

THE EFFECT OF TRUST, EASE OF USE, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF SKINTIFIC PRODUCTS THROUGH TIKTOK SHOP AMONG GENERATION Z IN JAKARTA

Michael Valentino AR*, Yenny Lego

Universitas Tarumanagara, Indonesia

Email: michael.115210179@stu.ac.id*

Correspondence: michael.115210179@stu.ac.id*

KEYWORDS	ABSTRACT
trust, ease of use, electronic word of mouth, purchase intention	This study aims to analyze the influence of trust, ease of use, and electronic word of mouth on purchase intention of Skintific brand facial care products through the TikTok Store platform among Generation Z in Jakarta. Along with the increasing use of social media as a shopping platform, TikTok has become not only a means of entertainment but also an effective marketing channel for various beauty brands. Skintific as one of the popular skincare brands among young people, utilizes TikTok Store and user reviews to build trust and increase ease in the purchasing process. Generation Z as active TikTok users and potential consumers of skincare products are the main focus of this study, considering their characteristics which are highly influenced by digital reviews and ease of technology. Through a quantitative approach, this study will measure the extent to which each variable of trust, ease of use, and electronic word of mouth contributes significantly to purchase intention. The results of this study are expected to provide insight for business actors and marketers in designing more effective digital strategies to attract young consumers' buying interest, especially on rapidly growing social media platforms such as TikTok.

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



Introduction

In this era, technological developments are progressing rapidly. These advancements are evident in various fields, including communication, entertainment, health, education, security, information, trade, and more (Xia et al., 2024). In the social sphere, the role of technology is particularly influential in facilitating social interactions. Platforms such as *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and others offer users the opportunity to meet new friends and interact across vast distances. In the economic domain, one notable example is the *e-marketplace*. The *e-marketplace* is a digital platform for buying and selling goods, with popular platforms like *Shopee*, *Tokopedia*, and *Lazada*. Technological developments are currently trending towards combining social media with *e-marketplaces*, such as *Facebook Marketplace*, *Instagram Shop*, and *TikTok*

Shop. According to an article from *Kompasiana* (2023) and research from *Insider Intelligence*, the number of *TikTok* users in Indonesia reached 112 million in the first quarter of 2023, making it the largest in Southeast Asia and the second-largest globally after the United States.

TikTok was first launched in September 2016 by *Toutiao*, the founder of the ByteDance company. Initially, *TikTok* was a social media platform focused on creating and sharing short videos. This application continues to evolve and innovate daily. One of its developments was the creation of the *TikTok Store*, a feature that became publicly accessible starting April 17, 2021. According to *Ayu Nopitasari* and *Fatrianto Suyatno* (2023), *TikTok* has many interesting features, including a shopping feature called *TikTok Shop*. *TikTok Shop* is an online social shopping platform that allows content creators and users to buy and sell goods.

From 2017 to 2022, there was a notable increase in sales on *TikTok* stores, supported by data from *Root* (2022). The data reveals that 5.7% of *TikTok* users made purchases through the app in 2022, with projections of 27.3% in 2023 and 39.9% in 2026. In 2022, *TikTok* had 1.4 billion active users, with the possibility of reaching 1.8 billion by the end of 2023. The company has significantly increased its revenue, with an estimated \$9.4 billion in 2022, representing a 100% Year-over-Year growth.

Although *TikTok Shop* is growing in popularity as an online shopping platform, many users face challenges navigating and using its features. According to an article from *TechCrunch* (2022), users often complain about *TikTok Shop*'s unintuitive interface, which makes it difficult for them to find the desired products or follow a clear purchase process. Furthermore, a report from *Statista* (2023) indicates that most users find the integration of payment features and clarity of information about sellers and product reviews to be significant challenges. These issues can reduce users' trust and comfort when shopping on the platform. *Social Media Today* (2023) also highlighted that improvements are needed to enhance the user experience, such as simplifying the interface, improving the search system and product filters, and increasing transparency regarding sellers and return policies. These steps can help *TikTok Shop* maintain user trust and improve customer retention rates on the platform.

