JDBIM
(Journal of Digital Business and Innovation Management)

Volume 4 No.2, December 2025, 455-483
ISSN 2962-3898 (Online)
DOI: 10.26740/jdbim.v4i2.71955
https://ejournal.unesa.ac.id/index.php/jdbmi/index

Examining The Impact of User Experience, Electronic Word of Mouth, And Brand Trust on Purchase Intention Among Generation Z Consumers of Local Skincare Products Via Tiktok Shop In Indonesia

Fadia Nur Rohmah[1]*, Tias Andarini Indarwati [2]

[1]Department of Digital Business, Faculty of Economics and Business, Universitas Negeri Surabaya, Jalan Ketintang, Surabaya 60231, Indonesia
[2]Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Jalan Ketintang, Surabaya 60231, Indonesia

fadia.21049@mhs.unesa.ac.id

Abstract

This study aims to examine the influence of user experience, electronic word of mouth (eWOM), and brand trust on the purchase intention of Generation Z consumers of local skincare products via TikTok Shop in Indonesia. The "Doctor Detective" phenomenon highlights the importance of active ingredient transparency and digital reviews, with eWOM playing a key role in shaping consumer perception and trust. Within the social commerce framework of TikTok Shop, user experience includes ease of navigation, visual appeal, and emotional engagement. As active and critical digital consumers, Gen Z increasingly relies on community-based recommendations. Guided by the Theory of Planned Behavior (TPB), this research offers strategic insights for local skincare brands to enhance user experience, strengthen brand trust, and leverage eWOM to effectively drive purchase intention in the digital.

Keywords: *user experience; electronic word of mouth; brand trust; purchase intention; theory of planned behavior; TikTok Shop*

To cite this document:
Rohmah, F. N., & Indarwati, T. A. (2025). Examining The Impact Of User Experience, Electronic Word Of Mouth, And Brand Trust On Purchase Intention Among Generation Z Consumers Of Local Skincare Products Via Tiktok Shop In Indonesia. *JDBIM (Journal of Digital Business and Innovation Management)*, Vol. 4 Np. 2, pp. 455-483. DOI link

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Received: 1 June 2025; Accepted: 25 July 2025; Published: December 2025

*Corresponding author
Email: fadia.21049@mhs.unesa.ac.id

Abstrak

Penelitian ini bertujuan menganalisis pengaruh user experience, electronic word of mouth (eWOM), dan brand trust terhadap purchase intention Generasi Z pengguna skincare lokal melalui TikTok Shop di Indonesia. Fenomena "Dokter Detektif" menyoroti pentingnya transparansi bahan aktif dan ulasan digital, di mana eWOM membentuk persepsi dan kepercayaan konsumen. Dalam konteks social commerce TikTok Shop, user experience meliputi kemudahan navigasi, kenyamanan visual, dan keterlibatan emosional yang memengaruhi interaksi pengguna. Generasi Z yang aktif dan kritis semakin mengandalkan rekomendasi komunitas dalam keputusan pembelian. Dengan pendekatan Theory of Planned Behavior (TPB), studi ini memberikan wawasan strategis bagi industri skincare lokal untuk mengoptimalkan pengalaman pengguna, memperkuat brand trust, dan memanfaatkan eWOM guna mendorong purchase intention secara efektif di era digital.

***Kata kunci**: Pengalaman Pengguna; Electronic Word Of Mouth; Kepercayaan Merek; Niat Beli; Teori Perilaku Terencana; Tiktok Shop*

BACKGROUND

Indonesia's skincare industry has experienced rapid growth in line with increasing public awareness of skin care. Local skincare products are gaining popularity due to their affordable pricing and formulations tailored to the specific needs of Indonesian consumers (GoodStats, 2024). TikTok has emerged as a leading digital marketing platform, particularly among Generation Z, who dominate the app's user base (We Are Social & Meltwater, 2024). TikTok Shop, an integrated e-commerce feature within the application, enables users to access information, view reviews, and complete purchases within a seamless ecosystem (Hanifa & Mas'od, 2024). Electronic word of mouth (eWOM) through user-generated reviews on TikTok plays a crucial role in shaping purchase intention Indrawati et al. (2023) ; Zhao et al. (2020). Generation Z is known to be more critical and selective in evaluating products, placing particular emphasis on ingredient transparency and brand credibility (Kim et al., 2023). Trends such as the "Dokter Detektif" phenomenon further amplify this behavior by exposing misleading product claims, thereby influencing brand trust Farid et al. (2023). In this context, user experience (UX) on TikTok also becomes an

essential factor, as ease of navigation and emotional engagement significantly affect users' purchasing attitudes (Hornbæk & Hertzum, 2017).

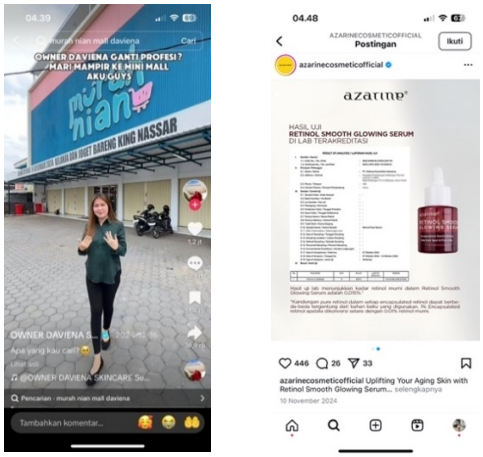

Figure 1. Negative Impacts of "Detective Doctors"
Source: TikTok account of Daviena Skincare and official Instagram of Azarine Cosmetic

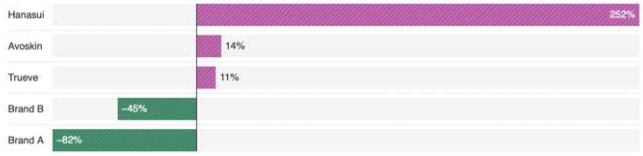

Figure 2. Positive Impacts of "Detective Doctors"
Source: CNBC Indonesia (2024)

Figures 1 and 2 illustrate that Generation Z consumers exhibit a high dependence on electronic word of mouth (eWOM) and increasingly critical attitudes toward brand claims, making brand trust a crucial factor in shaping purchase intention Kim et al. (2023) ; Sulthana & Vasantha (2019). TikTok Shop, as a short-video platform widely used by Generation Z, facilitates the rapid and extensive dissemination of eWOM. Engaging and credible content plays a key role in building trust in a brand, while invalid or misleading information can significantly reduce consumer trust Indrawati et al. (2023) ; Erkan & Evans (2016).

