MIKAILALSYS
Journal of Multidisciplinary Sciences

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

Index : Dimensions, Scilit, Crossref, Garuda, Semantic, Lens,Google Scholar,Base, etc

https://doi.org/10.58578/mikailalsys.v4i1.9715

The Effect of Electronic Word of Mouth (E-WOM) and Online Customer Reviews on Purchase Decisions for Azarine Products on TikTok Shop

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Article Info:

Submitted:	Revised:	Accepted:	Published:
Mar 10, 2026	Apr 7, 2026	Apr 19, 2026	Apr 24, 2026

Abstract

The increasing use of TikTok Shop as a social commerce platform has transformed how consumers access product information and make purchasing decisions, particularly in the beauty and skincare industry. However, research specifically examining the role of electronic word of mouth and online customer reviews in purchase decisions for Azarine products on TikTok Shop remains limited. This study aims to analyze the effects of electronic word of mouth and online customer reviews on purchase decisions for Azarine products among consumers in Jambi City. A quantitative approach with a survey design was employed, involving 96 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed through multiple linear regression. The findings indicate that electronic word of mouth has a positive and significant effect on purchase decisions. Online customer reviews also have a positive and significant effect on purchase decisions. Simultaneously, both variables significantly influence consumers' purchase decisions. These findings contribute to the digital marketing literature by highlighting the strategic role of consumer-generated information in shaping purchasing behavior within social commerce contexts. The study concludes

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that positive electronic word of mouth and credible online customer reviews are essential factors in strengthening consumer confidence and encouraging purchase decisions. Practically, the findings suggest that Azarine and other local skincare brands should actively manage consumer-generated content to enhance trust, visibility, and purchasing intention on TikTok Shop.

Keywords: Electronic Word Of Mouth; Online Customer Review; Purchase Decision; Azarine; TikTok Shop

INTRODUCTION

The development of digital technology has transformed consumer behavior from conventional purchasing patterns into socially mediated online shopping activities. At the global level, social media is no longer used only for communication and entertainment but has also become an important channel for product discovery, brand interaction, and purchase consideration. Helal & Ozuem (2021) , Siddique et al. (2025) ; Venugeetha et al. (2022) reported that there were 5.24 billion active social media user identities worldwide, indicating that social platforms have become a central part of contemporary consumer life. This condition has encouraged businesses to integrate digital marketing, social interaction, and e-commerce features into one consumer journey.

The same phenomenon is also visible in Indonesia, where internet penetration and social media use continue to increase significantly. APJII (2024) reported that Indonesia had 221,563,479 internet users, with an internet penetration rate of 79.5%. DataReportal (2025) also recorded 143 million active social media user identities in Indonesia in January 2025. These figures show that Indonesian consumers are increasingly exposed to digital information, online recommendations, customer reviews, and interactive shopping experiences. Consequently, digital platforms have become strategic spaces for companies to influence consumer perceptions and purchase decisions.

The growth of digital commerce in Indonesia further strengthens the relevance of this study. Adinugraha et al. (2024) ; Krisna (2025) reported that Indonesia's e-commerce sector remained the largest contributor to the national digital economy, growing 11% to reach USD 65 billion in gross merchandise value in 2024. The report also highlighted the emergence of video commerce as one of the innovations used by major e-commerce platforms to improve shopping experiences. TikTok Shop represents this shift because it

combines short-video content, live streaming, product links, creator recommendations, customer interaction, and marketplace transactions in one platform. After its strategic partnership with Tokopedia, TikTok Shop services in Indonesia have been operated and managed under PT Tokopedia, making the platform increasingly relevant in Indonesia's digital commerce ecosystem.

The rise of TikTok Shop has changed the way consumers evaluate products before making purchasing decisions. Unlike conventional e-commerce platforms that mainly rely on product photos, descriptions, and ratings, TikTok Shop offers a more interactive purchasing environment through video content, live streaming, comments, testimonials, and real-time customer responses. These features allow consumers to obtain product information not only from sellers but also from other users who share their experiences. This condition is closely related to electronic word of mouth and online customer reviews, both of which can shape consumer trust, reduce perceived risk, and support decision-making in online shopping.