Based on the author's observations of the *TikTok* account *Skintific_id*, which has 3 million followers, both positive and negative reviews about their products were found. There are comments in the *TikTok Store*'s product review section where consumers can rate the products they buy and share information and testimonials about their purchases. According to a news article from *hops.id* (2024) discussing a viral video on *TikTok*, a doctor who hid their identity revealed that the lab test results of the *Skintific* retinol serum product contained only 0.00015 percent of retinol, which indicates that the retinol's concentration is too low to achieve the maximum expected benefits.

Additionally, a news article from *CNN* (2022) covered a viral video on *TikTok* showing fraudulent activity in online purchases through *TikTok Shop* with the *Cash on Delivery* (COD) payment method. A video uploaded by the *TikTok* account *Bagoes Vlog* showed a courier delivering an order that turned out to be only a piece of paper wrapped in brown packaging, even though the item was listed as a "digital rice cooker." The courier suspected that this was a scam intended to get the buyer to pay for and receive goods that did not match the item description.

The rapid growth of *TikTok Shop* as a social commerce platform, particularly among Generation Z in Jakarta, underscores the need to understand the factors driving purchase intentions. With 112 million users in Indonesia and the increasing adoption of *TikTok Shop* for online shopping, businesses must optimize their digital strategies to leverage this trend. However, challenges such as interface usability, trust issues due to scams, and the influence of electronic word of mouth (*eWOM*) on consumer decisions remain understudied in this context. This research aims to fill these gaps by providing actionable insights for marketers and platform developers. Existing studies have explored the impact of trust, ease of use, and *eWOM* on purchase intentions in e-commerce (e.g., Davis, 1989; Kotler & Keller, 2016; Cheung & Thadani, 2012). However, most of these studies focus on traditional platforms like *Shopee* or *Lazada*, with limited attention to *TikTok Shop*'s unique social-commerce hybrid model. Recent works (e.g., Faturrohman, 2024; Harahap, 2022) highlight *TikTok Shop*'s potential but lack empirical depth on Generation Z's behavior in Jakarta, a key demographic for skincare products like *Skintific*.

Based on this background, the author aims to conduct research on the relationship between trust, ease of use, electronic word of mouth, and purchase intention. The title of this study is "The Influence of Trust, Ease of Use, and Electronic Word Of Mouth on the Intention to Buy *Skintific* Facial Care Products Through *TikTok Shop* in Generation Z in Jakarta."

The objectives of this study are as follows: (1) To determine whether trust positively influences the intention to buy *Skintific* products through *TikTok Shop* in Generation Z in Jakarta; (2) To determine if ease of use positively affects the intention to buy *Skintific* products through *TikTok Shop* in Generation Z in Jakarta; and (3) To determine if electronic word of mouth positively influences the intention to buy *Skintific* products through *TikTok Shop* in Generation Z in Jakarta.

This study is expected to contribute to the literature in marketing management, particularly related to online stores and consumer behavior, by enhancing understanding of the influence of trust, ease of use, and *eWOM* on purchase intention. The results can inform marketing strategies aimed at Generation Z consumers in Indonesia and serve as an empirical basis for future research in this field. Practically, the study can guide *TikTok Store* developers and other online platforms in improving ease of use, customer satisfaction, and consumer trust. Furthermore, this research offers recommendations for marketing strategies that can help businesses leverage *TikTok Shop* and provide insights for policymakers and Generation Z involved in online businesses to make more effective decisions in the digital economy.

Materials and Methods

According to Sugiyono (2013), the basis of research methods is a scientific approach to obtaining data for specific purposes and uses. Sugiyono (2013) also explained that research can be conducted through two main approaches: quantitative and qualitative. The quantitative approach is considered a scientific method because it is based on principles that can be empirically tested, are objective, measurable, logical, and structured in a systematic manner. The data collected is usually in the form of numbers, which are then analyzed using statistical methods. On the other hand, the

qualitative approach focuses more on understanding the meaning of a phenomenon through direct observation in the field and the interpretation of the data found.

