered reliable when the Cronbach's Alpha value exceeded 0.70. Both validity and reliability analyses were conducted using the Statistical Package for the Social Sciences (SPSS). Data analysis was carried out in several stages. The first stage involved descriptive analysis to summarize respondent characteristics and provide an overview of responses to each research indicator. The second stage consisted of classical assumption testing, including normality, multicollinearity, and heteroscedasticity tests. The normality test was performed to ensure that the regression residuals followed a normal distribution. The multicollinearity test was conducted to identify potential correlations among independent variables by examining tolerance and Variance Inflation Factor (VIF) values. The heteroscedasticity test was then applied to verify the homogeneity of residual variance across observations.

The primary analytical technique employed in this study was multiple linear regression analysis, which was used to examine the effects of brand image, trust, perceived value, and electronic word of mouth on purchase decision. Multiple regression analysis was considered appropriate because the study involved several independent variables influencing a single dependent variable. Following regression estimation, the coefficient of determination (R^2) was calculated to evaluate the explanatory power of the independent variables in predicting purchase decision. Furthermore, the F-test was performed to assess the overall model fit, while the t-test was used to examine the individual contribution of each independent variable. All hypothesis testing procedures were conducted at a 5% significance level, ensuring that the findings could provide statistically valid and scientifically reliable evidence regarding the relationships among the variables investigated.

RESULTS

Normality Test

The normality test was conducted to determine whether the research data were normally distributed. The test was performed using the Kolmogorov–Smirnov method with a significance level of 0.05.

Table 1. Summary of Normality Test Results

Asymp. Sig	α	Information
0.168	0.05	Normal

source: Compiled by the researcher (2026)

Table 1. Summary of Normality Test Results indicates that the Asymp. Sig. value obtained from the Kolmogorov–Smirnov test is 0.168, which exceeds the significance level of 0.05 (0.168 > 0.05). Therefore, the data are normally distributed and satisfy the normality assumption.

Multicollinearity Test

The multicollinearity test was conducted to determine whether a high correlation exists among the independent variables in the regression model. A regression model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 2. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Information
Brand Image (X_1)	0.604	1.656	No multicollinearity
Trust (X_2)	0.676	1.478	No multicollinearity
Perceived Value (X_3)	0.894	1.119	No multicollinearity
Electronic Word of Mouth (X_4)	0.679	1.473	No multicollinearity

source: Compiled by the researcher (2026)

Table 2. Multicollinearity Test Results indicate that all independent variables have Tolerance values greater than 0.10 and VIF values lower than 10. Therefore, no multicollinearity is detected in the regression model, indicating that the model is suitable for further analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance remains constant across all observations. In this study, the Spearman test was used, where a significance value greater than 0.05 indicates the absence of heteroscedasticity.

Table 3. Heteroscedasticity Test Results

Independent Variable	Sig.	Information
Brand Image (X_1)	0.383	No Heteroscedasticity
Trust (X_2)	0.188	No Heteroscedasticity
Perceived Value (X_3)	0.109	No Heteroscedasticity
Electronic Word of Mouth (X_4)	0.739	No Heteroscedasticity

source: Compiled by the researcher (2026)

Table 3. Heteroscedasticity Test Results indicate that all independent variables have significance values greater than 0.05. Therefore, the regression model is free from heteroscedasticity, indicating that the residual variance is constant and the model is suitable for further analysis.

d) Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of Brand Image, Trust, Perceived Value, and Electronic Word of Mouth on Purchase Decision.

Table 4. Multiple Linear Regression Results

Model	B	Std. Error
(Constant)	2.951	1.036
Brand Image (X_1)	0.154	0.075
Trust (X_2)	0.200	0.068
Perceived Value (X_3)	0.260	0.063
Electronic Word of Mouth (X_4)	0.155	0.052

source: Compiled by the researcher (2026)

Table 4. Multiple Linear Regression Results indicate that the regression equation is:

$$\mathbf{Y = 2.951 + 0.154X_1 + 0.200X_2 + 0.260X_3 + 0.155X_4 + e}$$

The positive coefficients of all independent variables indicate that Brand Image, Trust, Perceived Value, and Electronic Word of Mouth have a positive relationship with Purchase Decision. Among the variables, Perceived Value ($\beta = 0.260$) has the largest coefficient, indicating the strongest contribution to Purchase Decision, followed by Trust ($\beta = 0.200$), Electronic Word of Mouth ($\beta = 0.155$), and Brand Image ($\beta = 0.154$). Meanwhile, the constant value of 2.951 indicates the predicted Purchase Decision when all independent variables are held constant.

