

The Influence of Tiktok, *Word of Mouth* and *Brand Trust* on *Purchase Decisions* on *Daviena Skincare* Products (Case Study Consumers in Sukabumi City)

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Abstract The phenomenon addressed in this study is the surge in sales of Daviena Skincare accompanied by issues of overclaiming on the product, which can affect consumer perception. This research aims to analyse the influence of social media TikTok, word of mouth, and brand trust on the purchase decision of Daviena Skincare products in the city of Sukabumi. The method used is a quantitative approach with Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis techniques, involving 120 respondents. The results show that TikTok and word of mouth have a positive and significant influence on purchase decisions. TikTok, as a digital marketing platform, has proven effective through engaging and interactive content, while word of mouth from friends or family provides additional trust for potential consumers. However, brand trust does not have a positive and significant influence on purchasing decisions. Despite issues of overclaiming regarding Daviena products, consumers in Sukabumi City continue to make purchases and do not place much emphasis on the brand. This indicates that digital promotion and social recommendations are more dominant in influencing consumer behaviour compared to brand trust. This study contributes to digital marketing strategies for local skincare products, particularly in maximising the use of social media and building effective communication with consumers.

Keywords: Tiktok Social Media; Word of Mouth; Brand Trust; Purchase Decision; Daviena Skincare

INTRODUCTION

The development of digital technology, especially the internet, has brought major changes in communication patterns, social interactions, and consumer behavior in various parts of the world. The internet now not only functions as a means of communication and publication, but has also become a vital necessity in daily life, including in Indonesia where the number of internet users continues to increase from year to year (Upadana & Pramudana, 2020; Report Data, 2024). One of the most prominent forms of internet use is the use of social media. Platforms such as WhatsApp, TikTok, Instagram, and Facebook are widely used by the public, with TikTok occupying an important position as a medium for sharing creative content as well as a means of digital marketing (Parapat & Azhar, 2024).

The phenomenon of TikTok's increasing popularity has created new opportunities in marketing strategies, especially for the beauty industry. Indonesia is even recorded as the country with the largest number of TikTok users in the world, reaching around 158 million users in 2024 (Report Data, 2024). This trend shows great potential for business actors to utilize the platform to increase product exposure and sales. One of the local brands that has successfully taken advantage of TikTok's social media is Daviena Skincare. Since its establishment in 2018 and obtaining a distribution license from BPOM in 2020, this brand has grown rapidly through digital marketing strategies, both in the form of creative content, promotions on twin dates, and through live streaming. In addition, the Word of Mouth (WOM) effect of satisfied consumers also contributes significantly to increased sales (Kotler et al., 2019).

However, the development of Daviena Skincare is inseparable from challenges. In 2024, the brand faces the issue of overclaiming the content of active ingredients revealed through the viral content of a creator named "Detective Doctor." The findings sparked public concern regarding the honesty of cosmetic product information. This condition shows that in addition to digital marketing factors, consumer trust or Brand Trust also plays an important role in purchasing decisions (Yohanna & Ruslim, 2021). Brand Trust is a consumer's belief in the quality and reliability of a brand, which is formed through positive experiences and consistent communication.

A number of previous studies have shown that social media and Electronic Word of Mouth (E-WOM) have a positive effect on purchasing decisions (Pratama et al., 2023; Ningtias, 2024). However, the results of research on the role of Brand Trust still show mixed findings (Watulingas et al., 2022). In addition, most studies focus more on specific products in different regions. Therefore, this study tries to fill the gap by analyzing the influence of TikTok, Word of Mouth, and Brand Trust social media on the purchase decision of Daviena Skincare products in Sukabumi City.

The focus on local brand Daviena Skincare is relevant given its popularity built through digital marketing strategies on TikTok, as well as viral phenomena that affect consumer perception. This research is expected to make a theoretical contribution to the development of digital marketing studies as well as practical benefits for business actors, especially in the beauty industry, to understand strategies for building consumer purchase decisions through social media, Word of Mouth, and Brand Trust.

This study aims to answer the question: how does TikTok, Word of Mouth, and Brand Trust affect the purchase decision of Daviena Skincare products in Sukabumi. The findings are expected to enrich the digital marketing literature and assist cosmetics industry practitioners in designing effective and trusted marketing strategies.

LITERATURE REVIEW

A. Theoretical Foundations

1. Consumer Behavior

Consumer behavior is the study of how individuals, groups, or organizations choose, buy, use, and utilize products or services to meet their needs and desires. According to Azhari (2022), consumer behavior does not only include the act of purchase, but also the decision-making process that precedes the action. Solomon (2021) emphasizes that consumer behavior is closely related to the psychological, social, and cultural aspects that shape individual identities and preferences.

