

The Effect of TikTok Electronic Word of Mouth on Wardah Purchase Decisions: The Mediating Role of Brand Trust and the Moderating Role of Fear of Missing Out

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Keywords	Abstract
Electronic Word of Mouth (eWOM), Brand Trust, Fear of Missing Out (FoMO), Purchase Decision Wardah.	This study aims to examine the effect of TikTok Electronic Word of Mouth (eWOM) on the purchase decision of Wardah products, with Brand Trust as a mediating variable and Fear of Missing Out (FoMO) as a moderating variable. This study employed a quantitative approach with an explanatory research design. The respondents consisted of 145 Generation Z consumers in Banjar City who actively use TikTok, have seen reviews of Wardah products on TikTok, and have purchased Wardah products. Data were collected through questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that TikTok eWOM has a positive and significant effect on Purchase Decision and Brand Trust. Brand Trust also has a positive and significant effect on Purchase Decision and partially mediates the relationship between TikTok eWOM and Purchase Decision. However, FoMO does not significantly moderate the effect of TikTok eWOM on Purchase Decision. These findings indicate that positive and credible eWOM on TikTok can encourage purchase decisions both directly and indirectly by strengthening consumer trust in the Wardah brand. However, psychological pressure related to fear of missing trends does not significantly strengthen the influence of eWOM on purchase decisions. This study highlights the importance of managing authentic digital reviews and building brand trust in social media marketing strategies for cosmetic products.

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I. INTRODUCTION

The beauty industry in Indonesia has experienced significant growth in recent years, accompanied by increasing consumer awareness of self-care, skincare, and cosmetic products. Cosmetics are no longer perceived merely as functional products, but have become part of consumers' lifestyle, identity expression, and daily consumption behavior. This development has created intense competition among cosmetic brands, including both global and local brands. In this context, local cosmetic brands are required not only to innovate in product formulation, but also to develop adaptive marketing strategies that are relevant to changes in consumer behavior and the rapid development of digital platforms.

Wardah is one of the leading local cosmetic brands in Indonesia and is widely recognized as a pioneer of halal cosmetics. The brand offers various product categories, including skincare, bodycare, haircare, and makeup. As a local brand, Wardah continues to innovate, collaborate, and adapt to market demand in order to maintain its relevance among consumers. In addition to offering a wide range of products, Wardah also provides products at relatively affordable prices, making the brand accessible to various consumer segments, including Generation Z.

The development of social media has played an important role in the promotion and dissemination of cosmetic product information. Social media enables information about products, reviews, and consumer experiences to

spread quickly and widely. One of the most popular social media platforms used to search for and share product-related information is TikTok. TikTok is a short-video platform that allows users to create and share creative, interactive, and engaging content. Its short, visual, and algorithm-based content format has made TikTok not only an entertainment platform, but also a digital space for information exchange, product reviews, recommendations, and consumer interaction.

The use of TikTok is closely related to the consumption behavior of Generation Z. Generation Z refers to individuals born between 1997 and 2012, who are often described as digital natives because of their familiarity with digital technology and social media. This generation tends to search for information, compare products, and form perceptions through interactive digital content before making purchase decisions. In the beauty industry, Generation Z represents an important market segment because of its high engagement with beauty trends, skincare routines, product reviews, and personal lifestyle expression.

According to data presented by Shahid Shahmiri in Marketingland, TikTok users in Indonesia in 2025 were dominated by individuals aged 18–24 years, accounting for 36% of users, followed by those aged 25–34 years at 25%, users aged 13–17 years at 20%, users aged 34–44 years at 12%, and users aged 45 years and above at 7%. In terms of gender, TikTok users in Indonesia were dominated by women at 55%, while men accounted for 45%. These data indicate that Generation Z is strongly connected to social media and digital platforms. Generation Z uses social media not only for entertainment, but also as a source of information and reference before making purchase decisions. The information they seek often takes the form of reviews, recommendations, and consumer experiences, which are commonly referred to as Electronic Word of Mouth (eWOM).

Electronic Word of Mouth (eWOM) refers to product-related information, reviews, recommendations, and consumer opinions shared through digital platforms. In the context of TikTok, eWOM may appear in the form of product review videos, user testimonials, comments, ratings, recommendations from influencers, and discussions among users. Consumers often perceive eWOM as more credible because it is based on the experiences

of other users and is considered more relatable than traditional advertising (Dafin Naufan, 2024). However, eWOM does not always produce positive effects. Negative reviews, exaggerated claims, or fake testimonials may reduce consumer trust and create skepticism toward the brand being promoted. Therefore, brand trust becomes an important psychological factor in the process of consumer decision-making.

Brand trust plays an important role in strengthening consumers' confidence before purchasing a product. In the beauty industry, trust is particularly important because cosmetic products are directly related to personal appearance, skin condition, safety, and product suitability. Consumers tend to be more careful in choosing cosmetic products, especially when the information is obtained from social media. Positive eWOM may encourage consumers to consider a product, but trust in the brand is needed to reduce perceived risk and increase confidence in making purchase decisions. Thus, brand trust may function as a mediating variable that explains how eWOM influences purchase decisions.

