
THE ROLE OF BRAND TRUST IN MEDIATING THE EFFECTS OF E-WOM, CONTENT MARKETING, AND LIVE STREAMING ON GENERATION Z PURCHASE DECISIONS ON TIKTOK SHOP

Ni Made Padmawati¹

Sekolah Pascasarjana Undiknas, Denpasar, Indonesia

ni.md.padmawati@gmail.com

Ida Bagus Teddy Prianthara²

Sekolah Pascasarjana Undiknas, Denpasar, Indonesia

gusteddy@undiknas.ac.id

Abstract

This study investigates the mediating role of brand trust in the relationship between Electronic Word of Mouth (E-WOM), content marketing, and live streaming on Generation Z purchase decisions on TikTok Shop in Bali. The study employed a quantitative approach involving 210 Generation Z consumers in Bali who had previously purchased products through TikTok Shop. Data were collected using an online questionnaire distributed via Google Forms and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that E-WOM, content marketing, and live streaming have positive and significant effects on brand trust and purchase decisions. Furthermore, brand trust significantly mediates the influence of E-WOM, content marketing, and live streaming on purchase decisions. Among the examined factors, live streaming demonstrates a strong contribution to enhancing consumer interaction and building brand trust. These findings highlight that online businesses can improve purchase intention and sales performance by strengthening brand credibility through positive customer reviews, engaging content strategies, and interactive live-streaming activities. This study contributes to social commerce and digital consumer behavior literature by emphasizing the strategic role of brand trust in shaping Generation Z purchasing decisions in digital marketplace environments.

Keywords: Electronic Word of Mouth, Content Marketing, Live Streaming, Brand Trust, Purchase Decision

INTRODUCTION

Digitalization has significantly transformed marketing practices and consumer behavior, particularly through social media platforms that now function as e-commerce channels. This transformation has led to the emergence of social commerce (s-commerce), where online transactions are conducted directly through social media platforms (Hartono, 2024). One prominent example is TikTok Shop, which integrates entertainment and shopping features within a single application (TikTok, 2025). In Indonesia, TikTok has become the most frequently accessed social media platform, with Generation Z representing the largest user segment at 42.27% (APJII, 2025). Indonesia also records one of the largest TikTok advertising audiences globally, reaching approximately 107.7 million users aged 18 and above (We Are Social & Meltwater, 2025).

Globally, TikTok reached 1.58 billion users in 2024, with Indonesia contributing 157.6 million users, the highest worldwide (We Are Social & Meltwater, 2024). TikTok Shop also achieved significant growth in Indonesia's FMCG sector, gaining an 18.6% market share worth Rp8.9 trillion in the first semester of 2024 (Kompas, 2024). This rapid growth is influenced by several factors, including electronic word of mouth (e-WOM), content marketing, and live streaming features. E-WOM refers to the online exchange of consumer opinions and reviews regarding products or brands through social media, blogs, and review platforms (Ismagilova et al., 2017). Previous studies found that e-WOM significantly influences consumer purchase decisions (Luong et al., 2020; Vongurai et al., 2018; Syafaruddin et al., 2016; Padmawati & Suasana, 2020), although some studies reported inconsistent findings (Gultom et al., 2022).

In addition to e-WOM, content marketing plays an important role in influencing purchase decisions by providing consumers with accurate and relevant product information needed to support buying behavior (Sudarsono et al., 2020). Content marketing refers to the strategy of creating and distributing valuable, relevant, and consistent content to attract and engage target audiences, ultimately encouraging profitable customer actions (Ansari et al., 2019). Previous studies found that social media content marketing positively and significantly affects consumer purchase decisions (Ansari et al., 2019; Sudarsono et al., 2020; Abdjul et al., 2022; Santy & Andriani, 2023), although Lubis et al. (2020) reported a weaker influence.