In this context, User Experience (UX) is a critical component of Human-Computer Interaction (HCI), encompassing users' perceptions, comfort, and emotional engagement when interacting with digital systems (Hornbæk & Hertzum, 2017). A well-designed UX on TikTok Shop can foster positive attitudes toward products, strengthen brand trust, and

increase purchase intention (Eberhard, 2023). Therefore, this study analyzes the influence of UX, eWOM, and brand trust on Generation Z's purchase intention for local skincare products on TikTok Shop. The platform integrates interactive features such as live shopping, user testimonials, and short-form videos, which enhance perceived value and consumer trust in brands (Zheng et al., 2022). This study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which posits that purchase intention is shaped by attitude, subjective norms, and perceived behavioral control. Although eWOM and brand trust have been widely studied, their integration with user experience in the context of TikTok Shop particularly for local skincare products in Indonesia remains underexplored. Thus, this research focuses on examining the influence of user experience, eWOM, and brand trust on Generation Z's purchase intention via TikTok Shop.

The Role of User Experience in Enhancing Purchase Intention

User Experience (UX) on TikTok Shop plays a central role in shaping consumers' positive perceptions of displayed products. UX elements such as ease of navigation, visual aesthetics, and emotional engagement through short video content have been shown to increase user satisfaction, which in turn drives purchase intention. Eberhard (2023) found that interactive and visually appealing UX is a strong predictor of purchase intention, mediated by customer satisfaction. This is supported by (Zheng et al., 2022), who emphasized that customer engagement during UX-based live streaming serves as a significant mechanism in boosting digital consumers' buying interest.

In line with this, Hu & Zhu (2022) discovered that social interaction and content adaptation on social commerce platforms further strengthen the influence of UX on purchase intention, in accordance with the Theory of Planned Behavior. Within the context of TikTok Shop, when users find content to be easily accessible, relevant, and enjoyable, they are more likely to develop a positive attitude toward the product such as local skincare which ultimately encourages purchase intention. Therefore, UX can be positioned as a key factor that shapes users' affective and cognitive responses to digital content and significantly influences their purchasing decisions.

The Role of Electronic Word of Mouth in Enhancing Purchase Intention

Electronic Word of Mouth (eWOM) plays a pivotal role in shaping consumers' purchase intentions on platforms such as TikTok Shop. User-

generated content in the form of short videos whether based on personal experiences, product reviews, or recommendations is often perceived as more credible and significantly influences consumer trust in products. According to Iqbal et al. (2022), eWOM assists consumers in evaluating products within digital environments, while Erkan & Evans (2016) emphasize that message credibility and relevance are key factors in influencing purchase decisions.

TikTok Shop facilitates the dissemination of eWOM through visually engaging and interactive content, enabling users particularly members of Generation Z to quickly share and absorb shopping experiences. Indrawati et al. (2023) highlight that authentic video content on TikTok enhances attention and builds trust toward local skincare products. This aligns with the Theory of Planned Behavior (Ajzen, 1991), which posits that perceptions of relevant and trustworthy social information contribute to the formation of positive attitudes and significantly strengthen consumers' purchase intentions.

The Role of Brand Trust in Enhancing Purchase Intention

Brand trust is a critical determinant influencing consumers' purchase intentions on e-commerce platforms such as TikTok Shop. When consumers perceive a brand as reliable and possessing integrity, they are more likely to feel confident in their purchasing decisions. Kim et al. (2023) affirm that brand trust directly enhances purchase intention by fostering a sense of security and reducing hesitation in online shopping.

In the context of TikTok Shop, trust in local skincare brands is cultivated through consistent content exposure, positive user reviews, and authentic interactions with other users. According to Di Virgilio & Antonelli (2017), brand trust also mitigates perceived risk, a key factor influencing online purchase behavior. This is consistent with the Theory of Planned Behavior (Ajzen, 1991), which posits that a positive attitude toward a product strengthened by brand trust significantly contributes to the formation of purchase intention.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

RESEARCH METHOD

Research Design

This research adopts a quantitative associative approach to examine the influence of User Experience (X1), Electronic Word of Mouth (eWOM) (X2), and Brand Trust (X3) on Purchase Intention (Y1). The proposed model consists of four main hypotheses: H1 through H3 test the direct effect of each independent variable on the dependent variable, while H4 tests the simultaneous influence of all three independent variables on purchase intention. This research design figure 3 is particularly relevant for analyzing consumer behavior dynamics, especially among Generation Z users of TikTok Shop, where digital interaction, user perception, and brand credibility play crucial roles in shaping purchasing decisions.

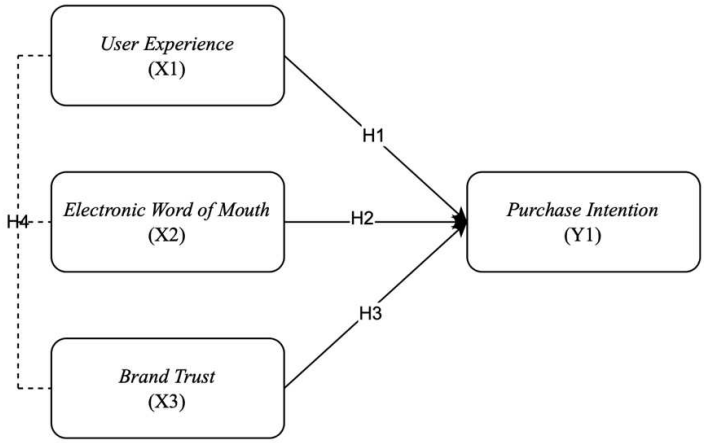

Figure 3. Conseptual Framework

Previous studies provide a solid theoretical foundation for this model. (Zheng et al., 2022) emphasized that user experience in digital platforms including navigation, content visualization, and interaction comfort has a direct effect on customer satisfaction and purchase intention. Meanwhile, eWOM shared through honest reviews and user testimonials has been shown to significantly impact consumer perception and purchasing decisions Indrawati et al. (2023) . In addition, brand trust plays a critical role in shaping loyalty and purchase intention, as highlighted in the studies of Delgado-Ballester et al. (2005) and Kim et al. (2023), which found that trust in a brand built through transparency and credibility significantly encourages purchase behavior.