In addition to brand trust, the psychological condition known as Fear of Missing Out (FoMO) may also influence consumer responses to eWOM. FoMO refers to the fear of being left behind, missing trends, or losing opportunities experienced by others. In the context of beauty products on TikTok, FoMO may arise when consumers see viral product reviews, limited promotions, trending products, or recommendations from influencers and peers. FoMO does not necessarily emerge as a direct consequence of eWOM, but it may strengthen the influence of eWOM on purchase decisions. In this study, eWOM is positioned as an external stimulus, while FoMO is treated as a psychological condition that may moderate the relationship between eWOM and purchase decisions.

Previous research conducted by Ketut et al. (2025), entitled "The Role of Brand Trust in Mediating the Effect of eWOM on Purchase Decisions of Scarlett Whitening in Denpasar City," found that brand trust plays a mediating role in the relationship between eWOM and purchase decisions. This study has similarities in terms of the variables used, particularly eWOM, brand trust, and purchase decisions. However, the present study extends the previous research by adding Fear of Missing Out (FoMO) as a

moderating variable. This addition provides a new perspective by examining whether psychological pressure related to the fear of missing trends can strengthen or weaken the effect of eWOM on purchase decisions.

Based on the background described above, this study aims to analyze the effect of Electronic Word of Mouth (eWOM) on TikTok on the purchase decision of Wardah products through brand trust, with Fear of Missing Out (FoMO) as a moderating variable. The study focuses on Generation Z consumers in Banjar City, who are active users of TikTok and represent a consumer segment that is highly exposed to digital content, beauty trends, and online product reviews. Therefore, this research is expected to contribute to the development of consumer behavior studies, particularly in explaining the role of eWOM, brand trust, and FoMO in shaping purchase decisions in the beauty industry.

II. LITERATURE REVIEW

Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is a form of communication that has developed from the traditional concept of Word of Mouth (WOM). It refers to the exchange of information, opinions, reviews, and consumer interactions, both positive and negative, that are published through digital media and can influence other consumers in the purchase decision-making process. eWOM is dynamic in nature and involves potential, actual, or former consumers who share information about products, services, brands, or companies with a wide audience through digital platforms (Ismagilova et al., 2017:18).

In the context of social media, eWOM has become increasingly influential because consumers can easily access reviews, comments, recommendations, and user-generated content before making purchase decisions. On TikTok, eWOM may appear in the form of product review videos, testimonials, comments, influencer recommendations, and discussions among users. Such information can shape consumer perceptions because it is often perceived as more authentic and relatable than traditional advertising.

Purchase Decision

Purchase decision is a part of consumer behavior that reflects how individuals make

choices to fulfill their needs and desires. According to Kotler & Armstrong (2018: 150), purchase decision is part of consumer behavior that explains how individuals, groups, and organizations choose, buy, use, and evaluate goods, services, ideas, or experiences to satisfy their needs and wants.

The purchase decision process is viewed as a systematic and structured process. Consumers do not simply choose a product directly, but go through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In the beauty industry, purchase decisions are influenced not only by product quality and price, but also by digital reviews, brand reputation, trust, trends, and social media exposure.

Brand Trust

Brand trust is an important factor in marketing because it reflects the extent to which consumers believe that a brand is reliable, consistent, and able to fulfill its promises. One indicator of a successful brand is its ability to build long-term relationships with consumers. Consumer trust in a brand becomes a foundation for reducing perceived risk, strengthening purchase decisions, and creating consumer loyalty.

According to Goyette et al. (2010), brand trust refers to consumers' belief in a brand based on the expectation that the brand will fulfill its promises and provide positive outcomes, thereby reducing uncertainty and risk in purchase decisions. The stronger the perceived fit between consumer needs, brand identity, and the value offered by the brand, the stronger the level of consumer trust. In the context of cosmetic products, brand trust is especially important because consumers are concerned with product safety, suitability, quality, and the credibility of product claims.

Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a psychological condition characterized by anxiety or concern that one may miss valuable experiences or opportunities experienced by others. According to Przybylski et al. (2013), FoMO is defined as an individual's anxiety caused by the fear of missing valuable moments or experiences that others share through social media.

In consumer behavior, FoMO may encourage individuals to remain connected to social media, follow trends, monitor product reviews, and respond quickly to viral content or limited promotional offers. In the context of TikTok and beauty products, FoMO may arise when consumers see viral product reviews, trending cosmetics, recommendations from influencers, or promotional content that creates a sense of urgency. Therefore, FoMO can be understood as a psychological factor that may influence how consumers respond to eWOM.

The Effect of Electronic Word of Mouth on Purchase Decision

Electronic Word of Mouth on social media, particularly TikTok, plays an important role in shaping purchase decisions, including in the cosmetic industry. Consumers need detailed information about products before making purchases in order to ensure that the products match their needs. Therefore, they often seek information through reviews, recommendations, testimonials, and user experiences before deciding to buy.

When the information obtained from eWOM is perceived as relevant, credible, and consistent with consumer needs, consumers are more likely to make purchase decisions. Positive eWOM can increase consumer confidence, reduce uncertainty, and strengthen purchase intention. Previous studies have shown that eWOM has a positive effect on purchase decisions. Therefore, positive eWOM is expected to encourage consumers to make purchase decisions, especially in the context of beauty products promoted through TikTok.

Based on this explanation, the following hypothesis is proposed:

H1: Electronic Word of Mouth has a positive effect on Purchase Decision.

