

**THE INFLUENCE OF LIVE STREAMING, E-WOM, AND
CUSTOMER TRUST ON PURCHASE INTENTION TOWARD
WARDAH PRODUCTS ON TIKTOK SHOP IN SOUTH JAKARTA**

By Susi Susanti

Abstract

The rapid growth of internet usage in Indonesia, particularly in South Jakarta, has transformed consumer behavior in purchasing beauty products through digital platforms such as TikTok Shop. Increasing competition encourages local brands like Wardah to strengthen their digital marketing strategies in order to maintain consumer purchase intention. This study aims to identify and analyze the influence of live streaming, electronic word of mouth (E-WOM), and customer trust on purchase intention of Wardah products on TikTok Shop in South Jakarta. This research employs a quantitative approach using an online questionnaire distributed to 150 respondents selected through purposive sampling. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS 3.0 software. The results indicate that live streaming, E-WOM, and customer trust have a positive and significant effect on consumer purchase intention. Therefore, it can be concluded that interactive digital marketing strategies, positive online reviews, and consumer trust are essential factors in enhancing purchase intention toward local beauty products in the era of social commerce.

Keywords: *Live Streaming, E-WOM, Customer Trust, Purchase Intention, TikTok Shop, Wardah.*

**PENGARUH SIARAN LANGSUNG, E-WOM, DAN
KEPERCAYAAN PELANGGAN TERHADAP MINAT BELI
WARDAH DI TIKTOK *SHOP* JAKARTA SELATAN**

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Abstrak

Pesatnya penggunaan internet di Indonesia, khususnya di wilayah Jakarta Selatan, telah mendorong perubahan perilaku konsumen dalam berbelanja produk kecantikan melalui platform digital seperti TikTok *Shop*. Persaingan yang semakin ketat menuntut merek lokal seperti Wardah untuk memperkuat strategi pemasaran digital guna mempertahankan minat beli konsumen. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh siaran langsung, mulut ke mulut elektronik (E-WOM), dan kepercayaan pelanggan terhadap minat beli produk Wardah di TikTok Shop Jakarta Selatan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode kuesioner daring kepada 150 responden yang dipilih melalui purposive sampling. Data dianalisis menggunakan Model Persamaan Struktural Kuadrat Terkecil (PLS-SEM) dengan bantuan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa siaran langsung, E-WOM, dan kepercayaan pelanggan berpengaruh positif dan signifikan terhadap minat beli konsumen. Dengan demikian, strategi pemasaran berbasis interaksi digital, ulasan positif, dan kepercayaan konsumen terbukti menjadi faktor penting dalam meningkatkan minat beli produk kecantikan lokal di era social commerce.

Kata kunci: Siaran Langsung, E-WOM, Kepercayaan Pelanggan, Minat Beli, TikTok *Shop*, Wardah.