Therefore, this model emphasizes that User Experience, Electronic Word of Mouth, and Brand Trust not only have partial effects but also contribute simultaneously to shaping Purchase Intention. This framework is highly applicable to the TikTok Shop context, where entertainment, product reviews, and instant transactions are integrated to create a digital experience centered on consumer comfort and trust.

Population and Sample

The target population of this study consists of members of Generation Z in Indonesia who use local skincare products and are active users of the TikTok Shop platform. The sample includes individuals aged 17–27 who meet the criteria of belonging to Generation Z, actively engaging with TikTok Shop, being aware of the "Dokter Detektif" phenomenon, and using Indonesian local skincare products. A non-probability sampling approach was adopted, specifically purposive sampling, to ensure the selection of respondents who meet the predefined characteristics relevant to the research objectives.

Data Collection Technique

This study employed a quantitative approach aimed at measuring and analyzing the influence of user experience, electronic word of mouth (eWOM), and brand trust on the purchase intention of Generation Z consumers of local skincare products on TikTok Shop. This method aligns with the research objective, as it facilitates the identification of causal relationships among variables using empirical data gathered from respondents.

The data collection was conducted over a period of 11 days, from May 20 to May 31, 2025, through an online questionnaire distributed via Google Forms. The questionnaire was disseminated through social media platforms such as TikTok, Instagram, WhatsApp, and Facebook. Prior to distribution, the questionnaire was tested for validity and reliability.

A total of 200 valid responses were obtained, with the instrument comprising 42 items representing indicators for each variable: User Experience (X1), Electronic Word of Mouth (X2), Brand Trust (X3), and Purchase Intention (Y). The data were analyzed using multiple linear regression analysis with IBM SPSS version 30.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

RESULTS AND DISCUSSION

Data Analysis

Respondent Characteristics

The respondent characteristics table presents the demographic profile of participants, including variables such as age, gender, occupation, and place of residence. The age distribution reveals that the majority of respondents fall within the 21–24 age group, representing the dominant segment of Generation Z, which is the primary focus of this study. In terms of gender, female respondents accounted for more than 59% of the total, suggesting that women are more active in accessing and responding to content related to skincare products on the TikTok platform.

Respondents were geographically distributed across various regions in Indonesia, reflecting broad territorial coverage and enhancing the representativeness of the dataset. Most respondents identified as students, either in secondary or tertiary education. Overall, the sample consisted of 59% females and 41% males, aged between 17 and 28 years, with the majority reporting a primary source of income as limited monthly allowances.

Table 1. Descriptive Analysis Results
Source: Processed by the Researcher

No.	Characteristics	Indicators	Frequency	Percentage
1.	Gender	Male	82	41%
		Female	118	59%
	Total		200	100%
2.	Age	17-20 years	62	31%
		21-24 years	73	36,5%
		25-28 years	65	32,5%
	Total		200	100%
3.	Occupation	Students	114	57%
		Employees	35	17,5%
		Civil Servants	8	4%
		Housewives	11	5,5%
		Self-Employed	15	7,5%
		Entrepeneurs	17	8,5%
	Total		200	100%

These characteristics are reflected in Generation Z's tendency to use social media as a primary reference for obtaining product information, to significantly consider reviews from other users, and to show a preference

for relatively affordable products before making a purchase decision (Salsabilla & Handayani, 2023). This profile reinforces the relevance of the study in capturing digital consumer behavior, particularly among Generation Z users of local skincare products in Indonesia.

Table 2. Crosstabulation Between Gender and Age
Source: Processed by the Researcher

Age	Gender		Total
	Male	Female	
Ages 17-20	25	37	62
Ages 21-24	26	47	73
Ages 25-28	31	34	65
Total	82	118	200

Based on Table 2, which presents the crosstabulation between gender and age, the majority of female respondents fall within the 21–24 age group (47 respondents), the 17–20 age group (37 respondents), and 25–28 age group (34 respondents). These findings indicate that women in their early twenties are the most active TikTok Shop users in accessing skincare-related content.

Table 3. Crosstabulation Between Age and Occupation
Source: Processed by the Researcher

Occupation	Age			Total
	Ages 17-20	Ages 21-24	Ages 25-28	
Students	62	52	0	114
Employees	0	9	26	35
Civil Servants	0	3	5	8
Housewives	0	5	6	11
Self-employed	0	1	14	15
Entrepreneurs	0	3	14	17
Total	62	73	65	200

Table 3, which displays the crosstabulation results between age and occupation, shows that all respondents in the 17–20 age group are students. Conversely, respondents aged 25–28 years primarily consist of employees, civil servants, and entrepreneurs, reflecting higher purchasing power and greater consumption experience with skincare products.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Table 4. Crosstabulation Between Gender and Occupation
Source: Processed by the Researcher

Occupation	Gender		Total
	Male	Female	
Students	46	68	114
Employees	16	19	35
Civil Servants	5	3	8
Housewives	0	11	11
Self-employed	8	7	15
Entrepreneurs	7	10	17
Total	82	118	200

Table 4, which presents the crosstabulation between gender and occupation, reveals that the majority of students are female (68 respondents), outnumbering their male counterparts (46 respondents). Similarly, the number of female employees (19 respondents) exceeds that of male employees (16 respondents), as does the number of female entrepreneurs (10 respondents) compared to males (7 respondents). Furthermore, all respondents identified as housewives are female. These findings suggest that skincare-related content on TikTok Shop tends to reach a predominantly female audience, particularly among students and housewives.