The Effect of Electronic Word of Mouth on Brand Trust

eWOM can influence brand trust because the information shared by consumers can shape perceptions of a brand's credibility, reliability, and quality. Positive eWOM, such as honest reviews, favorable testimonials, and recommendations from other users, can strengthen consumer trust in a brand. Conversely, negative eWOM, fake reviews, exaggerated claims, or misleading testimonials

may reduce consumer trust and create skepticism toward the brand.

In the context of Wardah products on TikTok, consumers may develop trust in the brand when they are exposed to consistent and positive reviews from other users. Such digital interactions can provide social proof that the brand is reliable and safe to use. Previous studies have also shown that eWOM has a positive effect on brand trust. Therefore, eWOM is expected to contribute to the formation of consumer trust toward Wardah.

Based on this explanation, the following hypothesis is proposed:

H2: Electronic Word of Mouth has a positive effect on Brand Trust.

The Effect of Brand Trust on Purchase Decision

Brand trust refers to consumers' confidence in the integrity, reliability, and consistency of a brand in fulfilling its promises and delivering value as expected. Trust is formed through positive experiences, consistent product quality, transparent communication, and the brand's ability to meet consumer expectations.

When consumers have a high level of trust in a brand, they are more likely to reduce their perceived risk and feel more confident in making purchase decisions. In the beauty industry, brand trust is particularly important because cosmetic products are directly related to personal appearance, skin condition, and product safety. A strong level of brand trust can encourage consumers to choose a product more confidently and may also support repeated purchases in the future. Previous studies have shown that brand trust has a positive effect on purchase decisions. This means that the stronger consumer trust in a brand, the greater the likelihood that consumers will purchase and continue using the brand.

Based on this explanation, the following hypothesis is proposed:

H3: Brand Trust has a positive effect on Purchase Decision.

The Mediating Role of Brand Trust in the Effect of Electronic Word of Mouth on Purchase Decision

The relationship between Electronic Word of Mouth and Purchase Decision may occur both directly and indirectly through Brand Trust. eWOM serves as an external source of

information that forms consumers' initial perceptions of a brand. Positive eWOM can create favorable perceptions and increase consumer confidence that a brand is able to provide products with quality that meets expectations. On the other hand, negative eWOM may weaken brand trust and reduce the likelihood of purchase.

Brand trust can therefore serve as a mediating variable that explains how eWOM influences purchase decisions. In this mechanism, eWOM first shapes consumer trust in the brand, and this trust then encourages consumers to make purchase decisions. Previous studies have also demonstrated the mediating role of brand trust in the relationship between eWOM and purchase decisions. Thus, brand trust is expected to act as a bridge connecting eWOM and purchase decision.

Based on this explanation, the following hypothesis is proposed:

H4: Brand Trust mediates the effect of Electronic Word of Mouth on Purchase Decision.

The Moderating Role of Fear of Missing Out in the Effect of Electronic Word of Mouth on Purchase Decision

The large amount of review content, recommendations, influencer content, celebrity endorsements, and viral product discussions on TikTok may create psychological pressure among consumers to follow trends and try products that are widely discussed. This condition is closely related to Fear of Missing Out (FoMO), in which individuals feel anxious about missing trends, opportunities, or experiences that others are enjoying.

In this study, FoMO is not positioned as a direct consequence of eWOM, but as a psychological condition that may strengthen the influence of eWOM on purchase decisions. eWOM functions as an external stimulus, while FoMO acts as a psychological factor that may influence how strongly consumers respond to that stimulus. Consumers with a higher level of FoMO may be more likely to respond to product reviews, recommendations, and viral content by making purchase decisions. Therefore, FoMO is expected to moderate the relationship between eWOM and purchase decision.

Based on this explanation, the following hypothesis is proposed:

H5: Fear of Missing Out moderates the effect of Electronic Word of Mouth on Purchase Decision.

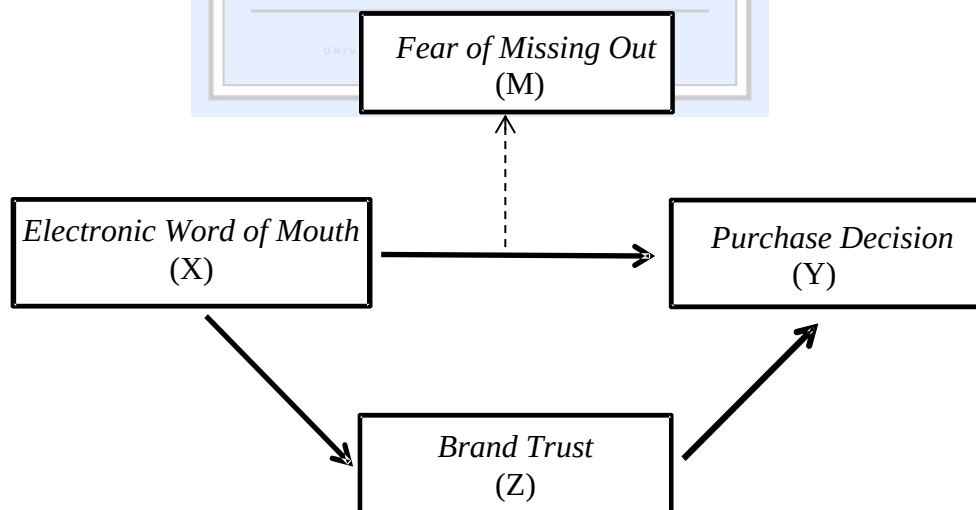


Figure 1. Research Model

III. METODE

This study employed a quantitative approach with an explanatory research design. The explanatory approach was used to examine the relationships and effects among the variables in the research model, namely Electronic Word of

Mouth (eWOM), Purchase Decision, Brand Trust, and Fear of Missing Out (FoMO). The object of this study was Generation Z consumers of Wardah products who live in Banjar City.

