



The Mediating Role Of Trust In The Influence Of Viral Marketing And Online Consumer Reviews On Purchasing Decisions Skintific Product In TikTok

Dewi Murni¹⁾; Muhartini Salim²⁾

Departement of Management Faculty Of Economics and Business, Universitas Bengkulu, Indonesia

Email: ¹⁾ dmurni726@gmail.com; ²⁾ muhartinisalim@unib.ac.id;

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ABSTRACT

Online shopping in Indonesia will continue to increase along with technological advances, Data collected by APJII and Suara.com shows that "more than 74% of Indonesians choose to shop online." This study aims to examine the mediating role of trust in the influence of viral marketing and online consumer reviews on purchasing decisions through trust. The data obtained by this study through a questionnaire from 100 respondents of Skintific users on TikTok. This research data is processed using SEM (Structural Equation Modeling) using the SmartPLS4 application. The results of this study are Viral Marketing has a significant impact on Trust, Online Consumer Reviews has a significant impact on Trust, Trust has a significant impact on Purchasing Decisions, Viral Marketing has a significant impact on purchasing decisions, Online Consumer Reviews has a significant impact on Purchasing Decisions, Viral Marketing has a significant impact on Purchasing Decisions through Trust, Online Consumer Reviews has a significant impact on Purchasing Decisions through Trust. The implication of this research for the Skintific company is that it is expected to always maintain a good message on Viral Marketing, create a good reputation in consumer perceptions starting from the products sold, the services provided, and other aspects that appear in TikTok media.

INTRODUCTION

In the current digital era with technological changes that continue to develop, there is a movement in consumer behavior from buying products directly to the location to purchasing products online. Looking at the 2023 period, (APJII) reported that there were 215,626,156 million people using the internet. This number increased by 1.17% compared to the previous period (www.apjii.or.id). As a result, online shopping in Indonesia will continue to increase as technology advances. Online shopping is the purchase of a product through an internet intermediary. Data collected by APJII and Suara.com shows that "more than 74% of Indonesians choose to shop

online." Bank Indonesia (BI), noted that the number of e-commerce transactions increased to Rp. 476.3 trillion in 2022. (www.republika.co.id). There are differences between online and offline shopping, namely the ability of online consumers to obtain more information, which results in better and more efficient decision making (Cai & Cude, 2016).

The purchase decision is part of the process in which customers choose to buy certain goods and brands. This stage begins with identifying their needs, searching for information, evaluating information, making a purchase, and then evaluating their decision after purchase (Kotler & Keller, 2016). According to Sumarwan, 2003 purchasing decisions are also decisions made by buyers, including the selection of what products they want to buy, whether or not to make purchases, when and where purchases occur, and the payment methods they use.

There are components that influence purchasing decisions, one of which is viral marketing (Irawan & Misbach, 2020). With the development of e-commerce, companies need strategies that are easily recognized and accessible to consumers. Viral marketing is a promotional method that involves the development of social media in achieving company goals (Glennardo, 2016). Viral marketing is also like a virus that spreads easily because, viral marketing is a word-of-mouth promotion that spreads information about a product to others via the internet (Turban, 2018). So that Viral Marketing is used as a factor that influences purchasing decisions. Based on several researchers, Viral marketing has a significant effect on purchasing decisions (Agesti et al., 2021; Andora & Yusuf, 2021).

When a product goes viral, customers cannot physically inspect the product and must rely on images and descriptions from the seller. Therefore, the Online Consumer Reviews strategy emerged as a way for buyers to make informed decisions about the products they want to buy. Online Consumer Reviews is a customer comment posted on a company's website about something offered and posted on the company's or a third party's website (Mudambi & Schuff, 2010). On the other hand, (Iduozee, 2015) mentions Online Consumer Reviews as a place to gain knowledge about products and brands. Online Consumer Reviews are very important for consumer confidence, because consumers will see buyer comments first before choosing to buy the product. Online Consumer Reviews have a positive and significant effect on purchasing decisions (Pakpahan & Idris, 2022; Arief et al., 2023). This means that the more consumers believe in the reviews of a person, the more influence on purchasing decisions.