Electronic word of mouth refers to positive or negative statements made by potential, actual, or former customers about a product or company and made available to many people through the internet (Al-Ja'afreh & Al-Adaileh, 2020; Baber et al., 2016; Verma & Yadav, 2021). (Bhandari & Bansal (2019) dan Ngo et al. (2024) explain that e-WOM communication plays an important role in shaping consumer attitudes and purchase behavior because online consumers often rely on information shared by other users before making decisions. In social media contexts, Erkan & Evans (2016) further argue that the quality, credibility, usefulness, and adoption of e-WOM information can influence consumers' purchase intentions. Therefore, e-WOM is not only a promotional instrument but also a social information source that can influence how consumers perceive and evaluate a product.

Online customer review is another important factor in online purchasing behavior. Online customer reviews provide evaluative information written by consumers based on their experiences after using a product. Filieri (2016) states that consumers assess review trustworthiness by considering message content, writing style, review valence, review extremity, and the credibility of information. In online shopping, customer reviews help consumers compare product quality, benefits, weaknesses, and suitability before making purchasing decisions. Thus, online customer reviews can reduce uncertainty, especially for

products that cannot be physically examined before purchase, such as skincare and cosmetics.

This issue is particularly important in the beauty and skincare industry. The Indonesian cosmetics industry has experienced rapid development, supported by the increasing number of local brands and consumer demand for affordable, safe, and high-quality beauty products. The Ministry of Industry reported that, based on 2024 data, there were 1,292 cosmetics industries in Indonesia, 89% of which were small and medium industries. This growth reflects the strong potential of local cosmetics brands in competing with both national and international products. Azarine is one of the local skincare brands that has gained public attention, particularly through digital platforms and social commerce. In TikTok Shop, Azarine products are promoted through video content, creator reviews, live streaming, and customer comments, making the brand relevant for examining the influence of e-WOM and online customer reviews on purchase decisions.

Several previous studies have examined the relationship between e-WOM, online customer reviews, and purchase decisions. Safitri et al. (2025) found that marketing content, online customer reviews, and e-WOM had a positive and significant influence on purchasing decisions for moisturizer products on TikTok. Similarly, Perkasa & Busman (2023) reported that social media, e-WOM, and online customer reviews influenced purchasing decisions on Shopee. However, different findings were reported by Amalia et al. (2024), who found that online customer reviews did not significantly influence purchase decisions in e-commerce during the COVID-19 pandemic. This inconsistency indicates that the influence of online customer reviews may vary depending on the platform, product category, consumer characteristics, and digital shopping context. The researcher's preliminary survey also showed that although e-WOM attracted consumer attention toward Azarine products on TikTok Shop, the role of online customer reviews in strengthening purchase confidence was still not fully dominant.

Based on these theoretical and empirical considerations, this study offers novelty by focusing specifically on Azarine products in the TikTok Shop application, a social commerce platform that integrates entertainment, interaction, recommendation, and direct purchasing features. Previous studies have generally examined e-WOM and online customer reviews in broader e-commerce contexts or on different product categories, while limited attention has been given to local skincare products marketed through TikTok Shop.

Therefore, this study aims to analyze the influence of electronic word of mouth and online customer reviews on purchase decisions for Azarine products on TikTok Shop. The findings are expected to contribute to the development of digital marketing literature and provide practical insights for local beauty brands in optimizing consumer-generated information to strengthen purchasing decisions.

METHODS

This study employed a quantitative approach because the research aimed to measure and examine the influence of independent variables, namely electronic word of mouth and online customer review, on the dependent variable, namely purchase decision. A quantitative approach is appropriate for testing hypotheses, measuring relationships among variables, and analyzing numerical data statistically (Sugiyono, 2019). The research design used in this study was a survey design, in which data were collected from respondents through structured questionnaires. This design was selected because it allowed the researcher to obtain empirical data from consumers who had purchased Azarine products through the TikTok Shop application. The population of this study consisted of consumers in Jambi City who had purchased Azarine products on TikTok Shop. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum of 96 respondents. The sampling technique used was non-probability sampling with a purposive sampling method, based on specific criteria: respondents were residents of Jambi City, aged 15–35 years, and had purchased Azarine products through TikTok Shop.