The sampling technique used in this study was purposive sampling. A total of 145 respondents were selected based on several criteria: respondents were aged 18–27 years and classified as Generation Z, lived in Banjar City, had purchased and used Wardah products, actively used TikTok, and had seen reviews or content related to Wardah products on TikTok.

Data were collected through a structured questionnaire distributed to respondents who met the research criteria. The questionnaire was designed to measure the constructs used in the study, including eWOM, Purchase Decision, Brand Trust, and FoMO. The collected data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software.

The data analysis was conducted through two main evaluation stages. The first stage was the evaluation of the measurement model or outer model, which was used to assess the relationship between indicators and their latent constructs through indicator loading, validity, and reliability testing. The second stage was the evaluation of the structural model or inner model, which was used to examine the relationships among latent constructs and to test the proposed hypotheses. In PLS-SEM, the measurement model explains the relationship between indicators and constructs, while the structural model explains the relationship among independent and dependent constructs (Siswoyo, 2016).

IV. RESULTS AND DISCUSSION

Research Result

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Outer Model Evaluation

The outer model evaluation was conducted to assess the validity and reliability of the constructs used in this study. Validity testing consisted of convergent validity and discriminant validity. Convergent validity was evaluated based on the outer loading values and the Average Variance Extracted (AVE). An indicator is considered valid when its outer loading value is ≥ 0.70 . However, outer loading values between 0.60 and 0.70 can still be accepted if the indicator is theoretically relevant and the construct meets the AVE criterion of ≥ 0.50 (Hair et al., 2019).

Discriminant validity was assessed using the cross-loading criterion by ensuring that each indicator had a higher loading value on its intended construct than on other constructs. This indicates that each indicator is more strongly associated with the construct it is designed to measure than with other constructs in the model.

Furthermore, construct reliability was assessed using Composite Reliability and Cronbach's Alpha. A construct is considered reliable when both Composite Reliability and Cronbach's Alpha values are ≥ 0.70 (Hair et al., 2019). Therefore, the outer model evaluation

ensured that the measurement instruments used in this study were valid and reliable before

proceeding to the structural model evaluation.

Table 1 Convergen Validity

Variabel	Item	Outer loading	AVE (Average Variance Extracted)	Description
Electronic Word of Mouth	X1	0.759	0.609	Valid
	X3	0.835		
	X5	0.881		
	X6	0.869		
Purchase Decision	Y1	0.747	0.701	Valid
	Y2	0.674		
	Y3	0.655		
	Y4	0.747		
	Y6	0.617		
	Y7	0.826		
	Y8	0.802		
	Y10	0.707		
Brand Trust	Y11	0.639	0.669	Valid
	Z1	0.830		
	Z2	0.800		
	Z3	0.761		
	Z4	0.825		
Fear of Missing Out	Z5	0.677	0.512	Valid
	M1	0.896		
	M2	0.873		
	M3	0.769		
	M4	0.901		
	M5	0.717		
	M6	0.731		

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 1, the convergent validity test results show that all indicators have acceptable outer loading values, with most indicators exceeding 0.70 and several indicators remaining within the acceptable range of 0.60–0.70. In addition, all constructs have Average Variance Extracted (AVE) values above 0.50,

namely Electronic Word of Mouth at 0.609, Purchase Decision at 0.701, Brand Trust at 0.669, and Fear of Missing Out at 0.512. These results indicate that all indicators and constructs in the research model meet the criteria for convergent validity and are therefore considered valid for further analysis.

Table 2. Cross Loading Test

	Brand Trust	Electronic Word of Mouth	Fear of Missing Out	Purchase Decision
Z2	0.794	0.382	0.315	0.568
Z3	0.802	0.375	0.348	0.472
Z4	0.827	0.379	0.233	0.591
Z5	0.712	0.464	0.263	0.509
X1	0.385	0.762	0.379	0.378
X3	0.408	0.834	0.179	0.419
X5	0.456	0.880	0.109	0.557
X6	0.456	0.869	0.161	0.519

M1	0.290	0.272	0.896	0.285
M2	0.344	0.181	0.873	0.217
M3	0.275	0.191	0.769	0.162
M4	0.405	0.155	0.900	0.318
M5	0.217	0.247	0.719	0.096
M6	0.162	0.127	0.733	0.111
Y1	0.544	0.439	0.218	0.743
Y2	0.424	0.393	0.083	0.703
Y3	0.448	0.462	0.077	0.640
Y4	0.452	0.299	0.010	0.672
Y6	0.445	0.416	0.249	0.658
Y7	0.527	0.351	0.224	0.746
Y8	0.474	0.300	0.364	0.623
Y10	0.573	0.419	0.259	0.826
Y11	0.511	0.538	0.258	0.803

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 2, the cross-loading test results show that each indicator has the highest loading value on its intended construct compared to the other constructs. The Brand Trust indicators have the highest loading values on the Brand Trust construct, the Electronic Word of Mouth indicators have the highest loading values on the Electronic Word of Mouth construct, the Fear of Missing Out indicators have the highest loading values on the Fear of

Missing Out construct, and the Purchase Decision indicators have the highest loading values on the Purchase Decision construct. These results indicate that each indicator represents its respective construct appropriately and that there is no serious overlap among the constructs. Therefore, the measurement model in this study meets the criteria for discriminant validity based on the cross-loading assessment.

