PURCHASE DECISION FOR MAYBELLINE LIPSTICK PRODUCTS ON THE TIKTOK SHOP APPLICATION

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ABSTRACT

This research aims to determine the influence of electronic word of mouth, social media influencers, and consumer trust on purchasing decision of Maybelline lipstick on TikTok Shop application in Pekanbaru City. The population in this study was the people of Pekanbaru City, female who had bought Maybelline lipstick at the TikTok Shop. The sampling technique in this research used non-probability sampling with a sample size of 120 respondents. Data was obtained by distributing questionnaires using Google Form. The sampling technique for this research is purposive sampling. The data analysis technique in this research is multiple linear regression analysis technique using the SPSS program. From the results of this research, social media influencers and consumer trust had a significant influence on purchasing decisions for Maybelline lipstick on the TikTok Shop application in Pekanbaru City**.**

Keywords: Electronic Word of Mouth; Social Media Influencer; Consumer Trust; Purchasing Decisions

KEPUTUSAN PEMBELIAN PADA PRODUK LIPSTIK MAYBELLINE DI APLIKASI TIKTOK SHOP

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth*, influencer* media social, dan kepercayaan konsumen terhadap keputusan pembelian lipstik Maybelline pada aplikasi TikTok Shop di Kota Pekanbaru. Populasi dalam penelitian ini adalah masyarakat Kota Pekanbaru, khususnya perempuan yang pernah membeli lipstik Maybelline di TikTok Shop. Teknik pengambilan sampel dalam penelitian ini menggunakan non-probability sampling dengan jumlah sampel sebanyak 120 responden. Data diperoleh dengan menyebarkan kuesioner melalui* Google Form*. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah* purposive sampling*. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linear berganda dengan bantuan program SPSS. Dari hasil penelitian ini,* influencer *media sosial dan kepercayaan konsumen memiliki pengaruh yang signifikan terhadap keputusan pembelian lipstik Maybelline pada aplikasi TikTok Shop di Kota Pekanbaru.*

Kata Kunci: Electronic Word of Mouth; Influencer *Sosial Media*; *Kepercayaan Konsumen*; *Keputusan Pembelian*

INTRODUCTION

With the increasing needs for internet every year and it's connection with everything, the internet has become the necessity of today's society. Based on the results of a survey conducted by APJII (Association of Indonesian Internet Service Providers), in 2019-2020 there were 196.71 million users of internet, in 2020-2022 there were 210.03 million users, and in 2022-2023 there was an increase of 215.63 million users of the internet.

One of the innovations of the internet is the emergence of social commerce. Social commerce is an e-commerce transaction carried out through social media. The growth of social commerce has increased every year, where in 2018 it has experienced growth by 4.3%, in 2019 it was 6.1, in 2020 it was 8.7%, in 2021 it was 12.3% and in 2022 it has experienced growth by 25%. Social commerce is an e-commerce transaction carried out through social media. One of the most popular social commerce is TikTok Shop. TikTok Shop is an online store and is one of the features in the TikTok application that allows users to sell and buy goods through the TikTok application. One of the products which is widely sold on TikTok Shop is lip cosmetic products (lipstick). Maybelline is a brand that provides various kinds of beauty treatments. This brand have succeeded in going global and have been around for hundreds of years. One of their popular products among the people is it's lipstick products. The data from Top Brand Index can be seen in Table 1.

Table 1. Top Brand Index (Lipstick Category) 2021-2023

Brand	TBI 2021 (%)	TBI 2022 (%)	TBI 2023 (%)
Wardah	31,9 %	27,2 %	26 %
Maybelline	11,6 %	15,8 %	19,3 %
Revlon	7,5 %	8,5 %	6,3 %
Pixy	5,6 %	2,8 %	3,6 %
Viva	3,3 %	2,9 %	1,5 %

Source: Topbrandaward, 2023.