Many factors cause consumers to distrust online shopping, including transaction security issues, inappropriate product quality, and fraud. Trust is the main factor influencing purchasing decisions in online shopping. In online purchases, it certainly cannot be separated from trust because trust is very important for buying and selling transactions (Usvita, 2016). Trust will arise when consumers get a certainty from the party concerned or others, such as testimonials of a product that has been purchased by others (Istiqomah et al., 2019). For this reason, it is necessary to have high trust in the reviews of a person before making a decision to buy a product. Based on previous research from (Yulizad & Yeneti, 2022; Muawiyah et al., 2023) it is proven that there is a significant influence on trust on purchasing decisions.

The number of Indonesian consumers who turn to online shopping, makes competition for online entrepreneurs. The current viral online shopping center is TikTok. TikTok is used as a platform for users and creators to collaborate and communicate with others through online social relationships (Fauzan et al., 2021). Not only that, TikTok is now adding features that can be used as a place to buy and sell products, namely TikTok Shop. On CNBC Indonesia data TikTok Shop managed to record transactions of US \$ 4.4 billion throughout 2022. According to survey data in the databox, the products that are more often purchased by consumers on TikTok are skincare products at 59%. Many companies are competing to promote their skincare products on TikTok, one of which is Skincare Skintific. According to Kompas.id Skintific is currently one of the products that is currently Viral on TikTok because in 2022 Sociolla and TikTok Live Awards made skincare skintific the best newcomer Brand 2022. Skintific is viral because it markets their products on TikTok. With a fairly expensive price, consumers still make the Skincare their choice because of the

virality of the product on TikTok. With this, it is necessary to conduct research related to the purchase of Skintific Skincare on TikTok to find out how influential this is when making a purchase decision.

LITERATURE REVIEW

Purchasing Decisions

The purchase decision is when consumers understand the problem by looking for information or certain brands about a product, then they assess the level of goodness of these alternatives in solving their problems, then causing them to make a purchase decision (Tjiptono, 2012). Several factors influence purchasing decisions, namely, cultural, social, personal, and psychological factors (Kotler, 2008). There are several indicators of purchasing decisions, namely: stability in a product, habit of buying a product, giving recommendations to others, making repeat purchases (Kotler & Keller 2008).

The purchasing decision process according to (Kotler & Armstrong, 2008) is (1) need recognition, where consumers understand their needs based on their own desires or following community trends; (2) information search, consumers are starting to be interested in information obtained from word of mouth recommendations, social media, and others about a brand; (3) alternative evaluation, consumers assess the choices from the news that have been obtained; (4) purchasing decisions, where consumers have made a decision on a selected product; (5) post-purchase behavior, consumers follow up on decisions made based on whether or not consumers are satisfied.

Trust

Trust is a psychological sphere in which attention to accept what is based on the expectation of good behavior from others (Priansa, 2017). Consumer trust affects the sustainability of the business, because the company's products will be difficult to develop in the market if consumers do not believe in these products Conversely, products that are trusted by consumers will continue to grow in the market. The greater the trust, the better the company's relationship with consumers. (Wong, 2017) states that consumer confidence in a company's brand is influenced by three factors, namely benevolence, ability, dan integrity. Trust indicators according to (Doney & Cannon, 1997) are reliability, honesty, care, and credibility.

Viral Marketing

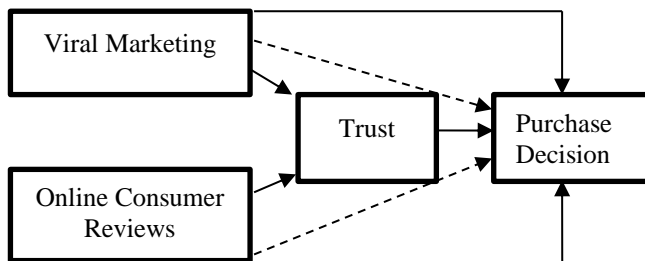
According to (Haque-Fawzi et al., 2022) Viral marketing is an effort made to encourage the spread of messages or information to network groups or social media circles. In addition, Viral marketing is a promotion that uses Facebook, email, Instagram, Yahoo, TikTok and others (Arifin, 2003). According to (Wiludjeng & Nurlela, 2013) viral marketing indicators are divided into several parts, namely, (1) electronic media, the media used as the delivery of messages carried by someone who spreads them; (2) involvement of opinion leaders, which helps accelerate the spread of viral content through their social media; (3) product knowledge, displaying information about products through advertisements and descriptions; (4) clarity of information, marketers' efforts to inform detailed knowledge about the product to be selected, so that consumers are not disappointed in receiving the product; (5) talking about the product, this contributes to the formation of confidence in a marketed product, because someone will decide to buy when seeing testimonials from previous customers.