Table 3. Composite Reliability Test

	Cronbach's Alpha	Composite Reliability	Description
Brand Trust	0.791	0.865	Reliabel
Electronic Word of Mouth	0.858	0.903	Reliabel
Fear of Missing Out	0.879	0.904	Reliabel
Keputusan Pembelian	0.906	0.923	Reliabel

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 3, the reliability test results show that all constructs have Cronbach's Alpha and Composite Reliability values above 0.70. Brand Trust has a Cronbach's Alpha value of 0.791 and a Composite Reliability value of 0.865, Electronic Word of Mouth has a Cronbach's Alpha value of 0.858 and a Composite Reliability value of 0.903, Fear of Missing Out has a Cronbach's Alpha value of 0.879 and a Composite Reliability value of 0.904, and Purchase Decision has a Cronbach's Alpha value of 0.906 and a Composite Reliability value of 0.923. These results indicate that all

constructs in this study have good internal consistency and meet the reliability criteria, so the measurement instruments can be considered reliable for further analysis.

Inner Model Evaluation

Coefficient of Determination (R²)

The coefficient of determination (R²) measures the proportion of variance in the endogenous construct that can be explained by the exogenous constructs. A higher R² value indicates a better explanatory ability of the model. According to (Ghozali, 2021), an R² value

of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak.

Table 4. Determination Coefficient

	R-square	Description
Brand Trsut	0.261	Lemah
Purchase Decision	0.539	Sedang

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 4, the R^2 value for Brand Trust is 0.261, indicating that 26.1% of the variance in Brand Trust can be explained by Electronic Word of Mouth, while the remaining 73.9% is explained by other factors outside the research model. This value falls into the weak category. Meanwhile, the R^2 value for Purchase Decision is 0.539, indicating that 53.9% of the variance in Purchase Decision can be explained by the constructs included in the model, namely Electronic Word of Mouth, Brand Trust, Fear of Missing Out, and the interaction between Fear of

Missing Out and Electronic Word of Mouth. This value falls into the moderate category. Thus, the research model has a moderate explanatory power in explaining Purchase Decision.

Uji effect size (f^2)

The effect size (f^2) test was used to assess the contribution of each exogenous construct to the endogenous constructs. According to (Ghozali, 2021), an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect.

Table 5. Effect Size Test (F^2)

	F^2	Description
Brand Trust -> Purchase Decision	0.409	Large
Electronic Word Of Mouth -> Brand Trust	0.354	Large
Electronic Word Of Mouth -> Purchase Decision	0.099	Small
Fear Of Missing Out X Electronic Word Of Mouth -> Purchase Decision	0.011	Verry Small

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 5, the effect size of Brand Trust on Purchase Decision is 0.409, which falls into the large category. This indicates that Brand Trust has a substantial contribution to explaining Purchase Decision. The effect size of Electronic Word of Mouth on Brand Trust is 0.354, which is also categorized as large, indicating that eWOM has a strong contribution to explaining Brand Trust. Furthermore, the effect size of Electronic Word of Mouth on

Purchase Decision is 0.099, which falls into the small category. Meanwhile, the interaction effect between Fear of Missing Out and Electronic Word of Mouth on Purchase Decision is 0.011, indicating a very small effect. These results suggest that the strongest contribution in the model comes from Brand Trust in explaining Purchase Decision, followed by Electronic Word of Mouth in explaining Brand Trust.

