

ABSTRACT

Technological advancements have substantially transformed online shopping, particularly through marketplaces, facilitating consumers' ability to purchase goods digitally. These changes have significantly influenced consumer behavior and shopping patterns, resulting in the proliferation of various online marketplaces. TikTok, as a social media platform, plays a pivotal role in shaping purchase decisions by providing users with relevant information and recommendations. User-generated reviews function as electronic word of mouth (e-WOM), where in shared product experiences significantly impact the purchasing decisions of other consumers.

The purpose of marketing activities is of course so that the marketed product gets a positive response from consumers, so that it also has a positive impact on the seller. This study aims to measure Social Media Usage and Electronic Word of Mouth on Purchase Decision Involvement through Trust, using four variables, namely Social Media Usage, Electronic Word of Mouth, Trust, and Purchase Decision Involvement on TikTok.

The method used in this study is quantitative, with a descriptive and causal research design. The population in this study is in the Jakarta area, with a sample size of 385 respondents. The sampling technique used is non-probability sampling with purposive sampling. Data collection was carried out by distributing questionnaires using Google Forms. For analysis, this study uses Structural Equation Modelling (SEM) using Smart PLS.

The findings indicate that both social media usage and electronic word of mouth exert significant positive influences on purchase decision involvement. Furthermore, these variables positively affect trust, which in turn enhances consumer engagement in purchase decisions. Additionally, social media usage and e-WOM demonstrate indirect effects on purchase decision involvement through the mediating role of trust.

Based on the findings, TikTok is recommended to enhance user-brand communication, implement structured product reviews, improve data transparency and privacy settings, and develop personalized shopping recommendations to boost engagement, trust, and purchase decisions.

Keywords: *Social Media Usage; Electronic Word of Mouth; Purchase decision; Trust*