Table 5. Respondents' Responses on the User Experience Variable
Source: Processed by the Researcher

Item Question	Rating					Total	Mean	Interpretation
	1	2	3	4	5			
X1.1.1	7	35	118	38	2	200	2,965	Neutral
X1.1.2	9	46	119	24	2	200	2,820	Neutral
X1.1.3	4	36	109	44	7	200	3,070	Neutral
X1.2.1	11	36	116	31	6	200	2,925	Neutral
X1.2.2	7	51	98	44	0	200	2,895	Neutral
X1.2.3	1	19	112	61	7	200	3,270	Neutral
X1.3.1	3	40	121	34	2	200	2,960	Neutral
X1.3.2	11	60	113	15	1	200	2,675	Neutral
X1.3.3	10	41	110	37	2	200	2,900	Neutral
X1.4.1	3	24	112	55	6	200	3,185	Neutral
X1.4.2	11	40	103	43	3	200	2,935	Neutral
X1.4.3	8	30	107	41	14	200	3,115	Neutral
Overall Mean							2,976	Neutral

Based on the descriptive analysis in Table 5, the User Experience (UX) variable on TikTok Shop demonstrates an average score of 2,976, indicating a moderately positive user perception. Respondents found it helpful to navigate skincare content (highest score: 3,270), although they reported difficulties in locating videos that were personally relevant highlighting a limitation in TikTok Shop's personalization features. User interaction was generally passive, with respondents primarily engaging through likes, consistent with the behavior of Generation Z as passive engagers. Nonetheless, emotional engagement was evident among some respondents who expressed interest in trying products after viewing related content, indicating the potential of UX to drive purchase intention.

Table 6. Respondents' Responses on the Electronic Word of Mouth Variable
Source: Processed by the Researcher

Item Question	Rating					Total	Mean	Interpretation
	1	2	3	4	5			
X2.1.1	9	41	115	34	1	200	2,885	Neutral
X2.1.2	7	52	123	17	1	200	2,765	Neutral
X2.1.3	6	23	110	56	5	200	3,155	Neutral
X2.2.1	7	32	117	42	2	200	3,000	Neutral
X2.2.2	18	42	103	37	0	200	2,795	Neutral
X2.2.3	3	29	105	56	7	200	3,175	Neutral
X2.3.1	4	27	119	44	6	200	3,105	Neutral
X2.3.2	10	63	110	16	1	200	2,675	Neutral
X2.3.3	9	42	108	41	0	200	2,905	Neutral
X2.4.1	9	15	119	51	6	200	3,150	Neutral
X2.4.2	10	49	98	40	3	200	2,885	Neutral
X2.4.3	1	40	115	37	7	200	3,045	Neutral
Overall Mean							2,962	Neutral

The results of the descriptive analysis in Table 6 indicate that the average score for the e-WOM variable is 2,962, reflecting a moderately positive perception that has yet to reach a strong level. Respondents were generally passive, more inclined to "like" content rather than share it demonstrating a moderate level of e-WOM engagement. While product information was perceived to influence purchasing decisions, it was not fully trusted or regarded as personally relevant. These findings reinforce that e-WOM on TikTok Shop holds potential in shaping purchase intention,

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

although issues related to credibility and active user participation remain key challenges.

Table 7. Respondents' Responses on the Brand Trust Variable
Source: Processed by the Researcher

Item Question	Rating					Total	Mean	Interpretation
	1	2	3	4	5			
X3.1.1	8	6	37	84	65	200	3,960	Agree
X3.1.2	2	6	36	111	45	200	3,955	Agree
X3.1.3	3	5	45	94	53	200	3,945	Agree
X3.2.1	1	4	32	110	53	200	4,050	Agree
X3.2.2	3	5	32	96	64	200	4,065	Agree
X3.2.3	5	6	53	107	29	200	3,745	Agree
X3.3.1	2	3	52	83	60	200	3,980	Agree
X3.3.2	1	1	41	94	63	200	4,085	Agree
X3.3.3	1	9	50	90	50	200	3,895	Agree
Overall Mean							3,965	Agree

The average score for the Brand Trust variable, as shown in Table 7, is 3,965, indicating a high level of consumer trust toward local skincare brands marketed via TikTok Shop. Most respondents believe that these brands are capable of delivering quality products, provide honest information, and are reliable in fulfilling their claims. Although a small portion of respondents expressed doubts regarding the alignment of the products with their personal needs, the majority perceived promotional content on TikTok Shop as convincing and aligned with their preferences. This finding reflects the significance of visual features, endorsements, and accessibility on TikTok Shop in fostering brand trust.

Table 8. Respondents' Responses on the Purchase Intention Variable
Source: Processed by the Researcher

Item Question	Rating					Total	Mean	Interpretation
	1	2	3	4	5			
Y1.1.1	2	6	27	71	94	200	4,245	Strongly Agree
Y1.1.2	5	1	20	96	78	200	4,205	Strongly Agree
Y1.1.3	2	5	31	87	75	200	4,140	Strongly Agree
Y1.2.1	1	4	21	99	75	200	4,215	Strongly Agree
Y1.2.2	1	4	24	68	103	200	4,340	Strongly Agree
Y1.2.3	3	6	23	110	58	200	4,070	Agree

Y1.3.1	1	2	29	82	86	200	4,250	Strongly Agree
Y1.3.2	0	1	35	93	71	200	4,170	Agree
Y1.3.3	2	6	35	79	78	200	4,125	Agree
Overall Mean							4,196	Agree

The results in Table 8 reveal an average Purchase Intention score of 4.196, suggesting a very strong consumer inclination to purchase local skincare products through TikTok Shop. Products that go viral and receive a substantial number of positive reviews were perceived as more attractive, underscoring the powerful influence of virality and social proof in purchase decisions. The absence of respondents who strongly disagreed with the intention to purchase in the near future indicates a high conversion potential. Although a small number of users remain unaffected by the frequency of content exposure, the majority of Gen Z respondents demonstrated strong interest in popular and trusted products, reinforcing TikTok Shop's role as a strategic platform for stimulating purchase intention.

Based on the descriptive statistical analysis, the average scores for each construct are as follows:

a) User Experience (UX)
   Table 5 shows an average score of 2,976, indicating that respondents generally held a moderately positive perception of their experience using TikTok Shop particularly regarding visual appearance, ease of navigation, user comfort, and emotional engagement when accessing local skincare content.
b) Electronic Word of Mouth (e-WOM)
   As indicated in Table 6, the average score of 2,962 suggests that respondents found the information shared by other users on TikTok Shop to be fairly credible, relevant, and influential in their purchasing decisions.
c) Brand Trust
   Table 7 reports an average score of 3,964, which reflects a high level of trust among respondents toward local skincare brands. This demonstrates their confidence in the quality and reliability of the products offered.
d) Purchase Intention
   Table 8 presents an average score of 4,196, signifying that the majority of respondents exhibited a strong intention to purchase local skincare products discovered through TikTok Shop.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Overall, these descriptive results indicate that respondents held positive perceptions of user experience, the credibility of shared information, and trust in the brands featured on TikTok Shop. These favorable perceptions collectively contribute to the high purchase intention observed among users, particularly within the context of local skincare product consumption.