Kotler & Kartajaya (2021) added that in the digital era, consumer behavior is also influenced by interaction through social media, technology, and digital platforms. Therefore, consumer behavior is seen as a multidimensional phenomenon influenced by social, cultural, and economic factors.

Based on the literature, the main factors influencing consumer behavior include:

- a. Social factors (e.g. family, friends, community, and social media).
- b. Cultural factors (values, norms, and beliefs adhered to).
- c. Economic factors (income, purchasing power, and economic conditions).

2. TikTok Social Media

Social media, especially TikTok, has evolved from a mere entertainment platform to an effective means of digital marketing. Kotler & Kartajaya (2021) mentioned that social

media is changing customer attitudes and expectations, where purchasing decisions are no longer solely determined by individual preferences, but also by social interactions.

Tamimi (2021) explained that TikTok has a positive impact on learning and social interaction, while Zahro (2024) highlights the presence of the *TikTok Shop feature* that facilitates buying and selling transactions. The main indicators of TikTok use in the context of marketing according to Hidayanti et al. (2022) include convenience, trust, and interaction level.

3. Word of Mouth (WOM)

Word of Mouth (WOM) is defined as a communication process in which consumers share product-related experiences and recommendations with others. Kotler & Kartajaya (2021) emphasized WOM as one of the important pathways in the consumer decision process. Fatihah Sari et al. (2022) and Fakhrudin et al. (2021) added that WOM is more trusted than advertising because information comes from sources that are considered credible. WOM indicators according to Putriani (2019) include: (1) talking about the product and (2) recommending the product to others.

4. Brand Trust

Brand trust refers to the consumer's belief that a brand can deliver on the promises offered. Kotler & Kartajaya (2021) cite trust as a key factor in building long-term relationships with consumers. Satria Adi et al. (2024) added that brand trust is formed through consistent interactions that result in positive experiences. According to Adrian & Zeplin (2020), brand trust indicators include viability (satisfaction and value) and intentionality (security and trust).

5. Purchase Decision

Purchasing decisions are a cognitive and emotional process that consumers go through before choosing a product. Maryati & Khoiri (2021) emphasized that this decision is influenced by practical and emotional factors. Nainggolan et al. (2022) state that the decision-making process involves careful evaluation of alternatives before making a final choice. Indicators of purchasing decisions according to Septyadi et al. (2022) include: product purchases, brand purchases, channel selection, timing, and purchase amounts.

B. Previous Research

Yes	Researcher Name	Title & Year of Research	Research Methods	Research Results
1	Murtaza Z. D. & Bambang (2022)	<i>The Influence of Brand Awareness, Brand Love and Brand Trust on the Purchase Decision of UD Arabica Special Coffee. Kupa Pantan Raya, Central Aceh Regency</i>	Quantitative approach	Brand Trust has a positive effect on purchasing decisions. Consumers who believe in brands are more likely to buy products.
2	Yusi Intan Junia (2021)	<i>The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchase Decisions on Pocari Sweat Products in Jakarta</i>	Quantitative approach, analysis using SPSS 24	Brand awareness, brand image, and brand trust have a positive and significant effect on purchasing decisions.

Yes	Researcher Name	Title & Year of Research	Research Methods	Research Results
3	Syafira Aninditya, A. Setiadarma, & A. Irawatie (2023)	<i>The Influence of Electronic Word of Mouth on TikTok Social Media on Something Skincare Product Purchase Decisions</i>	Quantitative approach, analysis using SmartPLS	e-WOM on TikTok has a positive and significant effect on the purchase decision of Something skincare products.
4	Cantika Putri Rahayu & Beny Witjaksono (2023)	<i>The Influence of Social Media Marketing and e-WOM on Purchase Decisions through Brand Awareness on Kopi Kenangan Products</i>	Quantitative approach, analysis using SmartPLS	Social media marketing has a positive effect on purchase decisions through brand awareness. e-WOM has no significant effect on purchase decisions through brand awareness.
5	Nurhasanah, F. Mahliza, L. Nugroho, & Y. M. Putra (2021)	<i>The Effect of e-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site</i>	Quantitative approach, analysis using PLS	e-WOM and brand trust have a positive and significant effect on purchasing decisions.
6	Risky Bahrudin Yusuf & Sengguruh Nilowardon o (2019)	<i>The Effect of Social Media Marketing, Brand Trust, and Word of Mouth on Purchase Decisions (Case Study at Real B Distro Surabaya)</i>	Quantitative approach, multiple linear regression analysis	Social media marketing, brand trust, and word of mouth have a positive and significant effect on purchase decisions.
7	Intan Ali, S. Irdiana, & J. Irwanto (2019)	<i>The Impact of Brand Image, Brand Equity and Brand Trust on Asus Laptop Purchase Decisions (Study at Lumajang Computer Centre Store)</i>	Quantitative approach, analysis using SPSS	Partially variables do not have a significant effect, but simultaneously brand image, brand equity, and brand trust affect purchasing decisions.
8	Khevin Angga Putra & Satria Bangsawan (2022)	<i>The Influence of Electronic Word of Mouth through TikTok on Skincare Product Purchase Intentions in Indonesia</i>	Quantitative approach, analysis using SEM-PLS	e-WOM through TikTok has a positive and significant effect on skincare purchase intentions.
9	Rachel Ika Andini, P. T. K. Ginting, A. Nabila, P. Mardalena, & E. S. Natasya (2024)	<i>The Influence of Brand Trust and Product Quality on Purchase Decisions on Daviena Skincare Products in Palembang City</i>	Quantitative approach, analysis using SPSS 25	Brand trust and product quality have a positive and significant effect on purchasing decisions.