A quantitative approach is used in this study because the data collected is numerical, based on a predetermined scale. This information was obtained from consumer perceptions regarding the level of trust, ease of use, and *electronic word of mouth (eWOM)*, which affect interest in buying *Skintific* facial care products through the *TikTok Shop* platform, focusing on Generation Z living in the Jakarta area.

According to *Malhotra* (2015), the data collection technique is carried out using a cross-sectional design, which involves data collection at one point in time from a number of respondents as a sample of the population. This design is used to quickly and efficiently obtain an overview of respondents' conditions or opinions regarding purchasing behavior on the *TikTok Shop* platform.

Results and Discussions

A. Data Analysis Results

This study uses Partial Least Square-Structural Equation Modeling (PLS-SEM) as a data analysis technique with the help of SmartPLS 3 software. Data analysis with this method is divided into two, namely the outer model and the inner model.

1. Outer Model Analysis

In this study, the outer model consists of testing validity and reliability. The results of the outer model research have been described in Chapter III.

2. Uji Model Structural (Inner Model Analysis)

In this study, the inner model analysis consisted of determination coefficient (R^2), Predictive Relevance (Q^2), effect size (f^2), goodness-of-fit (GoF), path coefficient, and hypothesis test.

a. Coefficient of Determination (R^2)

Based on Table 1, the results of the determination coefficient test show that the R-square value for the Buy Intention variable is 0.623. This figure indicates that 62.3% of the variation in purchase intent can be explained by independent variables in this research model, such as trust, ease of use, and electronic word of mouth. Meanwhile, the remaining 37.7% is explained by other factors outside the model. Thus, the R-square value of 0.623 is included in the moderately influential category, which means that the model has a fairly strong explainer ability but is not completely dominant.

Table 1. Determination Coefficient Test Results

Variabel	<i>R-square</i>	Information
Purchase Intent	0.623	Moderately Influential

b. Uji Predictive Relevance (Q^2)

Based on Table 2, the results of the determination coefficient test using the Q-square value show that the Buy Intention variable has a value of 0.596. This value is included in the

highly predictive category, which indicates that the research model has good predictive ability on the purchase intention variable. Thus, the model built is considered to be able to accurately predict dependent variables based on the independent variables used in this study.

Table 2. Determination Coefficient Test Results

Variabel	<i>Q-square</i>	Information
Purchase Intent	0.596	High Predictive

c. Effect Size (f^2)

Based on Table 3 regarding the results of the Effect Size (f^2) test, it can be seen that all independent variables in this study, namely Trust, Ease of Use, and Word of Mouth have a moderate influence on the Purchase Intention variable. The f^2 value for Trust is 0.160, Ease of Use 0.164, and Word of Mouth 0.214. Although all three were in the medium influence category, Word of Mouth showed the greatest effect value compared to the other two variables, so it can be concluded that Word of Mouth's influence on purchase intent was more dominant in this study model.

Table 3. Effect Size Test Results (f^2)

Variabel	f^2	Information
Trust → Buying Intent	0,160	Keep
Ease of Use → Intent to Buy	0,164	Keep
<i>Word of Mouth</i> → Niat Beli	0,214	Keep

d. Goodness of Fit (GoF)

The results of the goodness of fit (GoF) test in this study were calculated using the following formula:

$$\begin{aligned}
 \text{GoF} &= \sqrt{AVE \times \bar{R}^2} \\
 &= \sqrt{\left(\frac{0.679 + 0.652 + 0.620 + 0.596}{4} \right) \times (0.623)} \\
 &= \sqrt{0.637 \times 0.623} \\
 &= 0.630
 \end{aligned}$$

Based on the results of the GoF calculation, the value is 0.630. This number shows a value of more than 0.36 which means that a value of 0.630 represents a large and acceptable value of GoF.

e. Path Coefficient

The results of the path coefficient test in this study were carried out by the bootstrapping method which can be seen in figure 4.1.-