Purchasing decisions are consumer behavior regarding consumer involvement in choosing and determining their decisions to use a product. Electronic word of mouth is positive comments on the internet written by product or service users or from other users which influence third parties to try using the product or service offered (Halim et al., 2020). Through electronic word of mouth, it will be easier for consumers to consider buying something they want. Based on previous research conducted by Nuraidah & Megawati, (2023) and (D. N. Pratiwi & Andriana, 2023), electronic word of mouth has a significant positive effect on purchasing decisions. According to Rahmah & Supriyono, (2022) and Kioek et al., (2022), the influence of electronic word of mouth has a significant effect on purchasing decisions. Research conducted by Kasakeyan et al., (2021) also stated that the influence of electronic word of mouth has a significant positive effect on purchasing decisions. Furthermore, research conducted by Rohman & Pramesti, (2022) found that there was a negative influence electronic word of mouth on purchasing decisions. However, different results were obtained through research conducted by Amin & Yanti, (2021), that stated there was no influence between electronic word of mouth on purchasing decisions.

A Social Media Influencer is someone who is considered to have an influence on what they convey on the behavior of their followers and can help consumers determine specifications and information to evaluate alternatives (Kotler & Keller, 2016). Based on previous research conducted by Y. I. Putri et al., (2022), the influence of social media influencers has a significant positive effect on purchasing decisions. According to Purwanto et 8 al., (2023) and Herviani et al., (2020), social media influencers have a significant effect on purchasing decisions. Then research conducted by Wisnu & Muhammad, (2022) also stated that the influence of social media influencers has a positive and insignificant effect on purchasing decisions. However, different results were obtained through research conducted by Nugroho, (2022), who found that there was no influence between social media influencers and purchasing decisions.

Consumer trust will emerge when consumers collect information about the online shop or the goods they want to buy as well as guaranteeing security. If the goods do not match the product, they can be returned. Based on previous research conducted by Diana et al., (2023) and Suhandi, (2020), there is a positive and significant influence between consumer trust and purchasing decisions. However, there are different research results by Yulianawati et al., (2022) and Yuniarti, (2016) which found that consumer trust has a significant influence on purchasing decisions. Meanwhile, research conducted by R. C. Putri & Handayani, (2023) found that there was no influence between consumer trust and purchasing decisions.

The objectives that the researcher wants to achieve are (1) To determine and analyze the influence of electronic word of mouth on the decision to purchase Maybelline lipstick at the TikTok Shop in Indonesia (2) To determine and analyze the influence of social media influencers on the decision to purchase Maybelline lipstick at the TikTok Shop in Indonesia (3) To determine and analyze the influence of consumer trust on the decision to purchase Maybelline lipstick at the TikTok Shop in Indonesia.

LITERATURE REVIEW

Purchasing Decisions

Purchasing decisions are the process of deciding on a purchase experienced by a consumer from a feeling of need to feelings after making a purchase (Hapsawati Taan, 2017).

Purchase decision indicators include: (1) Product Choice, consumers can make a decision to buy a product or use their money for other purposes. (2) Brand Choice, consumers must make a decision about which brand to buy. Each brand has its own differences. (3) Distributor Choice, consumers must make a decision about which distributor to visit. (4) Purchase Time, consumers can make a purchase decision about how much of the product they will buy or spend at one time. Consumers can make purchases for multiple types of products. (5) Purchase Amount, consumers' choice of purchase time can vary. For example, some consumers can buy a product every day, once a week, once every two weeks, once every three weeks, or even once a month, and so on. (6) Payment Method, used in purchase transactions, making it easier for consumers to carry out transactions both inside and outside their home (Kotler & Keller, 2016).

Electronic Word of Mouth

According to Halim et al., (2020), electronic word of mouth (e-wom) is positive comments on the internet given by the users of the products or services offered by the company, which also received another positive response from other users, which will ultimately influence third parties to try to use the product or service offered.

E-wom indicators consist of: (1) Intensity, regarding the number of opinions written by consumers on a social networking site. (2) Valance of opinion, consumer opinions, both positive and negative, regarding products, services, and brands. (3) Content, the content of information from social networking sites related to products and services (Goyette et al, 2012; Kioek et al., 2022).

Sosial Media Influencer

According to Kotler & Keller, (2016), a social media influencer is someone who is considered to have an influence on what they convey on the behavior of their followers and can help consumers determine specifications and information to evaluate alternatives.