Online Consumer Reviews

Online Consumer Reviews is a comment from someone who has bought the product which aims to make other consumers aware of the information of the product they bought. Online consumer reviews have become an important source of information related to products, and are

changing the way consumers seek information to support purchasing decisions (Cheung et al., 2012). According to (Sutanto & Apriningsih, 2016) online consumer reviews are a type of electronic word of mouth that can influence the purchasing decision-making process. Online consumer reviews can contain positive and negative comments written by consumers via the internet about a product (Park & Lee, 2009). There are several factors that exist in online consumer reviews, namely, quality of information, source credibility, quantity of information, product rating, and customer rating (Amelia et al., 2022). (Putri & Wandebori, 2016) mention the indicators of online consumer reviews namely, Perceived Usefulness, Source Credibility, Argument Quality, Valance.

Framework and Hypotesis



In research (Sulaksana et al., 2020; Andora & Yusuf, 2021) found that viral marketing variables have a significant effect on consumer trust. From some of the results of previous research, it can be concluded that a viral marketing strategy through social media is a good choice, because of the wide range that can be accessed by social media users. So that the dissemination of information about the product can generate trust in consumers. Based on the explanation above, the hypotheses of this study are :

H1 : There is an effect of viral marketing on consumer trust.

Research by (Hariyanto & Trisunarno, 2021; Kamisa et al., 2022) these two journal researchers found that online consumer reviews have a significant impact on consumer trust. It can be concluded that implementing an online consumer reviews strategy can help create consumer confidence in choosing a product, because consumers rely heavily on reviews from previous users. So from the explanation above, the second hypothesis is formulated, namely:

H2 : There is an influence of online consumer reviews on consumer trust.

In online business, customers have trust in a product or store. If the product purchased matches their goals, consumer confidence will increase. Trust greatly influences purchasing decisions, this is in line with (Iskandar & Nasution, 2019; Jefryansyah & Muhajirin, 2020) that the trust variable has a significant effect on purchasing decisions. From the results of research based on two journals, it is concluded that trust really helps consumer decision making. So from the explanation above, the third hypothesis is formulated, namely:

H3 : There is an influence of trust on purchasing decisions

(Shafilina, 2023; Agesti et al., 2021) found that there is a significant influence between viral marketing variables on purchasing decisions. Thus, the use of viral marketing strategies by increasing viral messages can help consumers in determining purchasing decisions. From the explanation above, the fourth hypothesis is formulated, namely:

H4 : There is an influence of viral marketing on purchasing decisions

Online consumer reviews are very important in making purchasing decisions (de Langhe et al., 2016). Trusted comments can be decisive in choosing a product. In research (Sudirjo et al., 2023; Noviani & Siswanto, 2022) hows that online consumer reviews can shape attitudes and influence purchasing decisions. From some of the results it can be said that online consumer reviews help consumer decision making. So from the explanation above, the fifth hypothesis formulation is obtained, namely:

H5 : There is an influence of online consumer reviews on purchasing decisions

Viral marketing strategy, it is very important to make consumers believe in the products that are selling through clear content, either directly or through internet intermediaries, so that they decide to buy the product. This explanation is in line with research (Aprillio & Widodo, 2020; Rimbasari et al., 2023) showing that viral marketing has a positive and significant influence on purchasing decisions through consumer confidence. So from the explanation above, the sixth hypothesis formulation is obtained, namely:

H6 : There is an influence of viral marketing on purchasing decisions through consumer trust.

Online consumer reviews are used by consumers to obtain information that is used as a consideration in choosing a product. It is also used as feedback on other online shopping platforms. The more positive the reviews displayed by previous buyers, the greater the trust given to the product, resulting in a purchase decision. In research (Natuz Zahara et al., 2021) shows that online consumer reviews have a positive and significant impact on purchasing decisions through consumer confidence. So from the explanation above, the seventh hypothesis formulation is obtained, namely:

H7 : There is an influence of online consumer reviews on purchasing decisions through consumer confidence.

METHODS

Type of Research

This research is quantitative research. Conducted by survey method with questionnaires distributed online.