The data used in this study consisted of primary and secondary data. Primary data were obtained through questionnaires distributed to respondents, while secondary data were collected from books, journal articles, reports, and other relevant sources. The questionnaire was arranged using a five-point Likert scale, ranging from strongly disagree to strongly agree. The research variables consisted of electronic word of mouth, measured through intensity, valence of opinion, and content; online customer review, measured through source credibility, argument quality, perceived usefulness, valence, and volume of review; and purchase decision, measured through product confidence, purchasing habit, recommendation, and repurchase intention. Before hypothesis testing, the instrument was examined through validity and reliability tests. The data were then analyzed using

descriptive and inferential statistics with the assistance of SPSS. The analysis included validity test, reliability test, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis. Hypothesis testing was conducted using the partial test, simultaneous test, and coefficient of determination to determine the extent to which electronic word of mouth and online customer review influenced purchase decisions for Azarine products on TikTok Shop.

RESULTS

1. Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to provide an overview of the research data, including the number of respondents (N), minimum value, maximum value, mean, and standard deviation for each variable, namely Electronic Word of Mouth (X1), Online Customer Review (X2), and Purchase Decision (Y). The results of the descriptive statistical analysis are presented in Table 1.

Table 1. Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Electronic Word of Mouth	96	8.00	30.00	25.1354	3.19084
Online Customer Review	96	7.00	25.00	21.3333	2.65039
Purchase Decision	96	18.00	30.00	25.8229	2.75679
Valid N (listwise)	96				

Source: Processed SPSS 26.0 data, 2025.

Based on Table 1, the Electronic Word of Mouth variable (X1) obtained a minimum value of 8 and a maximum value of 30, with a mean value of 25.1354 and a standard deviation of 3.19084. This result indicates that respondents generally had a high perception of electronic word of mouth related to Azarine products on TikTok Shop. The Online Customer Review variable (X2) obtained a minimum value of 7 and a maximum value of 25, with a mean value of 21.3333 and a standard deviation of 2.65039. This finding indicates that respondents had a positive perception of online customer reviews. Meanwhile, the Purchase Decision variable (Y) obtained a minimum value of 18 and a maximum value of 30, with a mean value of 25.8229 and a standard deviation of 2.75679.

This result indicates that respondents tended to show positive purchase decisions toward Azarine products on TikTok Shop.

2. Quality Test

The data quality test was conducted through validity and reliability tests. The validity test was used to determine whether each questionnaire item was valid in measuring the intended variable. An item is considered valid if the calculated r-value is greater than the r-table value. In this study, the r-table value was 0.361. The validity test results for the Electronic Word of Mouth variable are presented in Table 2.

Table 2. Validity Test Results for Electronic Word of Mouth (X1)

No.	Item	Calculated r-value	r-table	Description
1	X1.1	0.765	0.361	Valid
2	X1.2	0.711	0.361	Valid
3	X1.3	0.818	0.361	Valid
4	X1.4	0.758	0.361	Valid
5	X1.5	0.514	0.361	Valid
6	X1.6	0.621	0.361	Valid

Source: Processed SPSS 26.0 data, 2025.

Based on Table 2, all statement items for the Electronic Word of Mouth variable had calculated r-values greater than the r-table value, with significance values below 0.05. Therefore, all items in the Electronic Word of Mouth variable were declared valid and suitable for further analysis.

Table 3. Validity Test Results for Online Customer Review (X2)

No.	Item	Calculated r-value	r-table	Description
1	X2.1	0.776	0.361	Valid
2	X2.2	0.776	0.361	Valid
3	X2.3	0.776	0.361	Valid
4	X2.4	0.723	0.361	Valid
5	X2.5	0.733	0.361	Valid

Source: Processed SPSS 26.0 data, 2025.

Based on Table 3, all statement items for the Online Customer Review variable had calculated r-values greater than the r-table value, with significance values below 0.05. Therefore, all items in the Online Customer Review variable were declared valid and appropriate for further analysis.

Table 4. Validity Test Results for Purchase Decision (Y)

No.	Item	Calculated r-value	r-table	Description
1	Y1	0.837	0.361	Valid
2	Y2	0.888	0.361	Valid
3	Y3	0.610	0.361	Valid
4	Y4	0.833	0.361	Valid
5	Y5	0.818	0.361	Valid
6	Y6	0.749	0.361	Valid

Source: Processed SPSS 26.0 data, 2025.