Yes	Researcher Name	Title & Year of Research	Research Methods	Research Results
10	Indri Ferdiani Suarna (2022)	<i>Purchase Decision on Live Streaming Shopping for TikTok Social Media Users in Bandung</i>	Quantitative approach, analysis using SPSS 25	Promotion, brand image, and e-trust have a positive and significant effect both partially and simultaneously on purchase decisions.

Source: Data processed by researchers (2025)

C. Hypothesis Development

1. The Influence of TikTok Social Media on Purchase Decisions

TikTok's social media has become one of the most effective digital marketing platforms due to its ability to present creative, interactive, and accessible content. Kotler & Kartajaya (2021) state that social media changes the way consumers interact with brands and influences purchasing preferences. Research by Rimbasari et al. (2023) shows that *viral marketing* and marketing strategies through TikTok have a positive effect on purchase decisions. Similar findings were also shown by Praditasetyo & Saputri (2021) who found that *social media marketing* on TikTok contributes significantly to online shopping decisions. Thus, the more effective the marketing strategy through TikTok, the more likely consumers are to make a purchase.

Hypothesis: H1: TikTok social media has a positive and significant effect on the purchase decision of Daviena Skincare products for consumers in Sukabumi City.

2. The Influence of Word of Mouth on Purchase Decisions

Word of Mouth (WOM) is considered one of the most credible forms of marketing communication because it comes from people that consumers trust, such as friends or family. Kotler & Kartajaya (2021) emphasized that WOM plays an important role in the *Ask* stage in customer channel 5A. Yusuf & Nilowardono's (2019) research proves that WOM has a significant positive influence on purchasing decisions. Another study by Hidayati & Khuzaini (2023) also supports that consumer recommendations through WOM increase trust and encourage purchases. This shows that WOM, both directly and through digital media, is an important factor in strengthening consumer purchase intentions and decisions.

Hypothesis: H2: Word of Mouth has a positive and significant effect on the purchase decision of Daviena Skincare products for consumers in Sukabumi City.

3. The Influence of Brand Trust on Purchase Decisions

Brand trust is a key element in building consumer loyalty and influencing purchasing decisions. Kotler & Kartajaya (2021) explained that brand trust creates a basis for consumer trust that the brand can fulfill the promises offered. ZD & Bambang (2022) found that brand trust has a positive effect on the purchase decision of special Arabica coffee. Nurhasanah et al. (2021) also showed similar results, where consumer trust in brands increased the tendency to make repeat purchases. Thus, the higher the level of brand trust, the more likely consumers are to make a purchase.

Hypothesis: H3: Brand trust has a positive and significant effect on the purchase decision of Daviena Skincare products for consumers in Sukabumi City.

METHODS

This study uses a quantitative approach with a type of causal associative research, which is a study that aims to determine the influence between independent variables and dependent variables. The quantitative method was chosen because it provides a systematic approach to identifying, formulating, and solving problems in a measurable manner (Ghozali & Karlina, 2023). The research data was collected through a structured questionnaire based on *Google Form* which was distributed online to respondents. The data collected included consumer perceptions, attitudes, beliefs, and experiences, which were then analyzed using statistical methods using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach.

The research was carried out in January-July 2025 in Sukabumi City. This city was chosen because it has a fairly high number of internet and social media users, so it is relevant to the context of the research. The research population is Daviena Skincare consumers in Sukabumi City. Since the population number is unknown, the PLS-SEM method is used which can be applied to unlimited populations (Hair et al., 2022). The sample was determined by the formula for the number of indicators multiplied by ten (Hair et al., 2019). With 12 indicators, a minimum sample of 120 respondents was obtained. The sampling technique is purposive sampling, with the criteria that respondents are domiciled in Sukabumi City, aged 18–45 years, and have purchased and used Daviena Skincare products at least once.

The research instrument is in the form of a questionnaire with open-ended questions for *screening* and closed-ended questions to measure variable indicators. Each indicator is measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree (Goso, 2022). The research variables consisted of TikTok social media, Word of Mouth, brand trust, and purchase decisions. The operationalization of the variables is shown in Table 3.1.