Population and Sample

The population in this study is all TikTok users who have visited the Skintific company profile or website. The sampling method is purposive, which means selecting samples based on certain criteria (Sekaran, 2006). The criteria chosen are consumers who have bought skincare products at least once and who really love Skintific skincare products. Determining the number of samples is based on the criteria set (Hair et al., 2010), which indicates that the sample size should be used a minimum of 5 times for and a maximum of 10 times for each parameter estimate. Then the sample used amounted to 100 respondents.

Analysis Method

This research data is processed using SEM (Structural Equation Modeling) with the aim of finding the relationship between variables using the SmartPLS 4 application. SEM has two basic components: (1) Outer Model and (2) Inner Model (Hair et al., 2010).

Evaluation of the Measurement Model (Outer Model)

The outer model is each indicator that relates to other variables. This model tests validity and reliability. In the validity test, there are 2 parts that must be tested, namely convergent validity and discriminant validity. The convergent validity value is outer loading > 0.7, communality > 0.5 and Average Variance Extracted (AVE) > 0.5 (Abdillah & Hartono, 2015). In the reliability test, there are 2 test items to determine the consistency of indicators from latent constructs, namely Cronbach's Alpha and Composite reliability. Cronbach's Alpha and Composite reliability values must be > 0.7 (Hair et al., 2011).

Structural Model Evaluation (Inner Model)

Inner models, also known as "structural models", show the causal relationships between latent variables, these models are based on theoretical foundations (Abdillah & Hartono, 2015). To test the significance between constructs, the structural model is tested using R^2 for the dependent construct, the path coefficient value or the t-values for each path (Abdillah & Hartono, 2015). The

R-Square value is 0.75 (strong), 0.50 (moderate), and 0.25 (weak). The path coefficient value indicates the level of significance in hypothesis testing. The path coefficient score indicated by the T-statistic value must be > 1.96 for the two-tailed hypothesis and > 1.64 for the one-tailed hypothesis for 5% alpha hypothesis testing and 80% power (Hair et al., 2011).

RESULTS

Results Outer Model

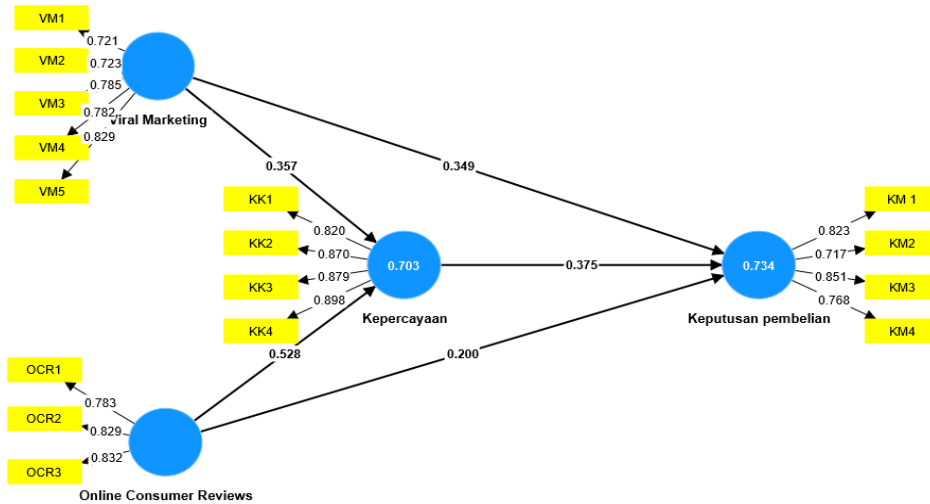


Figure 2. Outer Model

Validity Test

Table 1. Validity Test Results

Indicator	Convergent Validity		Discriminant Validity	Status
	Loading Factor	AVE	Cross Loading	
X1. 1	0.721	0.592	0.721	Valid
X1. 2	0.723		0.723	
X1. 3	0.785		0.785	
X1. 4	0.782		0.782	
X1. 5	0.829		0.829	
X2. 1	0.783	0.665	0.783	Valid
X2. 2	0.829		0.829	
X2. 3	0.832		0.832	
Z1. 1	0.820	0.752	0.820	Valid
Z1. 2	0.870		0.870	
Z1. 3	0.879		0.879	
Z1. 4	0.898		0.898	
Y1. 1	0.823	0.627	0.823	Valid
Y1. 2	0.717		0.717	
Y1. 3	0.851		0.851	
Y1. 4	0.768		0.768	