Based on Table 4, all statement items for the Purchase Decision variable had calculated r-values greater than the r-table value, with significance values below 0.05. Thus, all items in the Purchase Decision variable were valid and could be used in the next stage of analysis.

The reliability test was conducted to determine the consistency of the questionnaire items. A variable is considered reliable when the Cronbach's Alpha value is greater than the reliability standard of 0.60. The results of the reliability test are presented in Table 5.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Description
Electronic Word of Mouth	0.777	0.60	Reliable
Online Customer Review	0.767	0.60	Reliable
Purchase Decision	0.747	0.60	Reliable

Source: Processed SPSS 26.0 data, 2025.

Based on Table 5, all variables had Cronbach's Alpha values greater than 0.60. Therefore, all research instruments were declared reliable and suitable for use in this study.

3. Classical Assumption Test

The classical assumption test was conducted to determine whether the regression model met the requirements for multiple linear regression analysis. The tests used in this study consisted of the normality test, multicollinearity test, and heteroscedasticity test.

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test. The results are presented in Table 6.

Table 6. Normality Test Results

Indicator	Unstandardized Residual
N	96
Mean	0.0000000
Std. Deviation	2.17514660

Indicator	Unstandardized Residual
Absolute	0.082
Positive	0.054
Negative	-0.082
Test Statistic	0.082
Asymp. Sig. (2-tailed)	0.123

Source: Processed SPSS 26.0 data, 2025.

Based on Table 6, the Asymp. Sig. (2-tailed) value of the Kolmogorov-Smirnov test was 0.123. Since this value was greater than 0.05, it can be concluded that the residual data were normally distributed. In addition, the Normal Probability Plot showed that the points spread around and followed the diagonal line. Therefore, the data met the normality assumption and the regression model was suitable for further analysis.

The multicollinearity test was conducted to determine whether there was a strong correlation among the independent variables. A good regression model should not indicate multicollinearity. The results of the multicollinearity test are presented in Table 7.

Table 7. Multicollinearity Test Results

Variable	Tolerance	VIF
Electronic Word of Mouth	0.903	1.108
Online Customer Review	0.903	1.108

Source: Processed SPSS 26.0 data, 2025.

Based on Table 7, the tolerance values for Electronic Word of Mouth and Online Customer Review were 0.903, while the VIF values for both variables were 1.108. Since the tolerance values were greater than 0.10 and the VIF values were lower than 10, it can be concluded that there was no multicollinearity in the regression model.

The heteroscedasticity test was conducted using the scatterplot method by observing the distribution pattern between predicted values and residual values. The scatterplot showed that the points were randomly distributed above and below zero and did not form a specific pattern. Therefore, it can be concluded that there was no indication of heteroscedasticity in this study.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the influence of more than one independent variable on the dependent variable. In this study, multiple linear regression was used to analyze the influence of Electronic Word of Mouth and Online Customer Review on Purchase Decision. The results are presented in Table 8.

Table 8. Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
Constant	9.169	2.229		4.113	0.000
Electronic Word of Mouth	0.318	0.074	0.368	4.273	0.000
Online Customer Review	0.406	0.090	0.390	4.533	0.000

Dependent Variable: Purchase Decision.

Source: Processed SPSS 26.0 data, 2025.

Based on Table 8, the constant value was 9.169, the regression coefficient for Electronic Word of Mouth was 0.318, and the regression coefficient for Online Customer Review was 0.406. Therefore, the multiple linear regression equation can be formulated as follows:

Y = 9.169 + 0.318X1 + 0.406X2 + e

The constant value of 9.169 indicates that if Electronic Word of Mouth and Online Customer Review are assumed to be constant or equal to zero, the Purchase Decision value would be 9.169. The regression coefficient of Electronic Word of Mouth was 0.318, indicating that an increase in Electronic Word of Mouth would increase Purchase Decision, assuming the other variable remains constant. Furthermore, the regression coefficient of Online Customer Review was 0.406, indicating that an increase in Online Customer Review would also increase Purchase Decision, assuming the other variable remains constant.