Social media influencer indicators include: (1) Visibility, how popular the influencer is from their public exposure. (2) Credibility, which relates to the influencer's knowledge about the product being advertised and objectivity refers to the influencer's ability to give confidence or self-confidence to consumers of a product. (3) Attractiveness, the level of people's liking and the level of similarity with the personality desired by consumers, where the two cannot be separated and must coexist. (4) Power, informing that the influencer used in the advertisement must have the power to influence the consumers to buy a product (Kotler & Keller, 2016).

Consumer Trust

Consumer trust is consumer knowledge of an object, its attributes, and its benefits where trust, along with attitudes and behaviors, are related to product attributes (Firmansyah, 2018).

Consumer trust indicators consist of: (1) Benevolence, the seller's willingness to provide mutually beneficial satisfaction between themselves and consumers. (2) Ability, refers to the seller's competence and characteristics in influencing a specific area. (3) Integrity, related to the behavior or seller's habits in running his business (Kotler & Keller, 2016).

Relationship between Variables and Hypothesis

The Influence of Electronic Word of Mouth on Purchasing Decisions

According to Kioek et al., (2022), the function of electronic word of mouth is to serve as an informative place to obtain various information. Electronic word of mouth is a sense of consumer trust in other consumers in conveying positive or negative opinions regarding their experiences when deciding to make a purchase. The quality of product disclosure information by including the brand name through electronic word of mouth, which is proven to lead to the positive side, will have an impact on increasing purchasing decisions (A. D. Pratiwi & Maskur, 2023).

According to research conducted by Rahmah & Supriyono, (2022) and (Kioek et al., 2022), electronic word of mouth has a significant influence on purchasing decisions. According to Nuraidah & Megawati, (2023) and D. N. Pratiwi & Andriana, (2023), electronic word of mouth has a positive and significant effect on purchasing decisions. According to research conducted by Kasakeyan et al., (2021), electronic word of mouth has a positive but insignificant effect on purchasing decisions. According to Rohman & Pramesti, (2022), electronic word of mouth has a negative effect on purchasing decisions. According to Amin & Yanti, (2021), electronic word of mouth has no effect on purchasing decisions.

H1: Electronic word of mouth has a significant influence on the purchasing decision of Maybelline lipstick at the TikTok Shop in Pekanbaru City.

The Influence of Social Media Influencers on Purchasing Decisions
Through social media platforms, social media influencers create content that promotes a product and has stronger persuasive power so that their followers will believe it and immediately buy the promoted product (Balaban & Mustătea, 2019). The help of influencers on social media will increase people's purchasing intention to buy a product in the future.

According to research conducted by Purwanto et al., (2023) and Herviani, Hadi, & Nobelson, (2020), social media influencers have a significant influence on purchasing decisions. According to research by Y. I. Putri et al., (2022) found that social media influencers have a positive and significant influence on purchasing decisions. According to Wisnu & Muhammad, (2022), social media influencers have a positive but insignificant influence on purchasing decisions. According to Nugroho, (2022), social media influencers have no influence on purchasing decisions.

H2: Social media influencers have a significant influence on the decision to purchase Maybelline lipstick at the TikTok Shop in Pekanbaru City.

**The Influence of Consumer Trust on Purchasing Decisions**
Consumer trust is the trust felt by consumers after purchasing or using the goods or services offered. Consumers will feel satisfied with a product or service if the product is in accordance with what is expected, thus encouraging consumers to make a purchase (Nasution et al., 2019). The emergence of consumer trust in the products offered by the company needs to be maintained and continuously developed properly. The better the trust, the stronger the consumer's purchasing decision. The better the quality provided by the goods provider, the stronger the consumer's purchasing decision.

According to research by Yulianawati et al., (2022) and Yuniarti, (2016), consumer trust has a significant effect on purchasing decisions. According to Diana et al., (2023) and Suhandi, (2020), consumer trust has a positive and significant effect on purchasing decisions. According to research by Putri & Handayani, (2023), consumer trust has no effect on purchasing decisions.

H3: Consumer trust has a significant influence on the decision to purchase Maybelline lipstick at the TikTok Shop in Pekanbaru City.