Source: Primary data processed in 2023

The results of testing convergent validity on outer loadings are seen in the table above which uses all variables, namely Viral Marketing, Online Consumer Reviews, Trust, and Purchasing Decisions. According to (Hair et al., 2021) When there is a correlation of more than 0.7, the size of the individual reflection is considered high. Each variable has a factor loading value of more than

0.70, so all constructs are considered valid. For the average value of Average Variance Extracted (AVE) at least 0.5. If the AVE value is more than 0.50 then the construct is considered valid. In testing discriminant validity, the AVE value is greater than 0.50. So it can be concluded that the items used in the construct are valid and have met the requirements for good convergent validity.

Reliability Test

Table 2. Realibility Test Result

Variables	Cronbach's Alpha	Composite Reliability (rho_a)	Status
Viral Marketing	0.827	0.832	Reliable
Online Consumer Reviews	0.748	0.748	Reliable
Kepercayaan	0.890	0.893	Reliable
Keputusan pembelian	0.800	0.806	Reliable

Source: Primary data processed in 2023

A measure is considered reliable when it has a Composite Reliability value > 0.70 and Cronbach's alpha > 0.70 (Hair et al., 2021). The four variables above have a Cronbach's alpha and composite reliability value greater than 0.70. So it is concluded that the constructs in this study are reliable.

Inner Model

Table 3. R-Square Test

Variables	R-Square
Trust (Z)	0.703
Purchase Decision (Y)	0.734

Source: Primary data processed in 2023

R-Square is an assessment of how much the endogenous construct can be explained by the exogenous. The R-Square for the purchasing decision variable is 0.734. Based on the above results, it can be concluded that the percentage of purchasing decision variables can be explained by all exogenous constructs, namely viral marketing, and online consumer reviews by 73.4%.

Hypothesis Test (Significance)

Direct Effect

Table 4. Direct Effects

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics	P Values	Description
X1 > Z	0.357	0.366	0.117	3.054	0.001	Signifikan
X2 > Z	0.528	0.524	0.109	4.849	0.000	Signifikan
Z > Y	0.375	0.371	0.101	3.696	0.000	Signifikan
X1 > Y	0.349	0.354	0.093	3.768	0.000	Signifikan
X2 > Y	0.200	0.201	0.121	1.648	0.050	Signifikan

Indirect Effect

Table 5. Indirect Effect

Variables	Original sample (O)	Sample mean (M)	Standar deviation (STDEV)	T statistics	P values	Description
X1>Z>Y	0.134	0.135	0.055	2.412	0.008	Signifikan
X2>Z>Y	0.198	0.196	0.071	2.794	0.003	Signifikan

This study uses the One-tailed Hypothesis. Before interpreting hypothesis testing, it can be seen that when the significance level is 5% or 0.05, the T statistics value is 1.64. If the T statistics value > 1.640 and P value < 0.050, the effect is significant.

DISCUSSION

The Effect of Viral Marketing (X1) on Trust (Z)

Viral Marketing has a significant effect on Skintific consumer trust. The results obtained from the t statistical value for Viral Marketing (X1) on Trust (Z) are 3.054 and a P value of 0.001. So it is concluded that H1 is accepted. This means that Viral Marketing has a significant positive effect on Trust. This finding is in line with several previous findings which claim that viral marketing has a significant impact on consumer trust (Sulaksana et al., 2020; Andora & Yusuf, 2021)

The better the message or content in viral marketing, the more trust will increase (Suciati & Moeliono, 2021). trust is a very important thing for consumers to have, one of which is to trust the information or content provided in viral marketing. This finding shows that viral marketing has conveyed the message well, which makes Skintific products famous and makes consumers believe in them.

The Effect of Online Consumer Reviews (X2) on Trust (Z)

Online Consumer Reviews has a significant effect on Skintific consumer trust. The results obtained from the t statistical value for Online Consumer Reviews on Trust are 4.849 and a P value of 0.000. With this it is stated that H2 is accepted. This means that in this study the Online Consumer Reviews variable has a significant positive effect on trust, this finding is in line with (Hariyanto & Trisunarno, 2021; Kamisa et al., 2022).

The better the reviews written, the greater the trust of Skintific consumers. Before buying a product, it is certain that consumers will see Online Reviews first to make sure whether the product is good or not. So the Skintific company needs to increase product credibility in order to get good reviews from consumers. If consumers already have confidence in Skintific products, it will have a good impact on their company.