Hypothesis Test

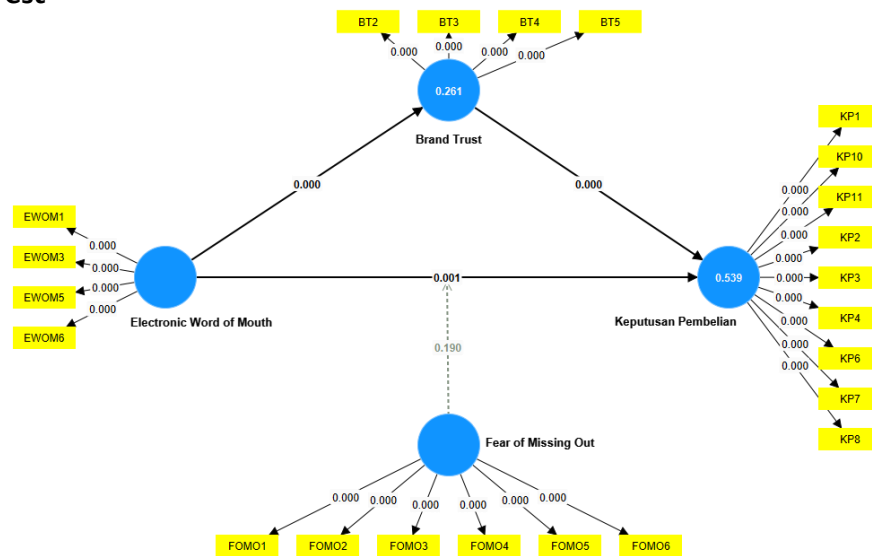


Figure. 2 Bootstrapping Test

The hypothesis test was conducted by examining the path coefficient, t-statistics, and p-values obtained through the bootstrapping procedure. The analysis included both direct and indirect effects with a confidence level of 95%. According to (Ghozali, 2021), a hypothesis is considered significant and accepted when the t-statistic value is greater than 1.96 and the p-value is less than 0.05. Conversely, if the t-statistic value is lower than 1.96 and the p-value is greater than 0.05, the hypothesis is considered not significant and is rejected.

Table 6 Direct Effect Test

Hypothesis	Realationship	Original sample (O)	T statistics (O/STDEV)	P values	Description
H1	Electronic Word of Mouth -> Purchase Decision	0.529	5.549	0.000	Positive and Significant
H2	Electronic Word of Mouth -> Brand Trust	0.511	4.791	0.000	Positive and Significant
H3	Brand Trust -> Keputusan Pembelian	0.264	3.002	0.001	Positive and Significant
H4	Fear of Missing Out x Electronic Word of Mouth -> Purchase Decision	-0.076	0.878	0.190	Negative and Not Significant

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

Based on Table 6, Electronic Word of Mouth (eWOM) has a positive and significant effect on Purchase Decision, as indicated by an original sample value of 0.529, a t-statistic value of 5.549, and a p-value of 0.000. Since the t-statistic value is greater than 1.96 and the p-value is lower than

0.05, H1 is accepted. This finding indicates that the more positive the eWOM related to Wardah products on TikTok, the higher the purchase decision among Generation Z consumers in Banjar City. Furthermore, eWOM has a positive and significant effect on Brand

Trust, with an original sample value of 0.511, a t-statistic value of 4.791, and a p-value of 0.000. Therefore, H2 is accepted, indicating that positive eWOM on TikTok can increase consumer trust in the Wardah brand. Brand Trust also has a positive and significant effect on Purchase Decision, as shown by an original sample value of 0.264, a t-statistic value of 3.002, and a p-value of 0.001. Thus, H3 is accepted, meaning that higher consumer trust in the Wardah brand increases the likelihood of

purchase decisions. Meanwhile, the interaction between Fear of Missing Out (FoMO) and eWOM has a negative but not significant effect on Purchase Decision, with an original sample value of -0.076, a t-statistic value of 0.878, and a p-value of 0.190. Since the t-statistic value is lower than 1.96 and the p-value is greater than 0.05, H4 is rejected. This result indicates that FoMO does not significantly moderate the effect of eWOM on Purchase Decision.

Table 7 Mediation Test (Indirect Effect)

Hypothesis	Relationship	Original sample (O)	T statistics (O/STDEV)	P-values
H4	Electronic Word of Mouth -> Brand Trust -> Purchase Decision	0.270	4.799	0.000

Source: SmartPLS 4 output version 4.0.9.9 (processed data), 2026.

The mediation test results show that Electronic Word of Mouth has a positive and significant indirect effect on Purchase Decision through Brand Trust. This is indicated by the original sample value of 0.270, the t-statistic value of 4.799, and the p-value of 0.000. Since the t-statistic value is greater than 1.96 and the p-value is lower than 0.05, the indirect effect is statistically significant. Therefore, H4 is accepted, meaning that Brand Trust mediates the effect of Electronic Word of Mouth on Purchase Decision. This finding indicates that positive eWOM related to Wardah products on TikTok can increase consumer trust in the brand, which in turn encourages purchase decisions.

Discussion

The Effect of TikTok Electronic Word of Mouth on Purchase Decision

The results of this study show that Electronic Word of Mouth (eWOM) on TikTok has a positive and significant effect on the purchase decision of Wardah products among Generation Z consumers in Banjar City. This finding indicates that the stronger the intensity and quality of eWOM received by consumers, the greater their tendency to make a purchase decision. In other words, reviews, comments, recommendations, and user-generated content related to Wardah products on TikTok can influence consumers' perceptions and considerations before purchasing the product.

This result is closely related to the characteristics of Generation Z as digital native consumers who are highly active on social

media. Generation Z tends to search for product information, compare user experiences, and evaluate product credibility through digital content before making a purchase decision. In the context of beauty products, TikTok functions not only as an entertainment platform but also as an information source that provides product reviews, usage experiences, tutorials, and recommendations from other users. Therefore, positive eWOM can increase consumer confidence, reduce uncertainty, and encourage consumers to choose Wardah products.

Furthermore, eWOM is considered influential because consumers often perceive reviews and recommendations from other users as more authentic and relatable than traditional advertising. When consumers see positive experiences shared by TikTok users, they may develop a more favorable perception of Wardah products, particularly regarding product quality, suitability, safety, and benefits. This process can strengthen consumers' belief that the product is worth purchasing. Thus, eWOM plays an important role in shaping consumer perceptions and supporting purchase decisions in the digital marketing environment.