Research Framework
The conceptual framework of this research can be seen in Figure 1.
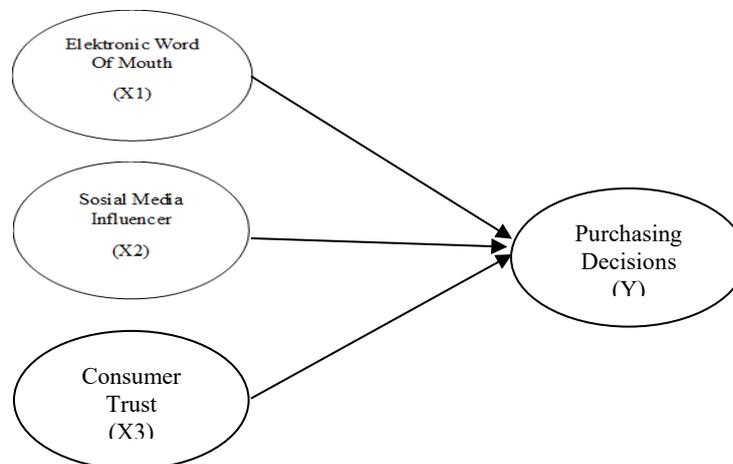
Source : Data Processed by Researcher
Figure 1. Research Framework

RESEARCH METHODS
Population and Sample
The population in this study was the female community of Pekanbaru City. The sampling technique was carried out using the non-probability method and using a purposive sampling technique with the criteria of those who had bought Maybelline lipstick at TikTok Shop, and the number was not known for sure, so to determine the number of samples using recommendations from Roscoe which explains that the minimum number of samples is 10-30 times the variables studied (Sugiyono, 2010). Hence, the minimum sample in this study with four variables is 4x30 = 120 respondents.

Operational Variables
Table 2 shows the operational variables for this research.

Table 2. Operational Variables

No	Variables	Indicators	Source	Scale
1	Purchasing Decisions (Y)	Product Choice		
		Brand Choice		
		Distributor or Seller Choice		Interval
		Purchase Time	Kotler & Keller, (2016)	
		Purchase Amount		
		Payment Method		
2	Electronic Word Of Mouth (X1)	Intensity	Goyette (2010) in Kioek et al., (2022)	
		Velence of opinion		Interval
		Content		
3	Sosial Media Influencer	Visibility	Kotler&Keler, (2016)	Interval
		Credibility		
		Attractiveness		
		Power		
4	Consumer Trust (X3)	Benevolence	Kotler & Keller, (2016)	
		Ability		Interval
		Integrity		

Source : Processed Data,2024

Data Analysis Techniques
Preliminary Test
Validity Test
According to Ghozali, (2018)), the validity test is used to measure the validity of a questionnaire. Validity testing is conducted to determine whether it is significant or not significant by looking at the calculation results of the Corrected Item -Total Correlation (CITC), which is if greater than 0.3, then the question item can be said to be valid.

Reliability Test
According to Ghozali (2018), reliability test is a measurement tool for a questionnaire. For the reliability of the instrument used in this study, it was carried out using the Cronbach alpha statistical test. If the reliability coefficient value is > 0.6, the research instrument has good reliability, while if the reliability coefficient value is <0.6, then the research instrument is not reliable.

Classical Assumption Test
Normality Test
According to Ghozali, (2018), the normality test is used to test whether the dependent, independent, or both variables have a normal distribution or not in a regression model. Normality testing can be done using the non-parametric Kolmogorov-Smirnov (K-S) statistical test. If the significance value of the Kolmogorov-Smirnov (K-S) test results exceeds 0.05, then the normality assumption is met.

Multicollinearity Test
The multicollinearity test aims to test whether in a regression model, a correlation can be found between some independent variables. If the tolerance value <0.1 or VIF> 10 then multicollinearity occurs, and if the tolerance value> 0.1 or VIF <10 then multicollinearity does not occur (Ghozali, 2018).

Heteroscedasticity Test
According to Ghozali, (2018), the heteroscedasticity test is used to determine whether there is inequality of variance from the residual of one observation to another observation in the regression model. If the variance from the residual of one observation to another observation remains, then it can be called homoscedasticity, and if it is different, it is called heteroscedasticity.