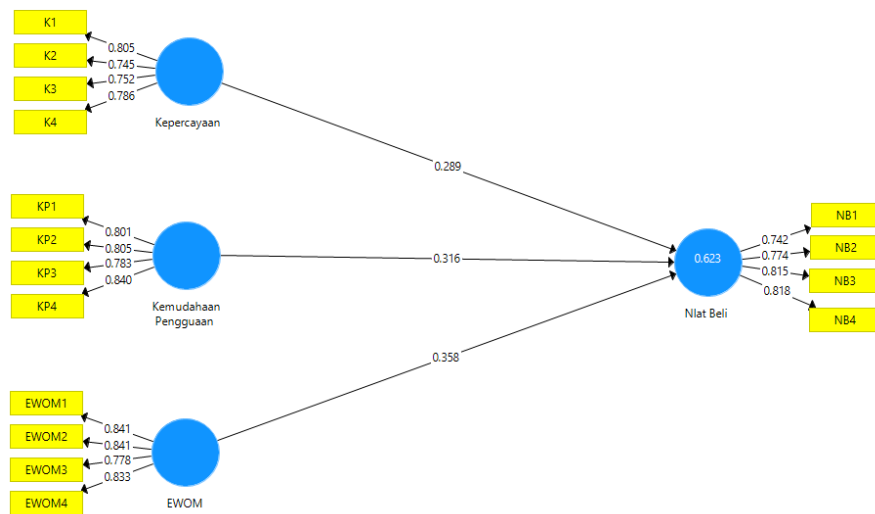


Figure 1. Bootstrapping Test Results

Based on the first bootstrapping test, the results obtained are summarized in table 4.12

Table 4. Bootstrapping Test Results

Variabel	Path Coefficient	t-statistic	p-values
Trust → Buying Intent	0.289	3,346	0,001
Ease of Use → Intent to Buy	0.316	3,927	0,000
Word of Mouth → Niat Beli	0.358	4,678	0,000

Based on the first bootstrapping test, the path coefficient value in each variable is more than -1 which explains the positive relationship between the two variables. The relationship between the word of mouth variable and the purchase intention showed a value of 0.358 which means that the two variables have the strongest positive impact among the relationship between independent and other dependent variables.

f. Testing Hypothesis

In this study, the hypothesis test focuses on p-value using the bootstrapping method which can be seen in table 4.12.

1) First Hypothesis Test

The first hypothesis in this study is formulated as follows:

H1: Trust has a positive influence on the intention to buy Skintific products through the TikTok store in Generation Z in Jakarta.

The results of the hypothesis test in table 4.12 show that the H1 hypothesis produces a p-value of 0.001. This value explains that the H1 hypothesis is accepted because it represents the trust variable that has a positive and significant influence on the variable of purchase intention for Skintific products through the TikTok shop for gen z people in Jakarta.

2) Second Hypothesis Test

The second hypothesis in this study is formulated as follows:

H2: Ease of use has a positive influence on the intention to buy Skintific products through the TikTok store in generation Z in Jakarta.

The results of the hypothesis test resulted in a p-value of 0.000. This value explains that the H2 hypothesis is accepted because it represents the ease of use variable has a positive and significant influence on the variable of purchase intention for Skintific products through the TikTok shop for gen z in Jakarta.

3) Third Hypothesis Test

The third hypothesis in this study is formulated as follows:

H3: Electronic word of mouth has a positive influence on the intention to buy Skintific products through the TikTok store in Generation Z in Jakarta.

The results of the hypothesis test resulted in a p-value of 0.000. This value explains that the H3 hypothesis is accepted because it represents the electronic word of mouth variable has a positive and significant influence on the variable of purchase intention for Skintific products through the TikTok shop for gen z in Jakarta.