Validity Test

This test was conducted to determine the critical r-value at a 5% significance level (α = 0,05) with a total of 200 respondents. Based on a degree of freedom (df) of 198 and a two-tailed significance level, the r-table value was determined to be 0,138. Therefore, if the calculated r-value (r-calculated) is equal to or greater than 0,138, the relationship between variables is considered statistically significant. A research instrument is considered valid if it measures what it is intended to measure. Validity can be assessed through correlation analysis between individual item scores and the total variable score.

Table 9. Validity Test Results
Source: Processed by the Researcher

User Experience			
Variabel	**Corrected Item Total Correlation**	**r_{tabel}**	**Interpretation**
X1.1.1	0,435	0,138	Valid
X1.1.2	0,453		Valid
X1.1.3	0,412		Valid
X1.2.1	0,455		Valid
X1.2.2	0,440		Valid
X1.2.3	0,438		Valid
X1.3.1	0,451		Valid
X1.3.2	0,437		Valid
X1.3.3	0,461		Valid
X1.4.1	0,458		Valid
X1.4.2	0,447		Valid
X1.4.3	0,423		Valid
Electronic Word of Mouth			
Variabel	**Corrected Item Total Correlation**	**r_{tabel}**	**Interpretation**
X2.1.1	0,434	0,138	Valid
X2.1.2	0,438		Valid
X2.1.3	0,394		Valid

X2.2.1	0,438		Valid
X2.2.2	0,445		Valid
X2.2.3	0,422		Valid
X2.3.1	0,435		Valid
X2.3.2	0,442		Valid
X2.3.3	0,437		Valid
X2.4.1	0,448		Valid
X2.4.2	0,447		Valid
X2.4.3	0,457		Valid
Brand Trust			
Variabel	**Corrected Item Total Correlation**	**r_{tabel}**	**Interpretation**
X3.1.1	0,505	0,138	Valid
X3.1.2	0,537		Valid
X3.1.3	0,501		Valid
X3.2.1	0,556		Valid
X3.2.2	0,521		Valid
X3.2.3	0,533		Valid
X3.3.1	0,542		Valid
X3.3.2	0,522		Valid
X3.3.3	0,542		Valid
Purchase Intention			
Variabel	**Corrected Item Total Correlation**	**r_{tabel}**	**Interpretation**
Y1.1.1	0,624	0,138	Valid
Y1.1.2	0,596		Valid
Y1.1.3	0,636		Valid
Y1.2.1	0,596		Valid
Y1.2.2	0,612		Valid
Y1.2.3	0,578		Valid
Y1.3.1	0,640		Valid
Y1.3.2	0,682		Valid
Y1.3.3	0,594		Valid

Based on the results of the validity test, all items under the variables User Experience, Electronic Word of Mouth, Brand Trust, and Purchase Intention had r-calculated values exceeding the r-table value (0,138), and all significance levels were below 0,05. This indicates that each item is significantly correlated ($p < 0,05$) and, therefore, valid. Consequently, all indicators for both independent and dependent variables are deemed appropriate as measurement tools in this study. These findings affirm that the measurement instrument satisfies the criteria of validity and is suitable for further analysis. This result is consistent with the validity criteria

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

proposed by (Ghozali, 2016), who asserts that an item is considered valid if the correlation between the item and the total score of the variable is statistically significant and exceeds the critical r-value.

Reliability Test

A research instrument is considered reliable if the Cronbach's Alpha (α) value exceeds the minimum threshold of 0,60 (Ghozali, 2016). This indicates that the items in the instrument possess good internal consistency in measuring the intended construct.

Table 10. Reliability Test Results
Source: Processed by the Researcher

User Experience				
Variabel	**Cronbach Alpha**		**Cross of Value**	**Interpretation**
X1.1.1	0,617	0,639	0,60	Reliable
X1.1.2	0,616			Reliable
X1.1.3	0,619			Reliable
X1.2.1	0,620			Reliable
X1.2.2	0,619			Reliable
X1.2.3	0,615			Reliable
X1.3.1	0,616			Reliable
X1.3.2	0,616			Reliable
X1.3.3	0,618			Reliable
X1.4.1	0,617			Reliable
X1.4.2	0,620			Reliable
X1.4.3	0,625			Reliable
Electronic Word of Mouth				
Variabel	**Cronbach Alpha**		**Cross of Value**	**Interpretation**
X2.1.1	0,608	0,629	0,60	Reliable
X2.1.2	0,605			Reliable
X2.1.3	0,609			Reliable
X2.2.1	0,608			Reliable
X2.2.2	0,613			Reliable
X2.2.3	0,609			Reliable
X2.3.1	0,608			Reliable
X2.3.2	0,606			Reliable
X2.3.3	0,608			Reliable

X2.4.1	0,609			Reliable
X2.4.2	0,612			Reliable
X2.4.3	0,607			Reliable
Brand Trust				
Variabel	**Cronbach Alpha**		**Cross of Value**	**Interpretation**
X3.1.1	0,665	0,673	0,60	Reliable
X3.1.2	0,642			Reliable
X3.1.3	0,654			Reliable
X3.2.1	0,636			Reliable
X3.2.2	0,648			Reliable
X3.2.3	0,645			Reliable
X3.3.1	0,643			Reliable
X3.3.2	0,645			Reliable
X3.3.3	0,643			Reliable
Purchase Intention				
Variabel	**Cronbach Alpha**		**Cross of Value**	**Interpretation**
Y1.1.1	0,776	0,795	0,60	Reliable
Y1.1.2	0,779			Reliable
Y1.1.3	0,773			Reliable
Y1.2.1	0,777			Reliable
Y1.2.2	0,776			Reliable
Y1.2.3	0,781			Reliable
Y1.3.1	0,771			Reliable
Y1.3.2	0,764			Reliable
Y1.3.3	0,781			Reliable