The effect of trust (Z) on purchasing decisions (Y)

Trust has a significant effect on Purchasing Decisions. The results obtained from the t statistical value for Trust on Purchasing Decisions are 3.696 and a P value of 0.000. It is stated that H3 is accepted. This means that Trust has a significant positive effect on Skintific Purchasing Decisions on TikTok.

Skintific companies must always maintain the trust of their customers. Such as by maintaining the quality of the products provided, and providing good service to consumers. This is very important to note because this trust affects purchasing decisions. This finding is in line with (Iskandar & Nasution, 2019; Jefryansyah & Muhajirin, 2020) which claims that Trust has a significant impact on Purchasing Decisions.

The Effect of Viral Marketing (X1) on Purchasing Decisions (Y)

Viral Marketing has a significant effect on Purchasing Decisions. The results obtained from the t statistical value for Viral Marketing on the Purchasing Decision Variable are 3.768 and a P value

of 0.000. With this it is stated that H4 is accepted. This means that Viral Marketing has a significant effect on Skintific Purchasing Decisions on TikTok.

The clearer and more reliable the source of information or content that is shared, the higher the product purchase decision. With the viral Skintific content on TikTok which provides clarity on the products offered, this Viral Marketing affects Skintific consumers in making purchases. These results are in line with previous findings (Shafilina, 2023; Agesti et al., 2021) which state that increasing viral messages will increase consumer purchasing decisions.

The Effect of Online Consumer Reviews (X2) on Purchasing Decisions (Y)

Online Consumer Reviews has a significant effect on Purchasing Decisions. The results obtained from the t statistical value of the Online Consumer Reviews variable on Purchasing Decisions are 1.648 and at a P value of 0.050. With this it can be concluded that H5 is accepted. This is in line with the findings (Sudirjo et al., 2023; Noviani & Siswanto, 2022) Online Consumer Reviews have a significant impact on purchasing decisions.

Skintific consumers are proven to believe in the reviews provided, which means that Skintific consumers see reviews from consumers before making a purchase. So the Skintific company must pay attention to the comments given by consumers on its products. If the comments given are good, there will be an increase in purchasing decisions. By improving product quality and service quality, the reviews given will be good, so that it will increase purchasing decisions for Skintific products.

The effect of Viral Marketing (X1) on Purchasing Decisions (Y) through Trust (Z)

Trust mediates Viral Marketing on Purchasing Decisions with a value of 2.414 and a P value of 0.008. Thus, increasing Skintific purchases on TikTok will be easy if an increase in good viral messages is supported by an increase in trust. This finding is supported in research (Aprillio & Widodo, 2020; Rimbahari et al., 2023) showing that trust mediates viral marketing on purchasing decisions.

The influence of Online Consumer Reviews (X2) on Purchasing Decisions (Y) through Trust (Z)

Kepercayaan memediasi *Online Consumer Reviews* terhadap Keputusan Pembelian dengan nilai 2,794 dan P value sebesar 0,003. Dengan demikian peningkatan pembelian Skintific pada TikTok akan mudah apabila dilakukan dengan peningkatan *Online Consumer Reviews* yang didukung dengan peningkatan Kepercayaan. Temuan ini didukung oleh penelitian (Natuz Zahara et al., 2021) menunjukkan bahwa kepercayaan memediasi online consumerr reviews terhadap keputusan pembelian.

CONCLUSION AND SUGGESTION

The conclusion of this study is that Viral Marketing has a significant effect on Trust, Online Consumer Reviews has a significant effect on Trust, Trust has a significant effect on Purchasing Decisions, Viral Marketing has a significant effect on purchasing decisions, Online Consumer Reviews has a significant effect on Purchasing Decisions, Viral Marketing has a significant effect on Purchasing Decisions through Trust, and Online Consumer Reviews has a significant effect on Purchasing Decisions through Trust.

Suggestions for Skintific companies, it is hoped that they will always maintain a good message on Viral Marketing, creating a good reputation in consumer perceptions starting from the products sold, the services provided, and other aspects that arise in TikTok media.

Suggestions for future researchers are that if conducting research, it is hoped that it will add other variables that also have a relationship to the dependent variable, and can increase the

number of samples so that the respondents can be maximized so that they can develop more comprehensive research results

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