The following is a summary of the test results that have been described which are concluded and presented in table 5

Table 6. Hypothesis Testing Results

Hypothesis	Statement of Hypothesis	Result
H1	Trust has a positive influence on the intention to buy Skintific products through TikTok stores in Generation Z in Jakarta.	Accepted
H2	The ease of use has a positive influence on the intention to buy Skintific products through the TikTok store in Generation Z in Jakarta.	Accepted
H3	<i>Electronic word of mouth</i> has a positive influence on the intention to buy Skintific products through TikTok stores in Generation Z in Jakarta.	Accepted

Discussion

This study aims to examine the influence of trust, ease of use, and electronic word of mouth (e-WOM) on the intention to buy Skintific products through TikTok Shop in generation Z in Jakarta. The results of the analysis show that the three independent variables have a significant effect on the purchase intention variable. This is in line with the Theory of Planned Behavior (Ajzen, 1991) which states that intention is the main predictor of behavior, and is influenced by attitudes towards behavior, subjective norms, and perceptions of behavior control. The three independent variables in this study are relevant to these components.

In terms of models, an R^2 value of 0.623 indicates that the model can explain 62.3% of the purchase intent variable, while a Q^2 of 0.379 indicates high predictability. This proves that the conceptual model used is in accordance with the underlying theory, especially the SDGs which states that intention is the result of the interaction of internal and external perceptions of an action. All three variables in this model proved to be relevant for explaining and predicting buying intent.

A Goodness of Fit (GoF) value of 0.630 also strengthens the validity of the model. This shows that the empirical data has a high compatibility with the theoretical model. Thus, these findings not only contribute to the development of consumer behavior theories in the digital era,

but can also be used as a basis for the formulation of marketing strategies based on social media platforms such as TikTok. Content management that builds trust, creates an easy user experience, and encourages positive e-WOM is the key to digital marketing success for Generation Z.

The results of the first hypothesis test (H1), show that trust has a positive and significant influence on buying intention. These findings are in line with the opinion of Mayer et al. (1995) who stated that trust is a person's willingness to accept risks to the actions of others that are expected to meet expectations. In the digital context, McKnight et al. (2002) explain that trust can be built through systems that provide clear information and reliable services. Therefore, users' trust in TikTok Shop influences their intention to purchase Skintific products on the platform.

Empirically, the majority of respondents in this study agreed that they trust TikTok Shop when buying products. This is in line with the statement of Kotler & Keller (2016) that trust is built through consistent communication, honest marketing messages, and the fulfillment of brand promises. In this context, TikTok Shop is considered to have been able to build its credibility as a trusted shopping platform for generation Z in Jakarta.

The second hypothesis (H2), regarding the influence of ease of use on purchase intent is also proven to be significant. This is in accordance with Davis' (1989) theory in the Technology Acceptance Model which states that the perception of ease of use affects the intention to use a system. Nielsen (1993) added that ease of use reduces the cognitive load of users so that they can focus more on the purpose of use. In this study, TikTok Shop is considered easy to use, both in terms of navigation, interface, and transaction processes, thereby increasing user interest in buying products.

Respondents revealed that they did not find it difficult when using TikTok Shop, even felt comfortable and not confused. This suggests that the perception of ease of use can increase purchase intent, as stated by Kotler and Keller (2016) that convenience increases efficiency and reduces the risk of errors in the online shopping process. Research by Tetty Rahmianti (2022) also found that ease of use has a significant effect on purchase intent on TikTok Shop, supporting this finding.

The third variable (H3), electronic word of mouth (e-WOM), has the strongest influence on buying intent compared to other variables. This is consistent with the opinion of Cheung & Thadani (2012) who stated that e-WOM is more influential than traditional word of mouth due to its rapid spread and wide reach. Goldsmith & Horowitz (2006) also emphasized that online reviews help consumers reduce uncertainty before making a purchase. In the context of this study, the majority of respondents admitted to reading online reviews before buying Skintific products, and felt that the reviews were trustworthy.

Trust in other users' reviews reflects the importance of social proof in the behavior of digital consumers, especially Generation Z. Information that is organic and comes from other users' real experiences is more convincing than direct brand promotions. Therefore, TikTok as a platform with comment and review features strongly supports the spread of e-WOM which has a direct impact on increasing purchase intent.

