

ABSTRACT

Recently, the trend of shopping through social media has begun to shift e-commerce, one of the most popular social commerce in Indonesia is TikTok Shop. The most frequently purchased product category is clothing products, this shows that sales competition is getting tougher. Social media is a platform that can maximize advertising effectively through Electronic Word of Mouth (EWOM).

Social media marketing can increase consumer trust, which leads to the desire to buy. However, the rampant issues related to the vulnerability of user data security have led TikTok to be boycotted in many countries. This can certainly lead to user distrust of TikTok which of course can affect user purchase interest in clothing products at TikTok Shop.

The purpose of this study is to determine how much influence TikTok's social media marketing has on purchase intention through EWOM and customer trust in TikTok Shop clothing products. This research is quantitative research with data collection methods in the form of questionnaires. Researchers have distributed questionnaires online to 420 respondents. The data analysis technique used is SEM, using the SmartPLS program.

The results of statistical analysis show that all hypotheses in this study are accepted. This means that social media marketing has a positive and significant influence on the purchase intention of TikTok Shop clothing products. In addition, EWOM and customer trust also have an influence on purchase intention. EWOM has the greatest influence as a mediating variable in increasing purchase intention.

Keywords: Customer Trust, EWOM, Purchase Intention, Social Media Marketing, and TikTok.