The findings of this study are consistent with previous studies conducted by Erika Dewi Ari & Yasin, (2024), Ketut et al., (2025), Noviandini & Yasa, (2021), Nugraha et al., (2025), which found that Electronic Word of Mouth has a positive and significant effect on purchase decisions. The consistency of these findings confirms that eWOM is an important

factor influencing consumer purchase decisions, particularly in markets where consumers rely heavily on social media reviews and recommendations before purchasing a product.

The Effect of TikTok Electronic Word of Mouth on Brand Trust

The results of this study show that Electronic Word of Mouth (eWOM) on TikTok has a positive and significant effect on Brand Trust. This finding indicates that the more positive consumers' perceptions of eWOM, particularly through TikTok, the higher their level of trust in the Wardah brand. In the context of Wardah products, reviews, comments, recommendations, and user-generated content shared openly on social media can serve as social proof that strengthens potential consumers' confidence in the brand. Positive eWOM helps consumers perceive Wardah as a reliable, safe, and trustworthy cosmetic brand.

This finding can be explained by the fact that consumers often trust real experiences shared by other users more than one-way promotional claims from companies. When consumers are exposed to authentic reviews and positive experiences from other TikTok users, they are more likely to believe that the brand delivers products that meet consumer expectations. In the beauty industry, this trust is particularly important because consumers tend to be careful in choosing products that are directly related to skin condition, appearance, and personal safety. Therefore, positive eWOM can reduce perceived risk and strengthen consumer confidence in Wardah.

The significant effect of eWOM on Brand Trust also highlights the importance of digital communication strategies that focus on consumer interaction. Wardah can utilize positive user-generated content to strengthen its brand image and build closer relationships with its audience. When consumers see consistent positive reviews, authentic testimonials, and credible product experiences on TikTok, they may perceive Wardah as a consistent and transparent brand that fulfills its product promises. This condition can strengthen trust and support long-term relationships between consumers and the brand.

Therefore, effective eWOM management can become a strategic asset for Wardah in strengthening its position in the

cosmetic market. By encouraging authentic reviews, responding to consumer feedback, and collaborating with credible content creators, Wardah can maintain positive digital conversations and enhance consumer trust. The findings of this study are consistent with previous studies conducted by Ketut et al., (2025), Noviandini & Yasa, (2021), Nugraha et al., (2025), which revealed that Electronic Word of Mouth (eWOM) has a positive and significant effect on Brand Trust.

The Effect of Brand Trust on Purchase Decision

The results of this study show that Brand Trust has a positive and significant effect on Purchase Decision. This finding indicates that the higher the level of consumer trust in the Wardah brand, the greater the tendency of consumers to make a purchase decision. In the context of Wardah products, trust can be formed through consistent product quality, transparent communication, positive consumer experiences, and the perception that the brand is safe and reliable. When consumers trust a brand, they tend to feel more confident in choosing the product and perceive lower risk in the purchase decision-making process.

Brand Trust functions as an important psychological factor that reduces consumer hesitation and strengthens the belief that the selected product is suitable for their needs and expectations. This is particularly relevant in the cosmetic industry, where consumers are often careful in selecting products because cosmetics are closely related to skin condition, appearance, and personal safety. Therefore, trust in Wardah can encourage consumers to believe that the product will deliver the expected benefits and is appropriate for their personal needs.

The significant effect of Brand Trust on Purchase Decision also implies that Wardah needs to continuously maintain its reputation and credibility, especially in the digital environment. Positive content on TikTok, such as consumer reviews, testimonials, product demonstrations, and campaigns that emphasize authenticity, product safety, and quality, can strengthen consumer trust in the brand. Strong trust may not only encourage initial purchases but also support long-term relationships and repeated purchasing behavior.

Thus, trust-based marketing strategies are essential for maintaining Wardah's position

as one of the leading local cosmetic brands in Indonesia. By consistently communicating product quality, safety, halal identity, and consumer benefits, Wardah can strengthen consumer confidence and increase the likelihood of purchase decisions. The findings of this study are consistent with previous studies conducted by Erika Dewi Ari & Yasin, (2024), Ketut et al., (2025), Noviandini & Yasa, (2021), Nugraha et al., (2025), Nur Wahida et al., (2024), which stated that Brand Trust has a positive and significant effect on Purchase Decision.

The Mediating Role of Brand Trust

The results of this study show that Electronic Word of Mouth (eWOM) has a positive and significant indirect effect on Purchase Decision through Brand Trust. This finding indicates that Brand Trust plays an important mediating role in explaining how eWOM influences consumers' purchase decisions. In other words, positive reviews, recommendations, and user-generated content about Wardah products on TikTok do not only encourage consumers to consider purchasing the product directly, but also help build their trust in the brand. This trust then increases consumers' confidence and reduces hesitation in making purchase decisions.

The acceptance of the mediation hypothesis indicates the importance of building brand trust through digital interaction. In the context of Wardah products, positive eWOM can serve as social proof that strengthens consumers' perceptions of product quality, safety, and reliability. When consumers are exposed to consistent positive experiences from other users, they are more likely to believe that Wardah is a dependable brand that can meet their expectations. As a result, this trust becomes a psychological mechanism that connects eWOM with purchase decisions.