Model Test
Simultaneous Test (F Test)
The F test is used to determine whether the independent variables simultaneously or significantly influence the dependent variable (Ghozali, 2018). The F test analysis can be done by comparing the F count value with the F table. If F count> F table and the significant value ≤ 0.05 then simultaneously or not simultaneously the independent variables have an influence on the dependent variable. Conversely, if F count <F table and the significant value> 0.05 then simultaneously the independent variables do not have an influence on the dependent variable.

Coefficient of Determination Test (R^2)
The coefficient of determination test (R^2) is conducted to determine and predict how large or important the contribution of the influence given by the independent variables together to the dependent variable. The coefficient of determination value is between 0 and 1. If the value is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variable. However, if the R^2 value is getting smaller, it means that the ability of the independent variables to explain the dependent variable is quite limited (Ghozali, 2018).

Multiple Linear Regression Analysis
Multiple Linear Regression Analysis is a linear regression used to analyze the magnitude of the correlation and influence of more than two independent variables on the dependent variable (Riyanto & Hatmawan, 2020). The multiple regression model used in this study is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Desciptions :
Y = Purchasing Decisions
α = Constant Value
β (1,2,3,) = Regression Coefficient
X1 = Electronic Word of Mouth
X2 = Sosial Media Influencer
X3 = Consumer Trust
e = Error

Hypothesis Testing (T-Test)
The t-test is conducted to test the research hypothesis regarding the influence of each independent variable partially on the dependent variable with an α value of 5% or 0.05 (95% confidence level). The criteria used according to (Ghozali, 2018) are: (1) If t-count> t-table and the significant value <0.05, then the independent variable can explain the dependent variable, or in the other words, there is an influence between the two variables studied. (2) If t-count <t-table and the significant value> 0.05, then the independent variable cannot explain the dependent variable, or in other words, there is no influence between the two variables studied.

RESULTS AND DISCUSSION
Validity Test Results
Based on Table 3, it can be shown that the statement items used to measure the variables electronic word of mouth (X1), social media influencer (X2), consumer trust (X3) and purchasing decisions (Y) have a calculated r value greater than 0.3. This means that the consumer trust variable is valid.

Table 3. Validity Test Results

Variables	Indicators	R counts	Determinations	Descriptions
Electronic Word Of Mouth	X1.1	0.584	0,3	Valid
	X1.2	0.75	0,3	Valid
	X1.3	0.647	0,3	Valid
	X1.4	0.665	0,3	Valid
	X1.5	0.65	0,3	Valid
	X1.6	0.603	0,3	Valid
Sosial Media Influencer	X2.1	0.62	0,3	Valid
	X2.2	0.783	0,3	Valid
	X2.3	0.618	0,3	Valid
	X2.4	0.709	0,3	Valid
	X2.5	0.701	0,3	Valid
	X2.6	0.653	0,3	Valid
	X2.7	0.722	0,3	Valid
	X2.8	0.816	0,3	Valid
Consumer Trust	X3.1	0.58	0,3	Valid
	X3.2	0.646	0,3	Valid
	X3.3	0.557	0,3	Valid
	X3.4	0.611	0,3	Valid
	X3.5	0.648	0,3	Valid
	X3.6	0.572	0,3	Valid
Purchasing Decisions	Y.1	0,686	0,3	Valid
	Y.2	0,675	0,3	Valid
	Y.3	0,594	0,3	Valid
	Y.4	0,527	0,3	Valid
	Y.5	0,714	0,3	Valid
	Y.6	0,605	0,3	Valid
	Y.7	0,521	0,3	Valid
	Y.8	0,501	0,3	Valid
	Y.9	0,723	0,3	Valid
	Y.10	0,50	0,3	Valid
	Y.11	0,524	0,3	Valid
	Y.12	0,660	0,3	Valid

Source : Processed Data, 2024

Reliability Test Results

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Descriptions
Electronic Word Of Mouth	0.858	Reliable
Sosial Media Influencer	0.907	Reliable
Consumer Trust	0.830	Reliable
Purchasing Decisions	0.888	Reliable

Source : Processed Data, 2024

Based Table 4, all items in the electronic word of mouth (X1), social media influencer (X2), consumer trust (X3) and purchasing decisions (Y) variables are stated to be reliable and suitable for use, because the Cronbach alpha

for all variables shows a figure > 0.60.

