


**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP
KEPUTUSAN PEMBELIAN MELALUI CITRA MEREK SEBAGAI
VARIABEL *INTERVENING* PADA PLATFORM *TIKTOK SHOP***

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (e-WOM) terhadap keputusan pembelian dengan citra merek sebagai variabel *intervening* pada platform *TikTok Shop*. Fenomena munculnya ulasan negatif dan opini buruk di media sosial dapat memengaruhi persepsi konsumen terhadap suatu merek serta menurunkan minat beli. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* dan memperoleh 91 responden yang pernah berbelanja di *TikTok Shop*. Pengumpulan data dilakukan melalui kuesioner online, sedangkan teknik analisis data menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM) untuk menguji hubungan antar variabel dalam model. Hasil penelitian menunjukkan bahwa e-WOM berpengaruh negatif dan signifikan terhadap citra merek, serta berpengaruh negatif terhadap keputusan pembelian. Selain itu, citra merek terbukti memediasi hubungan antara e-WOM dan keputusan pembelian, yang menunjukkan bahwa persepsi konsumen terhadap merek merupakan faktor penting dalam menentukan keputusan akhir pembelian. Temuan ini menegaskan pentingnya pengelolaan reputasi dan pengalaman pelanggan oleh pelaku bisnis di *TikTok Shop* agar mampu mempertahankan citra merek yang positif dan mendorong keputusan pembelian.

Kata Kunci: e-WOM, Citra Merek, Keputusan Pembelian, *TikTok Shop*.

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***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON
PURCHASING DECISIONS THROUGH BRAND IMAGE AS AN
INTERVENING VARIABLE ON THE TIKTOK SHOP PLATFORM***

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Abstract

This study aims to analyze the effect of Electronic Word of Mouth (e-WOM) on purchase decisions, with brand image serving as an intervening variable, on the TikTok Shop platform. Negative reviews and unfavorable opinions shared on social media can influence consumers' perceptions of a brand and decrease their purchase intention. This research employed a quantitative approach with purposive sampling, involving 91 respondents who had previously made purchases through TikTok Shop. Data were collected using an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the causal relationships among variables. The findings indicate that e-WOM has a negative and significant effect on brand image and purchase decisions. Furthermore, brand image was proven to mediate the effect of e-WOM on purchase decisions, suggesting that consumers' perception of a brand plays a crucial role in shaping their final purchasing decisions. These results underscore the importance of brand reputation management and customer experience enhancement for businesses operating on TikTok Shop, as they aim to maintain a positive brand image and influence consumer purchasing decisions.

Keywords: e-WOM, Brand Image, Purchase Decision, TikTok Shop.