Conclusion

This study aims to analyze the influence of trust, ease of use, and *electronic word of mouth* (*e-WOM*) on the intention to buy *Skintific* products through *TikTok Shop* in Generation Z in Jakarta. Based on the results of data analysis and hypothesis testing, several conclusions were obtained as follows: Trust has a positive and significant effect on purchase intention. The higher the level of consumer trust in *TikTok Shop*, the greater their intention to buy *Skintific* products through the platform. This highlights the importance of the credibility and reliability of the system in building purchase intent. Ease of use has a positive and significant influence on purchase intention. *TikTok Shop* is considered an easy-to-use platform by Generation Z, both in terms of interface and transaction processes. This convenience directly impacts increasing purchase intent. *Electronic word of mouth* has the most dominant effect on purchase intention. Online reviews, comments, and recommendations from other users significantly influence shaping consumer perceptions and purchasing decisions. This demonstrates the power of social information in the context of digital marketing.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020T](https://doi.org/10.1016/0749-5978(91)90020T)
- Anaya, N., & Lukman, H. (2023). Faktor-faktor yang mempengaruhi niat pembelian pelanggan pada e-commerce di Indonesia. *Jurnal Multiparadigma Akuntansi*, 5(2), 810-820.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020T](https://doi.org/10.1016/0749-5978(91)90020T)
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. <https://doi.org/10.1016/j.dss.2012.06.008>
- CNN. (2022). Fraudulent activity in online purchases through TikTok Shop with COD method. CNN Indonesia. <https://www.cnnindonesia.com>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340. <https://doi.org/10.2307/249008>
- Faturrohman, M. D., & Widarta. (2024). The influence of flash sales, viral marketing, and electronic word of mouth (*e-WOM*) on the purchase intention of Z Generation in online shopping on TikTok Shop Marketplace. *Formosa Journal of Multidisciplinary Research*, 3(7), 2683-2698. <https://doi.org/10.55927/fjmr.v3i7.10093>
- Harahap, T. R., et al. (2022). The influence of ease of use, social media, price, and consumer trust on purchase intentions using the TikTok Shop by Labuhanbatu students. *Daengku: Journal of Humanities and Social Sciences Innovation*, 2(6), 886-894. <https://doi.org/10.35877/454RI.daengku1360>
- Insider Intelligence. (2023). TikTok's user base in Indonesia reaches 112 million in Q1 2023. Insider Intelligence. <https://www.insiderintelligence.com>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Malhotra, N. K. (2015). *Marketing research: An applied orientation* (7th ed.). Pearson.
- Journal of Indonesian Social Sciences*, Vol. 6, No. 7, July 2025

- McKnight, D. H., et al. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334-359. <https://doi.org/10.1287/isre.13.3.334.81>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734. <https://doi.org/10.5465/amr.1995.9508080335>
- Nielsen, J. (1993). *Usability engineering*. Academic Press.
- Nopitasari, A., & Suyatno, F. (2023). TikTok Shop: A revolutionary social shopping platform. *Jurnal Digital Media*, 5(1), 18-29.
- Root. (2022). TikTok Shop sales and user growth statistics. Root Digital. <https://www.rootdigital.co.uk/blog/tiktok-shop-statistics/>
- Social Media Today. (2023). Enhancing user experience on TikTok Shop: Recommendations for improving the interface. Social Media Today. <https://www.socialmediatoday.com>
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Xia, L., Baghaie, S., & Sajadi, S. M. (2024). The digital economy: Challenges and opportunities in the new era of technology and electronic communications. *Ain Shams Engineering Journal*, 15(2), 102411.
- TechCrunch. (2022). TikTok Shop user interface challenges. TechCrunch. <https://techcrunch.com>
- TikTok Shop. (2021). TikTok Shop launches publicly. TikTok. <https://www.tiktok.com>
- hops.id. (2024). A viral TikTok video reveals fraudulent activity in product sales. hops.id. <https://hops.id>