Table 1. Operationalization of Research Variables

Variable	Indicators	Scale
TikTok Social Media (X1)	1. Ease of accessing TikTok content 2. Trust in product information on TikTok 3. Interaction with creator/seller content through TikTok	Likert 1–5
Word of Mouth (X2)	1. Consumers talk about Daviena Skincare products to others 2. Consumers recommend products to friends/family 3. Consumers share positive experiences after using the product	Likert 1–5
Brand Trust (X3)	1. Viability: the belief that Daviena Skincare products are safe to use 2. Intentionality: the belief that Daviena Skincare cares about the needs of its consumers 3. Brand reliability in fulfilling product quality promises	Likert 1–5
Purchase Decision (Y)	1. Selection of Daviena Skincare products 2. Daviena's brand selection compared to other brands 3. Purchase channel selection (offline/online) 4. Time of purchase 5. Number of product purchases	Likert 1–5

The data used in this study are primary data obtained directly from respondents through online questionnaires, as well as secondary data sourced from literature, journals, and related documents. Data analysis was carried out with PLS-SEM using the SmartPLS 4.0

application. Model evaluation included convergent validity, discriminant validity, and reliability tests through composite reliability and Cronbach alpha. Furthermore, structural model evaluation was carried out with multicollinearity (VIF), coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2) tests. The hypothesis test was carried out through *bootstrapping* with the criteria of p-value < 0.05 and t-statistic > 1.98 (Hair et al., 2022).

DISCUSSION

The results of the study show that TikTok social media has a positive and significant effect on the decision to purchase Daviena Skincare products in Sukabumi City. These findings are in line with Febrianto's (2022) research which confirms that TikTok is not only an entertainment platform, but also an effective marketing medium. The content format that is short, interactive, and accessible video allows consumers to get product information in an engaging way. In addition, TikTok's algorithm that is able to tailor content to user preferences makes marketing messages more targeted. This condition explains why consumers are more motivated to make purchases after being exposed to product promotions on TikTok.

Furthermore, the results of the analysis also show that Word of Mouth has a positive and significant effect on purchase decisions. This is consistent with research by Hidayati and Khuzaini (2023) which states that personal recommendations from friends, family, and the social environment are more reliable sources of information than conventional advertising. In the context of skincare products like Daviena Skincare, direct testimonials from users play an important role in building trust and influencing purchase intent. Word of Mouth is able to create a *buzz* effect that increases brand awareness while strengthening consumer confidence to try products.

In contrast to the previous two variables, brand trust has not been shown to have a significant effect on purchasing decisions. These results are not in line with the findings of Nurhasanah et al. (2021) who stated that brand trust is a dominant factor in determining purchasing decisions. The insignificance of brand trust in this study can be explained by the issue of *overclaims* inherent in the product, so that even though consumers have a certain level of trust in the brand, this factor is not the main determinant in purchasing decisions. Consumers in Sukabumi tend to rely more on personal experiences and recommendations from those closest to them rather than just trust in brands.

Overall, the results of this study indicate that social media-based marketing strategies and Word of Mouth reinforcement are more effective in influencing consumer purchase decisions, especially in beauty products that are close to the direct user experience. Meanwhile, brand trust remains relevant, but its influence is not dominant when compared to other factors that are more social and contextual. These findings enrich the literature on consumer behavior in the digital era, especially in the skincare product category that has a wide market among the younger generation.

CONCLUSION and RECOMMENDATION

Based on the results of an analysis of 120 respondents of Daviena Skincare consumers in Sukabumi City, this study concludes that social media TikTok and Word of Mouth have proven to have a positive and significant effect on purchase decisions. The higher the intensity of TikTok use and the stronger the word-of-mouth communication that consumers receive, the greater the tendency of consumers to buy Daviena Skincare

products. In contrast, brand trust has no significant effect on purchasing decisions. This condition indicates that the *overclaim* issue that had arisen had weakened consumer confidence, but did not necessarily hinder purchase decisions. These results confirm that social media-based promotion factors and personal recommendations have a more dominant influence compared to brand trust in the context of this study.

This study provides several recommendations. First, for future research, it is recommended to add other variables such as product quality, customer satisfaction, and brand image, and consider mixed *methods* to explore a deeper understanding of consumer motivation. The scope of the research area can also be expanded to other cities with more diverse demographic segmentation so that the research results are more representative. Second, for Daviena Skincare, it is important to immediately evaluate the transparency of product information through a content audit and publish the results publicly to restore consumer trust. Companies also need to communicate official clarifications on overclaim issues and demonstrate commitment to product quality. In addition, quality standards and *quality control* mechanisms must be strengthened to prevent the recurrence of similar problems. These efforts are expected to improve brand image while strengthening consumer loyalty in the long run.

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