F/Simultaneous Test Results

Table 5. F/Simultaneous Test Results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
		ANOVA[a]				
1	Regression	4849.313	3	1616.438	51.600	.000[b]
	Residual	3633.853	116	31.326		
	Total	8483.167	119			

Source : Processed Data, 2024

From the results of simultaneous testing in Table 5, the F count result is 51.600, with the F table value of 2.68. So the F count value> F table value or 51.600> 2.68, and the significant value is 0.000 <alpha 0.05. So it can be concluded that the variables of electronic word of mouth, social media influencers and consumer trust together or simultaneously have a significant effect on the decision to purchase Maybelline lipstick on the TikTok shop application in Pekanbaru.

Results of the Determination Coefficient (R^2) Test

Table 6. Results of the Determination Coefficient (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.572	.561	5.597

Source : Processed Data, 2024

From Table 6, it shows the Adjusted R Square value is 0.561. This means that 56.1% of purchasing decisions are influenced by the electronic word of mouth, social media influencers and consumer trust variables. While the remaining 43.9% of purchasing decisions are influenced by other variables outside the study that were not studied in this study.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	7.216	3.254	
Electronic Word of Mouth	.287	.165	.142
Sosial Media Influencer	.582	.145	.405
Consumer Trust	.611	.161	.315

Source : Processed Data, 2024

$$Y = 7{,}216 + 0{,}287X1 + 0{,}582X2 + 0{,}611X3 + e$$

From Table 7 and the regression equation above, it shows that the constant value (a) of 7.216 with a positive sign states that if the electronic word of mouth, social media influencer, and consumer trust variables are considered constant, the value will increase by 7.216. The electronic word of mouth variable value of 0.287 with a positive sign states that if the electronic word of mouth level increases by one unit, assuming other independent variables are constant, the value will increase by 0.287. The social media influencer variable value of 0.582 with a positive sign states that if the social media influencer level increases by one unit assuming other independent variables are constant, the value will increase by 0.582. The consumer trust variable value is 0.611 with a positive sign states that if the consumer trust level increases by one unit assuming other independent variables are constant, the value

will increase by 0.611.

Partial Test/T-Test Results

Table 8. Partial Test/T-Test Results

Model 1	T	Sig	Descriptiom
Constant	2.217	.029	
Electronic Word of Mouth	1.739	.085	Not Significant
Sosial Media Influencer	4.005	.000	Significant
Consumer Trust	3.789	.000	Significant

Source : Processed Data, 2024

Based on the data contained in Table 8, it is known that the electronic word of mouth variable has a calculated t value of 1.739 < t table 1.981 with a significance level of 0.085 or greater than 0.05. So it can be concluded that H0 is accepted and Ha is rejected, meaning that partially there is no significant effect between the electronic word of mouth variable on the decision to purchase Maybelline lipstick at the TikTok shop in Pekanbaru.

Based on the data contained in Table 8, it is known that the social Media Influencer variable has a calculated t value of 4.005 > t table 1.981 with a significance level of 0.000 or less than 0.05. So it can be concluded that H0 is rejected, Ha is accepted, meaning that partially there is a significant influence between the social media influencer variable on the decision to purchase Maybelline lipstick at the TikTok shop in Pekanbaru.

Based on the data contained in Table 8, it is known that the consumer trust variable has a calculated t value of 3.798 > t table 1.981 with a significance level of 0.000 or less than 0.05. So it can be concluded that H0 is rejected and Ha is accepted, meaning that partially there is a significant influence between the consumer trust variable on the decision to purchase Maybelline lipstick at the TikTok shop in Pekanbaru.

The Influence of Electronic Word of Mouth on Purchasing Decisions
Based on the overall average of the electronic word of mouth variable, the value is 3.84 and in the good category, meaning that the statement items given to respondents are considered good. The calculated t value < t table means that the electronic word of mouth variable has no significant effect on the decision to purchase Maybelline lipstick at the TikTok Shop in Pekanbaru City. This is because not many people have commented or recommended Maybelline lipstick on the TikTok Shop media. The information conveyed by Maybelline sellers on the TikTok Shop is unclear and lacks detail regarding the description of Maybelline lipstick, so there is no decision to purchase Maybelline lipstick.