Coefficient of Determination

The coefficient of determination (R^2) measures the ability of the independent variables to explain variations in the dependent variable. A higher R^2 value indicates greater explanatory power of the regression model.

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.726	0.527	0.507	1.32143

source: Compiled by the researcher (2026)

Table 5. Coefficient of Determination Results indicate that the Adjusted R Square value is 0.507. This means that Brand Image, Trust, Perceived Value, and Electronic Word of Mouth explain 50.7% of the variation in Purchase Decision, while the remaining 49.3% is influenced by other factors not included in this study.

Model Feasibility Test (F-Test)

The F-test was conducted to evaluate whether the regression model is suitable for explaining the relationship between the independent variables and the dependent variable. A model is considered feasible if the significance value is less than 0.05 or if the calculated F value exceeds the F-table value.

Table 6. F-Test Results

Model	F	Sig.
1	26.480	0.000

source: Compiled by the researcher (2026)

Table 6. F-Test Results indicate that the calculated F value is 26.480, which is greater than the F-table value of 2.46 (26.480 > 2.46). In addition, the significance value is 0.000, which is lower than 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that the regression model is feasible and that Brand Image, Trust, Perceived Value, and Electronic Word of Mouth simultaneously affect Purchase Decision.

Hypothesis Test (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on Purchase Decision. A hypothesis is accepted when the significance value is less than 0.05 and the calculated t-value exceeds the t-table value.

Table 7. Hypothesis Test Results (t-Test)

Variables	t-count	t-table	Sig.	Information
(Constant)	2.850	1.661	0.005	-
Brand Image (X_1)	2.059	1.661	0.042	Hypothesis Accepted
Trust (X_2)	2.941	1.661	0.004	Hypothesis Accepted
Perceived Value (X_3)	4.128	1.661	<0.001	Hypothesis Accepted
Electronic Word of Mouth (X_4)	3.002	1.661	0.003	Hypothesis Accepted

source: Compiled by the researcher (2026)

Table 7. Hypothesis Test Results (t-Test) indicate that all independent variables have significance values below 0.05 and t-count values greater than the t-table value of 1.661. Therefore, all proposed hypotheses are accepted. Specifically, Brand Image has a positive and significant effect on Purchase Decision ($t = 2.059$; $p = 0.042$), supporting H1. Trust also has a positive and significant effect on Purchase Decision ($t = 2.941$; $p = 0.004$), supporting H2. Perceived Value shows the strongest positive effect on Purchase Decision ($t = 4.128$; $p < 0.001$), supporting H3. Furthermore, Electronic Word of Mouth positively and significantly affects Purchase Decision ($t = 3.002$; $p = 0.003$), supporting H4.

DISCUSSION

The findings of this study indicate that Brand Image, Trust, Perceived Value, and Electronic Word of Mouth (e-WOM) have positive and significant effects on consumers' Purchase Decisions regarding Hanasui products through TikTok Shop. Collectively, these variables explain 50.7% of the variance in purchase decisions, suggesting that consumer purchasing behavior in social commerce environments is influenced by a combination of cognitive, emotional, and social factors. These results confirm that purchasing decisions on TikTok Shop are not solely determined by product characteristics but are also shaped by consumers' perceptions of the brand, their level of trust, the value they perceive from the product, and the information they obtain from online interactions and reviews. The increasing popularity of social commerce platforms has transformed the way consumers evaluate products and make purchasing decisions. Unlike traditional e-commerce platforms, TikTok Shop combines entertainment, social interaction, and transactional activities within a single ecosystem. Consequently, consumers are exposed not only to product information provided by companies but also to user-generated content, reviews, recommendations, and social influence. In this context, understanding the determinants of purchase decisions becomes increasingly important for both scholars and practitioners. The present study

contributes to this understanding by demonstrating the simultaneous importance of brand image, trust, perceived value, and e-WOM in influencing consumer behavior within a digital marketplace environment.

