
Abstract: The purpose of this study is to find out how eWOM affects purchasing decisions in the culinary business in Bandung City through a literature study. This study used the Systematic Literature Review (SLR) method. Systematic literature review is a method that gathers all empirical evidence that conforms to predetermined eligibility criteria to specifically answer a research question. The result show that indicate a significant positive influence of eWOM on consumer choices, emphasizing TikTok's role as a trustworthy platform for product recommendations. The dynamic and visually engaging nature of TikTok's content, characterized by authentic product reviews and demonstrations, creates a unique form of social proof that resonates with a broad audience. However, suggesting that eWOM via TikTok may not consistently impact purchasing decisions. Any research provides insights into potential reasons for this, citing TikTok's short-form, entertaining content format that may limit in-depth product evaluations. Concerns about authenticity and credibility, as well as the transient attention span of TikTok users, are also highlighted as factors that could diminish the impact of eWOM.

Index terms: eWOM, Purchase Decisions, Tiktok