The results of this study are in line with the research of Amin & Yanti, (2021) which states that electronic word of mouth does not have a significant effect on purchasing decisions. And not in line with the research conducted by Rahmah & Supriyono, (2022) and Kioek et al., (2022) which states that electronic word of mouth has a significant effect on the purchasing decisions.

The Influence of Social Media Influencers on Purchasing Decisions
Based on the overall average of the social media influencer variable, it has an overall average of 3.83 with a good category, meaning that the statement items given to respondents are considered good. The results of the calculated t value < t table are significant at 0.000, which means that the social media influencer variable has a significant influence on the decision to purchase Maybelline lipstick at the TikTok Shop in Pekanbaru City. This is because consumers need social media influencers in the process of searching for information about Maybelline lipsticks. Social media influencers, such as those who are popular with a large number of followers. The existence of this social media influencer gives credibility to Maybelline lipstick so that consumer purchasing decisions can be influenced by their belief in influencers as reliable information.

The results of this study are in line with the research of Purwanto et al., (2023) and Herviani, Hadi, & Nobelson, (2020) which states that social media influencers have a significant effect on purchasing decisions. And it is not in line with research conducted by Nugroho, (2022) which states that social media influencers have no influence on purchasing decisions. This shows a difference between previous researchers and the research currently being studied.

The Influence of Consumer Trust on Purchasing Decisions
Based on the overall average of the consumer trust variable, it has an overall average of 3.64 with a good category, meaning that the statement items given to respondents are considered good. The results of the t-count value> t table with a significance level of 0.000, which means that the consumer trust variable has a significant effect on the decision to purchase Maybelline lipstick at TikTok Shop in Pekanbaru City. This is because TikTok Shop can be trusted by consumers. Consumers believe that TikTok Shop can provide the Maybelline lipstick products they

need and meet their expectations. Consumers also trust their data when making transactions, so consumers are sure their data is safe. When making transactions, consumers also believe that there is a guarantee if there is damage or fraud to the product.

The results of this study are in line with research conducted by Yulianawati et al., (2022) and Yuniarti, (2016) which states that consumer trust has a significant effect on purchasing decisions. And not in line with research conducted by Putri & Handayani, (2023) which states that consumer trust has no effect on purchasing decisions.

CONCLUSION

(1) The electronic word of mouth variable partially does not have a significant influence on the decision to purchase Maybelline lipstick at TikTok Shop in Pekanbaru City. This means that electronic word of mouth does not have a direct influence on the decision to purchase Maybelline lipstick products at TikTok Shop in Pekanbaru City. (2) The Social Media Influencer variable partially has a significant influence on the decision to purchase Maybelline lipstick at TikTok Shop in Pekanbaru City. This means that social media influencers have a direct influence on the decision to purchase Maybelline lipstick products at TikTok Shop in Pekanbaru City. (3) The Consumer Trust variable partially has a significant influence on the decision to purchase Maybelline lipstick at TikTok Shop in Pekanbaru City. This means that consumer trust has a direct influence on the decision to purchase Maybelline lipstick products at TikTok Shop in Pekanbaru City. The higher the consumer trust, the more it will affect the decision to purchase Maybelline lipstick through the TikTok Shop application in Pekanbaru.

Based on the results of the conclusions in this study, there are several suggestions from the researcher, namely: (1) For theoretical purposes: It is expected to increase the knowledge of researchers regarding the influence of electronic word of mouth, social media influencers, and consumer trust on purchasing decisions. In addition, it also increases the ability and thinking skills in terms of problem solving, which will be useful in the future. It is expected that further research will add other variables, such as live streaming variables, promos, and others. Because the variables of electronic word of mouth, social media influencers, and consumer trust only influence purchasing decisons about 56.1%, and the remaining 43.9% are influenced by other variables. (2) For practical purposes: It is expected that the Maybelline company, especially Maybelline sellers, will provide clear and detailed information regarding Maybelline lipstick and also build consumer desire on the TikTok Shop media to recommend products. Meanwhile, the TikTok Shop company is expected to add a chat feature to create a desire to interact between consumers on the TikTok Shop media and TikTok Shop must be able to maintain the ease of use of the application, such as by developing the latest features that are more attractive and practical to make it easier for consumers to decide to make transactions.

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