In this study, the reliability analysis revealed that all items under the User Experience variable had a Cronbach's Alpha value of 0,639, Electronic Word of Mouth scored 0,629, Brand Trust scored 0,673, and Purchase Intention achieved 0,795. All these values exceed the reliability threshold, thus confirming that the instruments used in this study meet the reliability criteria and can be trusted to consistently measure their respective constructs. These findings align with the conclusions of Ghozali (2016), who state that a Cronbach's Alpha value above 0,60 indicates an acceptable level of reliability, particularly in exploratory research.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Classical Assumption Test

Normality Test

The normality test is conducted to assess whether the residuals in the regression model are normally distributed. A normal distribution of residuals ensures the reliability of parameter estimates and the validity of hypothesis testing. According to (Ghozali, 2016), one of the most commonly employed methods for testing normality is the Kolmogorov–Smirnov (K-S) test.

Table 11. Normality Test Results
Source: Processed by the Researcher

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			200
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,45224953
Most Extreme Differences	Absolute		,046
	Positive		,040
	Negative		-,046
Test Statistic			,049
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed) [c]	Sig.		0,394
	99% Convidence Interval	Lower Bound	0,381
		Upper Bound	0,406

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 79654295.

Based on the results of the Kolmogorov–Smirnov test, the obtained significance value was 0,200, which exceeds the commonly accepted threshold of 0,05. This result indicates that there is no statistically significant difference between the distribution of the residuals and a normal distribution. Thus, it can be concluded that the residuals of the regression model used in this study follow a normal distribution. Accordingly, the normality assumption for residuals has been satisfied, rendering the model appropriate for subsequent analysis.

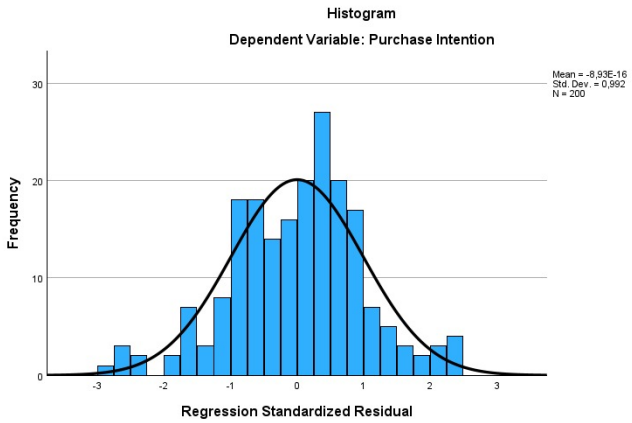

Figure 4. Histogram of Normality Test
Source: Processed by the Researcher

In support of this conclusion, Figure 4, which presents the histogram plot, illustrates a bell-shaped distribution curve that is symmetrical and shows no skewness to the right or left. This pattern is consistent with the characteristics of a normal distribution.

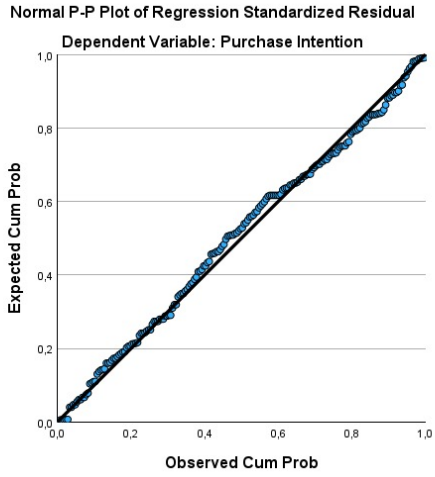

Figure 5. Normal Probability Plot
Source: Processed by the Researcher

Furthermore, Figure 5 which displays the normal probability plot (P–P plot), shows that the data points are closely aligned with the diagonal line, indicating that the residuals are normally distributed and exhibit no systematic deviation. These visual findings reinforce the conclusion that the normality assumption has been met, thereby validating the regression model in the context of normality testing.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Multicollinearity Test

Multicollinearity refers to a condition in regression models where two or more independent variables exhibit high correlations with one another. The presence of multicollinearity can distort the estimation of regression coefficients, lead to instability in the model, and complicate the interpretation of the individual effects of each independent variable on the dependent variable (Ghozali, 2016). To detect multicollinearity, two key indicators are typically used: Tolerance and the Variance Inflation Factor (VIF).

Table 12. Multicollinearity Test Results
Source: Processed by the Researcher

VIF Test[a]			
Model		Collinearity Statistic	
		Tolerance	VIF
1	User Experience	0,265	3,770
	Electronic Word of Mouth	0,271	3,690
	Brand Trust	0,377	2,652

a. Dependen Variabel : Purchase Intention

The results of the multicollinearity test presented in Table 12 indicate that all independent variables have Tolerance values above the minimum threshold of 0,10, specifically 0,265, 0,271, and 0,377. These values suggest that there is no strong linear relationship among the independent variables, thereby fulfilling the assumption of no multicollinearity. Furthermore, the VIF values for the three variables are all below the critical value of 10, recorded at 3,770, 3,690, and 2,652, respectively. These relatively low VIF values further support the conclusion that multicollinearity is not a concern in the regression model. Thus, it can be concluded that the variables User Experience, Electronic Word of Mouth, and Brand Trust do not exhibit high intercorrelation and can be validly and independently included in the regression model to predict Purchase Intention.

Heteroscedasticity Test

The heteroscedasticity test is a crucial step in validating the assumptions of classical linear regression, aimed at determining whether the variance of residuals (error terms) remains constant across all levels of the predictor variables. According to (Ghozali, 2016), heteroscedasticity arises when the residual variance is not homogeneous, potentially resulting in inefficient parameter estimates and biased significance testing. Several methods can be employed to detect signs of heteroscedasticity, including visual inspection via scatterplots and statistical tests such as the Glejser test.