5. Hypothesis Testing

The partial t-test was conducted to examine the individual influence of each independent variable on the dependent variable. The t-table value in this study was 1.986, obtained from df = n − k − 1, or 96 − 2 − 1 = 93, with a significance level of 0.05.

For the Electronic Word of Mouth variable, the t-count value was 4.273, which was greater than the t-table value of 1.986, with a significance value of 0.000, which was lower than 0.05. Therefore, H1 was accepted. This result indicates that Electronic Word of

Mouth has a positive and significant influence on purchase decisions for Azarine products on TikTok Shop.

For the Online Customer Review variable, the t-count value was 4.533, which was greater than the t-table value of 1.986, with a significance value of 0.000, which was lower than 0.05. Therefore, H2 was accepted. This result indicates that Online Customer Review has a positive and significant influence on purchase decisions for Azarine products on TikTok Shop.

The simultaneous F-test was conducted to determine whether Electronic Word of Mouth and Online Customer Review simultaneously influenced Purchase Decision. The results of the F-test are presented in Table 9.

Table 9. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	272.520	2	136.260	28.194	0.000
Residual	449.470	93	4.833		
Total	721.990	95			

Dependent Variable: Purchase Decision.

Predictors: Electronic Word of Mouth and Online Customer Review.

Source: Processed SPSS 26.0 data, 2025.

Based on Table 9, the F-count value was 28.194, which was greater than the F-table value of 3.09, with a significance value of 0.000, which was lower than 0.05. Therefore, H3 was accepted. This result indicates that Electronic Word of Mouth and Online Customer Review simultaneously have a significant influence on purchase decisions for Azarine products on TikTok Shop.

6. Coefficient of Determination

The coefficient of determination test was used to measure the ability of the independent variables to explain the dependent variable. The results are presented in Table 10.

Table 10. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.614	0.377	0.364	2.19841

Predictors: Electronic Word of Mouth and Online Customer Review.

Dependent Variable: Purchase Decision.

Based on Table 10, the Adjusted R Square value was 0.364. This means that Electronic Word of Mouth and Online Customer Review explained 36.4% of the variation

in purchase decisions for Azarine products on TikTok Shop. Meanwhile, the remaining 63.6% was influenced by other variables not examined in this study.

DISCUSSION

1. **The Effect of Electronic Word of Mouth on Purchase Decisions**

The results of this study indicate that Electronic Word of Mouth has a positive and significant influence on purchase decisions for Azarine products on TikTok Shop. This finding is supported by the t-test result, where the t-count value of Electronic Word of Mouth was 4.273, which was greater than the t-table value of 1.986, with a significance value of 0.000 < 0.05. This means that the stronger the electronic word of mouth received by consumers, the higher their tendency to make purchase decisions. In the context of TikTok Shop, e-WOM can appear through comments, product recommendations, video reviews, live streaming interactions, and user-generated content related to Azarine products. These forms of digital communication help consumers obtain information from other users before deciding to purchase a product.

This finding is in line with Yulindasari & Fikriyah (2022), who found that e-WOM had a positive and significant effect on purchasing decisions for halal cosmetics on Shopee. Their study explains that consumers tend to consider reviews and information from previous buyers before deciding to purchase cosmetic products. A similar result was also found by (Zulkarnain, 2021), who stated that e-WOM and perceived value had a positive and significant effect on purchase decisions among Shopee consumers in Langsa City. Therefore, the findings of this study strengthen the argument that e-WOM is an important factor in influencing consumer purchase decisions in digital commerce platforms.

2. **The Effect of Online Customer Review on Purchase Decisions**

The results also show that Online Customer Review has a positive and significant influence on purchase decisions for Azarine products on TikTok Shop. The t-test result showed that the t-count value of Online Customer Review was 4.533, which was greater than the t-table value of 1.986, with a significance value of 0.000 < 0.05. This means that online customer reviews can increase consumers' confidence in making purchase decisions. In online shopping, consumers cannot directly examine the product, so they rely on

reviews from previous buyers to evaluate product quality, suitability, benefits, and possible risks.