The first finding reveals that Brand Image has a positive and significant effect on Purchase Decision. This result suggests that consumers are more likely to purchase Hanasui products when they possess favorable perceptions of the brand. Brand image functions as an important cognitive shortcut that enables consumers to evaluate products efficiently, particularly in online purchasing situations where direct physical inspection is impossible. A strong brand image reduces uncertainty and increases consumers' confidence in the quality and reliability of products. In the context of Hanasui, the company has successfully positioned itself as a local cosmetic brand that offers quality products at affordable prices. This positioning appears to have created positive associations in consumers' minds, which subsequently encourage purchasing behavior. From a theoretical perspective, this finding supports the notion that brand image represents a strategic intangible asset capable of influencing consumer decision-making processes. Consumers frequently rely on symbolic meanings attached to brands when evaluating alternatives. A favorable brand image may create perceptions of superior quality, reliability, and credibility, ultimately leading to stronger purchase intentions and actual purchasing decisions. In digital environments where consumers face abundant product choices, brand image becomes even more critical because it helps simplify complex decision-making processes.

The result is consistent with previous studies conducted by Nasri et al. (2023), and Maulida et al. (2024), all of which found that brand image significantly influences consumer purchasing decisions. These studies emphasize that consumers tend to prefer brands with positive reputations because such brands provide psychological assurance regarding product quality and performance. The present study extends previous findings by demonstrating that the influence of brand image remains significant within the social commerce context of TikTok Shop. This suggests that despite rapid technological changes and the increasing role of digital marketing, brand image continues to function as a fundamental determinant of consumer behavior. The second finding demonstrates that Trust has a positive and significant effect on Purchase Decision. This result highlights the importance of trust in online purchasing environments, where consumers face greater uncertainty and perceived risk compared to offline transactions. Trust reduces concerns regarding product quality, transaction security, delivery reliability, and the credibility of information provided by sellers.

Consumers who believe that Hanasui consistently delivers quality products and fulfills its promises are more likely to proceed with purchasing decisions.

Trust plays a particularly important role in the beauty and cosmetics industry because consumers often perceive higher levels of risk associated with skincare and cosmetic products. Issues such as product safety, authenticity, ingredient quality, and potential side effects make trust a critical factor influencing consumer decisions. Therefore, consumers tend to favor brands that demonstrate transparency, credibility, and reliability. The findings indicate that consumers' confidence in Hanasui contributes significantly to their willingness to purchase products through TikTok Shop. This finding supports the studies conducted by Karim et al. (2020), Hidayat et al (2021), and Aziza et al. (2024), which reported that trust significantly influences consumer purchase decisions. These studies argue that trust reduces perceived risk and facilitates transaction completion in online environments. The current research reinforces these arguments by providing empirical evidence from the context of social commerce. Furthermore, the findings suggest that trust remains relevant even in highly interactive digital environments where consumers can access extensive information from multiple sources. Despite the availability of reviews and product demonstrations, consumers still require confidence in the brand before making purchasing decisions.

Among all independent variables examined in this study, Perceived Value emerged as the most influential determinant of Purchase Decision. This finding indicates that consumers place substantial emphasis on evaluating whether the benefits obtained from a product justify the costs incurred. Perceived value reflects consumers' overall assessment of a product based on the comparison between what they receive and what they sacrifice. In the context of cosmetic products, value encompasses not only functional benefits but also emotional satisfaction, product quality, convenience, and overall consumption experience.

The dominance of perceived value suggests that consumers of Hanasui products are highly rational in evaluating purchasing alternatives. While attractive promotions, brand popularity, and social influence may initially attract attention, consumers ultimately consider whether the product delivers sufficient benefits relative to its price. This finding is particularly relevant in the Indonesian cosmetics market, where consumers increasingly seek affordable products that provide high-quality results. Hanasui appears to have successfully positioned its products as offering favorable value propositions, thereby encouraging purchase decisions.

The result aligns with the findings of Hidayat et al. (2021), (Lu & Chen, 2021), Ilham and Imaningsih (2024) who reported that perceived value significantly influences purchasing behavior. These studies emphasize that consumers are more likely to purchase products when they perceive that the benefits outweigh the associated costs. The present study confirms this relationship within the social commerce environment and highlights the strategic importance of value creation in digital marketing. Unlike traditional promotional approaches that primarily focus on increasing visibility, value-oriented strategies emphasize delivering meaningful benefits that consumers can recognize and appreciate.