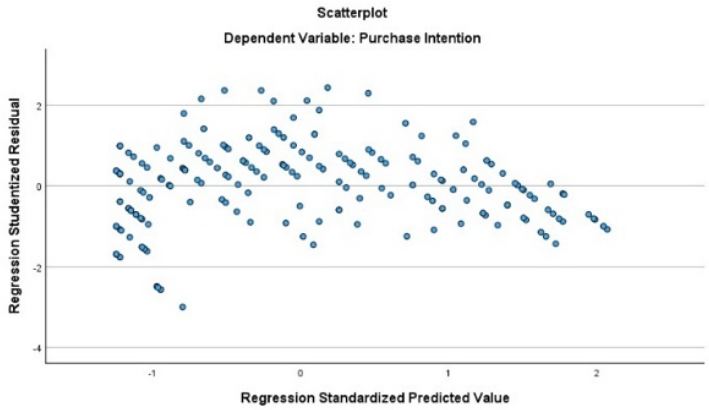

Figure 6. Scatterplot of ZPRED and SRESID
Source: Processed by the Researcher

In Figure 6, the scatterplot analysis illustrates the distribution of standardized residuals (SRESID) against standardized predicted values (ZPRED). The plot reveals that the residual points are randomly dispersed around the horizontal axis and do not form any discernible pattern, such as a funnel shape or trend line. This indicates the absence of systematic error distribution patterns, thus supporting the assumption of homoscedasticity and suggesting no visual evidence of heteroscedasticity.

Table 13. Heteroscedasticity Test Results
Source: Processed by the Researcher

Model		t	Sig.
1	(Constant)	4,572	<0,001
	User Experience	-0,992	0,322
	Electronic Word of Mouth	0,909	0,364
	Brand Trust	-0,439	0,661

a. Dependent Variable: ABS_RES

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Moreover, the findings from the Glejser test, as presented in Table 13, reinforce this conclusion. The test involves regressing the absolute residual values on the independent variables. The results show that the significance values for all independent variables exceed the 0,05 threshold: User Experience (0,322), Electronic Word of Mouth (0,364), and Brand Trust (0,661). Since all significance levels are above 0,05, it can be concluded that there is no statistically significant relationship between the residuals and the independent variables. Consequently, the regression model is free from heteroscedasticity issues and satisfies the assumption of homoscedasticity required for the validity of linear regression analysis.

F-Test (Simultaneous Significance Test)

The results of the ANOVA analysis presented in Table 14 show an F-statistic value of 559.593 with a significance level of < 0,001, which is well below the conventional threshold of 0,05. This indicates that the regression model employed in this study is statistically significant and can be considered a valid model for explaining the relationship between the independent variables and the dependent variable. Accordingly, it can be concluded that the independent variables collectively exert a significant influence on the dependent variable. Thus, the null hypothesis (H_0) which posits that the model is not viable or that there is no significant effect is rejected, while the alternative hypothesis (H_1) is accepted. This finding implies that the overall regression model has substantial explanatory power in predicting purchase intention.

Table 14. F-Test Results
Source: Processed by the Researcher

Model		F	Sig.
1	Regression	559,593	<0,001[b]

In summary, the independent variables User Experience, Electronic Word of Mouth, and Brand Trust jointly have a statistically significant effect on the dependent variable Purchase Intention. Therefore, the null hypothesis suggesting the model is inadequate or lacks explanatory power is rejected in favor of the alternative hypothesis. This supports the conclusion that the regression model is suitable for explaining variations in purchase intention among Generation Z users on the TikTok platform.

T-Test (Partial Significance Test)

The T-test is employed to assess the individual effect of each independent variable on the dependent variable within the regression model. Based on the results displayed in Table 15, the significance values for all three independent variables are < 0,001, which is below the alpha threshold (α = 0,05). This indicates that each independent variable has a statistically significant individual effect on the dependent variable. Furthermore, the calculated t-values for each variable exceed the critical t-table value for the appropriate degrees of freedom (df = n – k), reinforcing the conclusion of statistical significance. Specifically, the t-values are as follows User Experience (7,641), Electronic Word of Mouth (8,326), Brand Trust (8,259). Each of these values surpasses the critical value, thereby satisfying the decision criteria for the T-test.

Table 15. T-Test Results
Source: Processed by the Researcher

Model		t	Sig.
1	(Constant)	-3,545	<0,001
	User Experience	7,641	<0,001
	Electronic Word of Mouth	8,326	<0,001
	Brand Trust	8,259	<0,001

a. Dependen Variabel : Purchase Intention

In conclusion, each independent variable User Experience, Electronic Word of Mouth, and Brand Trust has a significant partial effect on Purchase Intention. Accordingly, the null hypothesis (H_0) which posits no significant effect is rejected, and the alternative hypothesis (H_1) is accepted. This confirms that there are significant relationships between the independent variables and Purchase Intention among Generation Z consumers of local skincare products in Indonesia through the TikTok Shop platform.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

Coefficient of Determination Test

The coefficient of determination (R^2) presented in Table 16 is 0,895, with an adjusted R^2 value of 0,894. This indicates that 89.5% of the variability in the Purchase Intention variable can be explained by the three independent variables in the model User Experience, Electronic Word of Mouth (e-WOM), and Brand Trust. The remaining 10.5% is attributable to other factors not included in this study. These results suggest that the regression model possesses a very strong predictive capability regarding consumers' purchase intentions.

Table 16. Coefficient of Determination Test
Source: Processed by the Researcher

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,946[a]	0,895	0,894	1,463

a. Predictors: (Constant), Brand Trust, Electronic Word of Mouth, User Experience

Multiple Linear Regression Analysis

Multiple linear regression analysis was applied to evaluate the influence of the independent variables User Experience, Electronic Word of Mouth (e-WOM), and Brand Trust on the dependent variable Purchase Intention, both simultaneously and partially. The analysis was conducted using IBM SPSS Statistics version 30. The resulting regression model is formulated as follows:

$$Y = -3{,}606 + 0{,}389X_1 + 0{,}425X_2 + 0{,}325X_3 + e$$

Keterangan :
Y : Purchase Intention
X_1 : User Experience
X_2 : Electronic Word of Mouth (eWOM)
X_3 : Brand Trust
α : Constant
$\beta_1, \beta_2, \beta_3$: Regression Coefficients
e : Error

Table 17. Multiple Linear Regression Analysis Results
Source: Processed by the Researcher

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3,606	1,017		-3,545	<0,001
	User Experience	0,389	0,051	0,343	7,641	<0,001
	Electronic Word of Mouth	0,425	0,051	0,369	8,326	<0,001
	Brand Trust	0,352	0,043	0,311	8,259	<0,001

a. Dependen Variabel : Purchase Intention

The output presented in the Coefficients Table indicates that all independent variables have a positive and statistically significant effect on Purchase Intention, as evidenced by p-values below the 0,05 threshold. This confirms that the constructed regression model is appropriate for explaining the statistical relationship among the studied variables.