This finding is consistent with Syauta & Hermawan (2023), who found that online customer reviews influenced women's buying interest in beauty products. Their study emphasized that review credibility is an important dimension because consumers use credible reviews to assess beauty products before making purchase considerations. The finding is also supported by Nabila & Yulia (2025), who found that online customer reviews had a positive and significant effect on purchase decisions for GrabFood services in East Java. Although the product category is different, both studies show that customer reviews function as a source of consumer information that can reduce uncertainty and strengthen purchase decisions.

3. **The Simultaneous Effect of Electronic Word of Mouth and Online Customer Review on Purchase Decisions**

The simultaneous test showed that Electronic Word of Mouth and Online Customer Review jointly influenced purchase decisions for Azarine products on TikTok Shop. This is proven by the F-count value of 28.194, which was greater than the F-table value of 3.09, with a significance value of 0.000 < 0.05. These results indicate that both variables play an important role in shaping consumer purchasing decisions. E-WOM provides broader social influence through digital interaction, while online customer reviews provide more specific product-related information based on consumer experience. When both are present simultaneously, consumers receive both social encouragement and evaluative information that can strengthen their confidence in purchasing Azarine products.

This result supports Martaliah et al. (2022), who discussed purchase decision factors in consumer behavior and emphasized that purchasing decisions are influenced by various considerations, including product-related information and consumer evaluation. In the context of this study, TikTok Shop provides a digital environment where consumers can evaluate products through social interaction, reviews, ratings, and content before making a purchase. Therefore, purchase decisions are not formed only by product needs, but also by the information ecosystem surrounding the product.

Theoretically, this study contributes to digital marketing literature by confirming that consumer-generated information plays an important role in purchase decision-making on social commerce platforms. The findings show that e-WOM and online customer reviews

are not merely supporting promotional elements, but also function as persuasive information sources that influence consumer behavior. This study also expands previous research by focusing on Azarine as a local skincare brand marketed through TikTok Shop, a platform that integrates entertainment, social interaction, and direct transaction features.

Practically, the results of this study imply that Azarine and other local beauty brands need to manage e-WOM and online customer reviews strategically. Brands should encourage satisfied consumers to share honest reviews, respond to customer comments professionally, collaborate with credible creators, and provide clear product information in TikTok Shop content. Positive e-WOM and credible reviews can help reduce consumer doubt, especially in skincare products, where consumers often consider safety, suitability, texture, benefits, and other users' experiences before purchasing.

This study has several limitations. First, the respondents were limited to consumers in Jambi City, so the findings cannot be generalized to all TikTok Shop users in Indonesia. Second, the study only examined two independent variables, namely Electronic Word of Mouth and Online Customer Review, while purchase decisions may also be influenced by other factors such as price, brand image, product quality, influencer credibility, customer experience, online customer rating, and trust. Third, the data were collected through questionnaires, so the results depend on respondents' subjective perceptions. Future studies are recommended to expand the research area, increase the number of respondents, and include additional variables to obtain a more comprehensive understanding of purchase decisions for skincare products in social commerce platforms.

CONCLUSION

This study aimed to examine the influence of Electronic Word of Mouth and Online Customer Review on purchase decisions for Azarine products on TikTok Shop. Based on the results of multiple linear regression analysis involving 96 respondents from Jambi City, it can be concluded that Electronic Word of Mouth has a positive and significant effect on purchase decisions. This indicates that the more active and positive the electronic word-of-mouth communication received by consumers, the greater their tendency to purchase Azarine products. In addition, Online Customer Review also has a positive and significant effect on purchase decisions, showing that positive reviews,

consumer experiences, and online product evaluations can strengthen consumer trust and encourage purchasing behavior.

Furthermore, Electronic Word of Mouth and Online Customer Review simultaneously influence purchase decisions for Azarine products on TikTok Shop. These findings contribute to digital marketing literature by confirming the importance of consumer-generated information in shaping purchase decisions on social commerce platforms. Practically, this study suggests that Azarine and other local skincare brands should optimize positive e-WOM, encourage credible customer reviews, and actively manage consumer interactions on TikTok Shop to increase consumer confidence. Future research is recommended to expand the research area, increase the number of respondents, and include additional variables such as brand image, product quality, price perception, influencer credibility, customer trust, or online customer rating to obtain a more comprehensive understanding of purchase decisions in social commerce.

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