The prominence of perceived value also reflects broader changes in consumer behavior. Modern consumers are increasingly informed and capable of comparing products across multiple platforms. As a result, they are less likely to be influenced solely by advertising messages and more likely to evaluate products based on their actual value propositions. Consequently, companies operating in competitive digital markets must prioritize the delivery of tangible benefits rather than relying exclusively on promotional activities. The fourth finding reveals that Electronic Word of Mouth (e-WOM) positively and significantly affects Purchase Decision. This result indicates that online reviews, comments, recommendations, and consumer experiences shared through TikTok significantly influence purchasing behavior. In social commerce environments, consumers actively seek information from other users before making purchasing decisions. User-generated content is often perceived as more authentic and credible than company-generated promotional messages because it reflects actual consumer experiences.

TikTok provides a unique environment for e-WOM because the platform integrates video content, live streaming, comments, and interactive communication. Consumers can observe product demonstrations, review videos, before-and-after results, and user testimonials, all of which contribute to the formation of purchase decisions. The accessibility and visual nature of information available on TikTok enhance consumers' ability to evaluate products and reduce uncertainty regarding product performance. This finding is consistent with the studies of Maulana et al. (2021), Devi et al. (2022), Savitri et al. (2022), Cladio and Wardani (2024), and Santi et al. (2025), which found that e-WOM significantly influences purchasing decisions. Previous research suggests that consumers often trust recommendations from fellow consumers more than traditional advertising because peer-generated information is perceived as less biased. The present study supports this perspective and demonstrates that e-WOM remains a powerful source of influence in social commerce

environments. Furthermore, the findings suggest that companies should actively manage online conversations and encourage satisfied customers to share their experiences, as these activities can significantly affect purchasing outcomes.

When considered collectively, the four variables examined in this study provide a comprehensive explanation of consumer purchase decisions within TikTok Shop. Brand image and trust primarily represent psychological and relational dimensions of consumer behavior, whereas perceived value and e-WOM reflect evaluative and informational dimensions. The interaction of these factors creates a holistic decision-making process in which consumers assess both internal perceptions and external information before making purchasing decisions. From a theoretical standpoint, this study contributes to the development of consumer behavior and digital marketing literature by integrating multiple determinants of purchase decisions within a social commerce framework. Previous studies have frequently examined these variables independently; however, the current research demonstrates their simultaneous influence within a single model. The findings suggest that consumer decision-making in social commerce environments cannot be adequately explained by a single factor. Instead, purchasing behavior emerges from the interaction of brand-related perceptions, trust formation, value evaluation, and social influence.

The study also contributes to the growing literature on social commerce by providing empirical evidence from TikTok Shop, one of the fastest-growing digital commerce platforms in Indonesia. While many previous studies focused on conventional e-commerce platforms, the present research highlights the unique characteristics of social commerce, where entertainment, communication, and commercial activities converge. This contribution is particularly important given the increasing significance of social commerce in shaping contemporary consumer behavior. Practically, the findings offer valuable insights for Hanasui and other cosmetic companies operating in digital environments. To strengthen brand image, companies should maintain consistent visual identities, communicate clear brand values, and develop distinctive positioning strategies. Enhancing trust requires transparency regarding product quality, certifications, ingredients, and safety standards. Companies should also ensure consistency between promotional claims and actual product performance to reinforce consumer confidence.

Regarding perceived value, firms should focus on communicating product benefits effectively while maintaining competitive pricing strategies. Consumers need to clearly

understand the advantages they receive relative to the costs they incur. Therefore, marketing communications should emphasize product effectiveness, ingredient quality, and customer satisfaction outcomes. Furthermore, companies should continuously innovate to ensure that their products provide superior value compared to competing alternatives. In terms of e-WOM management, organizations should encourage consumers to share authentic reviews and experiences on TikTok. Engaging with user-generated content, responding to consumer feedback, and fostering online communities can help strengthen positive electronic word of mouth. Given the substantial influence of e-WOM identified in this study, companies that successfully cultivate positive online conversations are likely to gain competitive advantages in social commerce environments.

Despite its contributions, this study has several limitations that should be acknowledged. First, the research was conducted exclusively among consumers in Purwokerto, which may limit the generalizability of the findings to other geographical regions. Consumer preferences and purchasing behaviors may vary across different demographic and cultural contexts. Future studies should therefore include broader and more diverse samples to enhance external validity. Second, the study employed a cross-sectional design, capturing consumer perceptions at a single point in time. Consequently, the findings cannot fully explain changes in consumer behavior over time. Longitudinal studies would provide deeper insights into how brand image, trust, perceived value, and e-WOM evolve and influence purchasing decisions in dynamic digital environments. Third, although the model explains a substantial proportion of purchase decision variance, approximately 49.3% remains unexplained. This suggests that additional factors such as product quality, price perception, influencer marketing, customer experience, brand awareness, and promotional activities may also influence purchasing behavior. Future research should incorporate these variables to develop more comprehensive explanatory models.