This finding also suggests that effective eWOM management should not only focus on increasing product exposure but also on strengthening consumer trust. Wardah can utilize positive eWOM by encouraging authentic consumer reviews, providing clear product information, and collaborating with credible content creators on TikTok. These efforts can help create a positive digital conversation around the brand and strengthen consumers' confidence in making purchase decisions.

Furthermore, the mediation effect found in this study is partial mediation, because eWOM also has a significant direct effect on Purchase Decision. This means that eWOM can influence purchase decisions both directly and indirectly through Brand Trust. Therefore, Brand Trust serves as an important mechanism that explains how positive eWOM can lead to stronger consumer confidence and ultimately encourage purchase decisions.

The findings of this study are consistent with previous studies conducted by Erika Dewi Ari & Yasin, (2024). Ketut et al., (2025). Noviandini & Yasa, (2021), Nugraha et al., (2025), which stated that Brand Trust is able to partially mediate the effect of Electronic Word of Mouth (eWOM) on Purchase Decision.

The Moderating Role of Fear of Missing Out

The results of this study show that the interaction between Fear of Missing Out (FoMO) and Electronic Word of Mouth (eWOM) does not have a positive and significant effect on Purchase Decision. This indicates that FoMO does not moderate the effect of eWOM on the purchase decision of Wardah products among Generation Z consumers in Banjar City. Although consumers may be exposed to positive eWOM and experience psychological pressure in the form of FoMO, the interaction between these two variables is not strong enough to significantly influence purchase decisions.

This finding suggests that FoMO does not always strengthen the relationship between eWOM and purchase decisions. In the context of this study, consumers may rely more on brand trust, product suitability, product safety, and the credibility of information than merely on emotional pressure caused by the fear of missing trends. Therefore, although eWOM can increase product exposure and awareness, FoMO alone is not sufficient to encourage consumers to purchase Wardah products if it is not supported by strong trust in the brand and credible product information.

The rejection of the moderation hypothesis also indicates that Generation Z consumers in Banjar City may evaluate beauty product information more rationally. Since cosmetic products are closely related to skin condition, appearance, and personal safety, consumers tend to consider product quality, benefits, and trustworthiness before making

purchase decisions. In this case, eWOM may function more as a source of information and product evaluation rather than as a trigger for impulsive purchases driven by FoMO.

This finding is in line with the argument of Riansyah (2025), who found that FoMO is not always a strong predictor of consumer purchase decisions in the digital era. Furthermore, the result indicates that consumers may use eWOM primarily as a functional confirmation tool and as a basis for evaluating product quality rationally, rather than as a response to social anxiety or FoMO (Oktora & Hayati, 2025). When functional information from product reviews is perceived as credible, variations in consumers' psychological anxiety may no longer be relevant in moderating their final purchase decisions (Samudra & Prasetya, 2025).

Practically, this finding implies that marketing strategies based solely on FoMO, such as emphasizing trends, urgency, or the fear of being left behind, may not be sufficient to increase purchase decisions. Wardah needs to combine trend-based content with efforts to build brand trust, provide credible product information, and highlight product safety and benefits. By doing so, digital marketing strategies on TikTok can become more effective in influencing purchase decisions.

In future studies with different research subjects, age groups, social environments, or consumers living in metropolitan cities with more aggressive exposure to digital trends, FoMO may produce different results. Differences in social environment, intensity of social media use, peer influence, and digital literacy may affect the extent to which social pressure and FoMO can shape consumers' responses to external information and influence their purchase decisions.

V. CONCLUSION

This study examined the effect of Electronic Word of Mouth (eWOM) on TikTok on the purchase decision of Wardah products through Brand Trust, with Fear of Missing Out (FoMO) as a moderating variable among Generation Z consumers in Banjar City. The findings show that eWOM has a positive and significant effect on Purchase Decision. This indicates that positive reviews, recommendations,

comments, and user-generated content about Wardah products on TikTok can encourage Generation Z consumers to make purchase decisions.

The results also show that eWOM has a positive and significant effect on Brand Trust. This finding suggests that digital information shared by other consumers on TikTok can strengthen consumer trust in the Wardah brand. Furthermore, Brand Trust has a positive and significant effect on Purchase Decision, meaning that the higher consumers' trust in Wardah, the greater their tendency to purchase Wardah products.

In addition, Brand Trust is proven to partially mediate the relationship between eWOM and Purchase Decision. This means that eWOM can influence purchase decisions both directly and indirectly through the formation of consumer trust in the brand. Therefore, Brand Trust plays an important role in explaining how positive eWOM on TikTok can lead to purchase decisions.

However, the results show that FoMO does not moderate the effect of eWOM on Purchase Decision. This indicates that the fear of missing out on trends, promotions, or product recommendations does not significantly strengthen the influence of eWOM on consumers' purchase decisions. In this context, Generation Z consumers in Banjar City appear to consider brand trust, product credibility, and the quality of information more strongly than psychological pressure related to FoMO.

Overall, this study highlights the importance of managing eWOM and strengthening Brand Trust in digital marketing strategies. For Wardah, positive and credible content on TikTok should be maintained and developed through authentic reviews, clear product information, and collaboration with trusted content creators. Future studies are encouraged to examine similar models in different regions, age groups, or product categories, and to include other psychological or digital

marketing variables that may influence purchase decisions.

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