The unstandardized regression coefficients (B) reveal that a one-unit increase in User Experience results in a 0,389 increase in Purchase Intention; a one-unit increase in e-WOM leads to a 0,425 increase; and a one-unit increase in Brand Trust contributes to a 0,325 increase, assuming all other variables remain constant. The constant value of -3,606 represents the predicted value of Purchase Intention when all independent variables are zero, although it holds limited practical significance. Furthermore, the standardized beta coefficients (β) illustrate the relative contribution of each independent variable to the dependent variable. The results show that e-WOM has the most substantial influence on Purchase Intention (β = 0,369), followed by User Experience (β = 0,343), and Brand Trust (β = 0,311). These findings underscore that, in the context of digital marketing on the TikTok platform, e-WOM emerges as the most dominant determinant of consumers' purchase intention.

JDBIM (Journal of Digital Business and Innovation Management)
Volume 4 No.2, December 2025
E-ISSN 2962-3898
Page 455-483

CONCLUSION

Based on the results of the analysis, it can be concluded that User Experience, Electronic Word of Mouth (eWOM), and Brand Trust have a positive and significant influence on Purchase Intention among Generation Z users of TikTok Shop for local skincare products in Indonesia. These findings suggest that the more favorable the user experience in navigating TikTok content characterized by ease of use, comfort, and visual appeal the greater the likelihood of users being interested in purchasing the featured products.

Moreover, eWOM, manifested through comments, likes, and peer recommendations, has been shown to effectively shape positive perceptions of the products, ultimately influencing purchasing decisions. Brand trust also emerges as a critical factor; the higher the level of trust in local skincare brands, the stronger the resulting purchase intention. Collectively, these three variables explain 89.5% of the variance in purchase intention, indicating that user experience, digital reviews, and brand trust are key determinants in shaping the purchase intentions of Generation Z consumers on TikTok Shop.

REFERENCES

Ajzen, I. (1991). *The Theory of Planned Behavior*. https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T

CNBC Indonesia. (2024, November 7). *Avoskin & Hanasui Laris Manis di Tengah Heboh Overclaim Skin Care*. https://www.cnbcindonesia.com/research/20241107112826-128-586401/avoskin-hanasui-laris-manis-di-tengah-heboh-overclaim-skin-care

Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product and Brand Management*, *14*(3), 187–196. https://doi.org/10.1108/10610420510601058

Di Virgilio, F., & Antonelli, G. (2017). Consumer behavior, trust, and electronic word-of-mouth communication: Developing an online purchase intention model. In *Social Media for Knowledge Management Applications in Modern Organizations* (pp. 58–80). IGI Global. https://doi.org/10.4018/978-1-5225-2897-5.ch003

Eberhard, K. (2023). The effects of visualization on judgment and decision-making: a systematic literature review. *Management Review Quarterly*, *73*(1), 167–214. https://doi.org/10.1007/s11301-021-00235-8

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Farid, M. S., Cavicchi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., Rasheduzzaman, M., Sharma, D., & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *Heliyon*, *9*(6). https://doi.org/10.1016/j.heliyon.2023.e16657

Ghozali, I. (2016). *Aplikasi Analisis Multivariete SPSS 23*.

GoodStats. (2024, December 22). *Brand Kecantikan Lokal Geser Dominasi Brand Global pada 2024 - GoodStats*. https://goodstats.id/article/brand-perawatan-kecantikan-lokal-menggeser-dominasi-brand-global-pada-2024-gQLD2

Hanifa, Z., & Mas'od, A. (2024). TikTok Live Shopping Purchase Intention: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, *14*(1). https://doi.org/10.6007/ijarbss/v14-i1/20569

Hornbæk, K., & Hertzum, M. (2017). Technology acceptance and user experience: A review of the experiential component in HCI. *ACM*

Transactions on Computer-Human Interaction, *24*(5). https://doi.org/10.1145/3127358

Hu, S., & Zhu, Z. (2022). Effects of Social Media Usage on Consumers' Purchase Intention in Social Commerce: A Cross-Cultural Empirical Analysis. *Frontiers*, *13*. https://doi.org/https://doi.org/10.3389/fpsyg.2022.837752

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*, *28*(2), 174–184. https://doi.org/10.1016/j.apmrv.2022.07.007

Iqbal, A., Khan, N. A., Malik, A., & Faridi, M. R. (2022). E-WOM effect through social media and shopping websites on purchase intention of smartphones in India. *Innovative Marketing*, *18*(2), 13–25. https://doi.org/10.21511/im.18(2).2022.02

Kim, J., Leung, X. Y., & McKneely, B. (2023). The effects of Instagram social capital, brand identification and brand trust on purchase intention for small fashion brands: the generational differences. *Journal of Fashion Marketing and Management*, *27*(6), 988–1008. https://doi.org/10.1108/JFMM-05-2021-0126

Salsabilla, N., & Handayani, T. (2023). *PENGARUH ONLINE CUSTOMER REVIEW TERHADAP MINAT BELI DI SOSIAL MEDIA TIKTOK*. *7*(2), 2023.

Sulthana, An., & Vasantha, S. (2019). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, *8*(10). www.ijstr.org

We Are Social & Meltwater. (2024, July 31). *Digital 2024 July Global Statshot Report - We Are Social Indonesia*. https://wearesocial.com/id/blog/2024/07/digital-2024-july-global-statshot-report/

Yuniarty, Ikhsan, R. B., & Ohliati, J. (2020). *E-WOM And Social Commerce Purchase Intentions: Applying The Theory of Planned Behavior*. IEEE. https://doi.org/10.1109/ICIMTech50083.2020.9211256

Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, *41*. https://doi.org/10.1016/j.elerap.2020.100980

Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services*, *68*. https://doi.org/10.1016/j.jretconser.2022.103015