Finally, data collection relied on self-reported questionnaires, which may be subject to response bias and social desirability bias. Although statistical procedures were applied to ensure data quality, respondents' perceptions may not always accurately reflect actual purchasing behavior. Future studies may benefit from combining survey data with behavioral or transactional data to obtain a more comprehensive understanding of consumer decision-making. Overall, the findings demonstrate that successful marketing strategies in social commerce environments require more than promotional activities alone. Companies must simultaneously cultivate a strong brand image, build consumer trust, deliver superior value,

and facilitate positive electronic word of mouth. The integration of these elements represents a strategic approach to enhancing purchase decisions and sustaining competitiveness in the rapidly evolving digital marketplace.

CONCLUSION

This study aimed to examine the influence of brand image, trust, perceived value, and electronic word of mouth (e-WOM) on consumers' purchase decisions regarding Hanasui products through TikTok Shop in Purwokerto. The findings revealed that all independent variables exerted a positive and significant effect on purchase decisions. Among the examined factors, perceived value demonstrated the strongest influence, followed by electronic word of mouth, trust, and brand image. These results indicate that consumers' purchasing decisions are shaped not only by favorable brand perceptions and trust in the product but also by the value they perceive from the product and the information obtained through online reviews and user experiences shared on digital platforms. The findings successfully address the research objectives by confirming that brand image, trust, perceived value, and electronic word of mouth are important determinants of purchase decisions in the context of TikTok Shop. This study contributes to a deeper understanding of consumer behavior in digital marketing environments, particularly where social media platforms serve as both information sources and purchasing channels.

From a theoretical perspective, this study enriches the literature on digital consumer behavior by integrating brand image, trust, perceived value, and electronic word of mouth as key predictors of purchase decisions. From a practical perspective, the findings provide valuable insights for companies seeking to improve their digital marketing performance through stronger brand positioning, enhanced consumer trust, greater value communication, and effective management of customer reviews and online interactions. The implications of this study suggest that successful marketing in the digital beauty industry depends largely on a company's ability to create positive perceptions and deliver meaningful value to consumers. Therefore, firms should strengthen their marketing communication strategies and encourage credible and informative user-generated reviews on social media platforms. Future studies are recommended to incorporate additional variables that may influence purchase decisions, such as price, product quality, promotional activities, or psychological factors, while also

expanding the research scope through larger and more diverse samples to enhance the generalizability of the findings.

REFERENCES

Amalia, F., & Yulianthini, N. N. (2022). Pengaruh Kepercayaan dan Iklan terhadap Keputusan Pembelian pada Marketplace Bukalapak di Banyuwangi. *Prospek: Jurnal Manajemen dan Bisnis, 4*(2), 205–212. https://doi.org/10.23887/pjmb.v4i2.39646

Aziza, N., Hawrencia, R., Farrasyanti, S., & Anggraeni, D. (2024). Factors influencing purchasing decisions in social commerce: Brand image and brand trust as mediating variables. *Asian Journal of Management, Entrepreneurship and Social Science, 4*(3), 101–115. https://doi.org/10.63922/ajmesc.v4i03.982

Cladio, G., & Wardani, D. (2024). The influence of social media influencers, e-WOM and perceived quality on purchase intention on e-commerce platforms (A study of TikTok Shop among Gen Z Jabodetabek). *Jurnal Ilmu Manajemen dan Ekonomika, 17*(1), 91–112. https://doi.org/10.35384/jime.v17i1.627

Devi, S., Hamid, R. S., & Maszudi, E. (2023). Peran e-WOM, e-Service Quality, dan e-Trust dalam Menentukan Keputusan Pembelian. *Jesya, 6*(2), 1888–1898. https://doi.org/10.36778/jesya.v6i2.1187

Giovani, C., & Berlianto, M. P. (2022). Faktor yang Mempengaruhi Purchase Decision Konsumen yang Menggunakan Platform Tokopedia. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 6*(3), 2148–2170. https://doi.org/10.31955/mea.v6i3.2498

Hidayat, A., Wijaya, T., Ishak, A., & Catyanadika, P. E. (2021). Consumer trust as the antecedent of online consumer purchase decision. *Information, 12*(4), 145. https://doi.org/10.3390/info12040145

