

ABSTRAK

Perkembangan teknologi digital telah mengubah pola konsumsi masyarakat, termasuk meningkatnya aktivitas belanja online melalui platform media sosial seperti TikTok Shop. Penelitian ini bertujuan untuk menganalisis pengaruh Electronic Word of Mouth (e-WOM), Online Customer Review, e-Trust, dan Gaya Hidup terhadap Keputusan Pembelian melalui fitur Keranjang Kuning pada aplikasi TikTok Shop. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Jumlah sampel sebanyak 96 responden yang berdomisili di Kecamatan Padang Timur dan telah melakukan pembelian minimal satu kali melalui TikTok Shop. Pengumpulan data dilakukan melalui kuesioner berbasis Google Form, dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa e-WOM, Online Customer Review, e-Trust, dan Gaya Hidup berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Temuan ini memberikan implikasi praktis bagi pelaku bisnis di TikTok Shop untuk mengelola ulasan pelanggan, meningkatkan kepercayaan konsumen, serta menyesuaikan strategi pemasaran dengan gaya hidup target pasar.

Kata Kunci: E-WOM, Online Customer Review, e-Trust, Gaya Hidup, Keputusan Pembelian, TikTok Shop.

ABSTRACT

The rapid development of digital technology has transformed consumer behavior, including the increasing trend of online shopping through social media platforms such as TikTok Shop. This study aims to analyze the influence of Electronic Word of Mouth (e-WOM), Online Customer Review, e-Trust, and Lifestyle on Purchase Decisions through the Yellow Cart feature on the TikTok Shop application. The research employed a quantitative approach with purposive sampling. The sample consisted of 96 respondents residing in Padang Timur District who had made at least one purchase via TikTok Shop. Data were collected through a questionnaire distributed via Google Forms and analyzed using multiple linear regression. The results show that e-WOM, Online Customer Review, e-Trust, and Lifestyle have a positive and significant effect on purchase decisions, both partially and simultaneously. These findings provide practical implications for TikTok Shop sellers to effectively manage customer reviews, build consumer trust, and align marketing strategies with the lifestyle of their target market.

Keywords: *e-WOM, Online Customer Review, e-Trust, Lifestyle, Purchase Decision, TikTok Shop*