Hidayati, N., Pungkasanti, P. T., & Wakhidah, N. (2020). Pemanfaatan Media Sosial sebagai Digital Marketing UMKM di Kecamatan Tembalang Semarang. *Abdimasku: Jurnal Pengabdian Masyarakat, 3*(3), 119–124. https://doi.org/10.33633/ja.v3i3.129

Ilham, N. F. K., & Imaningsih, E. S. (2024). The influence of willingness to pay, customer perceived value, and digital marketing strategy on purchase decision mediated by customer trust in home appliances brand. *International Journal of Innovative Science and Research Technology, 9*(7). https://doi.org/10.38124/ijisrt/IJISRT24JUL1741

Karim, R., Wolok, T., & Radji, D. L. (2020). Pengaruh Kepercayaan Konsumen terhadap Keputusan Pembelian Online di Kalangan Mahasiswa Fakultas Ekonomi Universitas Negeri Gorontalo. *JAMBURA: Jurnal Ilmiah Manajemen dan Bisnis, 3*(2), 88–99. https://ejurnal.ung.ac.id/index.php/JIMB/article/view/7832

Krisdanu, C. A., & Sumantri, K. A. (2023). TikTok sebagai Media Pemasaran Digital di Indonesia. *Jurnal Lensa Mutiara Komunikasi, 7*(2), 24–36. https://doi.org/10.51544/jlmk.v7i2.4173

Laudon, K. C., & Traver, C. G. (2021). *E-commerce 2021: Business, technology, and society* (16th ed.). Pearson.

Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management, 58*(7), 103509. https://doi.org/10.1016/j.im.2021.103509

Maulana, N., Saftari, I. J., & Batu, R. L. (2021). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian Dimediasi oleh Brand Trust pada Bukalapak. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi), 5*(3), 2327–2341.

Maulida, C. N., Adnan, A., Abubakar, R., & Bahri, S. (2024). The influence of marketing, digital marketing and brand image on purchase decisions on Skintific products in TikTok Shop: Case study of students of the Faculty of Economics and Business, Malikussaleh University. *International Journal of Social Science, Educational, Economics, Agriculture Research and Technology (IJSET), 4*(1). https://doi.org/10.54443/ijset.v4i1.635

Nasri, S., Karnit, L., Shamandour, M., & Khnouf, V. (2023). The effect of brand image on customer purchase decision. *Journal of Service, Innovation and Sustainable Development, 4*(1), 59–71. https://doi.org/10.33168/SISD.2023.0106

Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer. https://doi.org/10.1007/978-1-4612-4964-1

Santi, N., Komalasari, Y., & Yuliyana, W. (2025). Pengaruh Digital Marketing dan Electronic Word of Mouth terhadap Tingkat Penjualan HB Collection di Shopee. *Land Journal, 6*(2), 580–589. https://doi.org/10.47491/landjournal.v6i2.4348

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The effect of electronic word of mouth on e-purchase decision at marketplace. In *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)* (pp. 170–172). Atlantis Press. https://doi.org/10.2991/aebmr.k.220701.034

Silitonga, F. S. H., & Soelasih, Y. (2025). Determination purchase intention for skincare in Indonesia. *Jurnal Ilmiah Manajemen dan Bisnis, 10*(1), 15–25. https://doi.org/10.38043/jimb.v10i1.6094

Wardhana, A. (2024). *Consumer behavior in the digital era 4.0*. Eureka Media Aksara.

We Are Social, & Meltwater. (2024). *Digital 2024: Global overview report*. DataReportal. https://datareportal.com/reports/digital-2024-global-overview-report

Wijaya, I. G. N. S., Pratami, N. W. C. A., Muryatini, N. N., & Yasa, I. G. D. (2022). Pengaruh Electronic Word of Mouth (e-WOM), Persepsi Risiko, Kepercayaan Pelanggan, dan Keputusan Pembelian E-Commerce Tokopedia. *E-Jurnal Manajemen, 11*(1), 190–209. https://doi.org/10.24843/EJMUNUD.2021.v11.i01.p10

Wijaya, K. S. (2023). The influence of brand image and trust on purchase decisions in TikTok Shop. *Journal Research of Social Science, Economics, and Management, 3*(1), 1–13. https://doi.org/10.59141/jrssem.v3i01.516

Yulindasari, E. R., & Fikriyah, K. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies, 3*(1), 55–69. https://doi.org/10.47700/jiefes.v3i1.4293