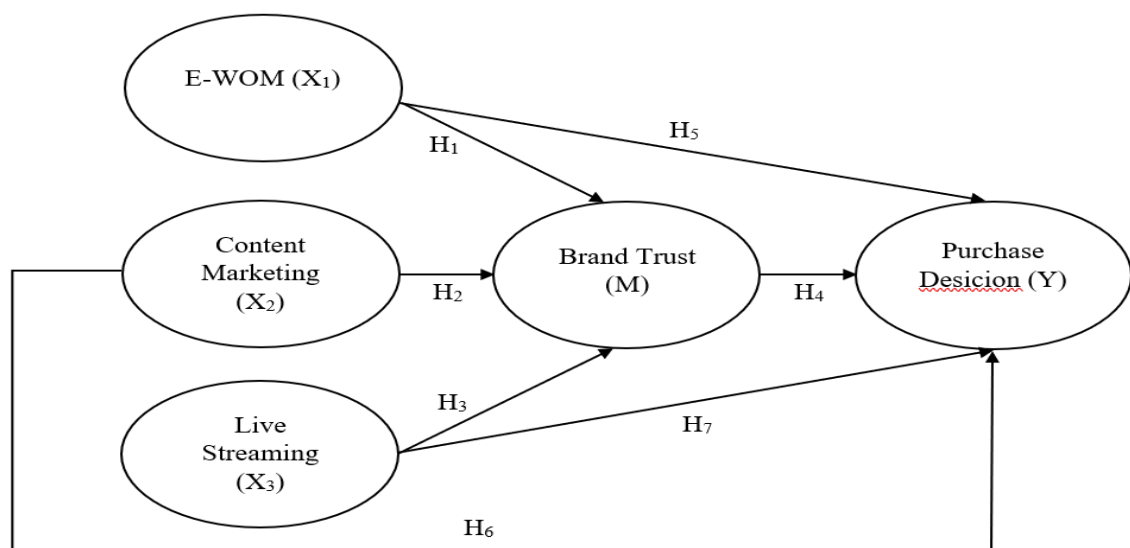
Live streaming has also become an essential feature in social commerce platforms such as TikTok Shop. Through TikTok LIVE, users and creators can interact in real time while shopping, creating a more engaging and convenient purchasing experience (TikTok, 2025a). Live streaming enables businesses to promote products interactively and allows consumers to shop easily from home (Yuyuan et al., 2023). Several studies revealed that live streaming significantly increases consumer purchase decisions (Ayu et al., 2024; Puspita & Pardede, 2023), although Muna and Dewi (2024) found no significant effect. Overall, e-WOM, content marketing, and live streaming contribute to customer engagement and play a strategic role in strengthening consumer relationships in the digital era. Strong engagement through social media interactions can foster brand trust and maintain long-term consumer loyalty (Mahayani et al., 2019).

Bali was selected as the research location due to its high internet penetration and rapidly growing digital ecosystem, making it representative for examining Generation Z behavior in social commerce. According to the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2025), internet penetration in Indonesia reached 80.66% in 2025, with Bali among the regions with the highest usage rates. Generation Z also represents one of the most active internet user groups, with an internet penetration rate of 87.80%, primarily accessing social media platforms such as TikTok. This condition supports the development of social commerce interactions between consumers and brands on platforms like TikTok Shop.

A pre-survey involving 50 Generation Z respondents in Bali revealed that 96% had purchased products through TikTok Shop, indicating a very high platform adoption rate. The findings also showed that e-WOM strongly influenced purchase decisions and brand trust, with 88% of respondents agreeing that online reviews affected their purchasing decisions and 90% believing customer reviews enhanced brand trust. In addition, 90% of respondents considered product video content attractive and informative, while live streaming activities increased purchase intention (70%) and consumer trust (72%). Furthermore, 80% stated that brand trust significantly influenced their purchase decisions.

Despite the strong digital ecosystem and high TikTok Shop usage among Generation Z in Bali, previous studies on e-WOM, content marketing, and live streaming have produced inconsistent findings. Limited research has comprehensively examined brand trust as a mediating variable between these factors and purchase decisions. Therefore, this study aims to fill this research gap by investigating the mediating role of brand trust in Generation Z purchase decisions on TikTok Shop in Bali.

Figure 1. Conceptual Framework



Source: Processed Data, 2025

Research Hypotheses

Previous studies indicate that Electronic Word of Mouth (E-WOM) positively and significantly influences brand trust and consumer purchase decisions (Vongurai et al., 2018; Padmawati & Suasana, 2020; Dewi & Sudiksa, 2019; Luong et al., 2020). Similarly, content marketing has been found to strengthen brand trust and encourage purchase decisions by providing attractive and relevant information to consumers (Karr, 2016; Hollebeek & Macky, 2019; Verawati et al., 2026; Komaling et al., 2023).

Live streaming also plays an important role in increasing consumer trust and purchasing behavior through real-time interaction, product transparency, and enhanced shopping experiences (Chandrruangphen et al., 2022; Yasser & Gayatri, 2023; Chelsea Sani Addison & Fitri Aprilianty, 2022). In addition, brand trust itself significantly affects purchase decisions, as consumers are more likely to buy products from brands they trust (Vongurai et al., 2018; Dewi & Sudiksa, 2019).

Based on previous findings, the hypotheses are as follows:

- H1: E-WOM positively and significantly affects brand trust.
- H2: Content marketing positively and significantly affects brand trust.
- H3: Live streaming positively and significantly affects brand trust.
- H4: Brand trust positively and significantly affects purchase decision.
- H5: E-WOM positively and significantly affects purchase decision.
- H6: Content marketing positively and significantly affects purchase decision.
- H7: Live streaming positively and significantly affects purchase decision.
- H8: Brand trust significantly mediates the effect of E-WOM on purchase decision.
- H9: Brand trust significantly mediates the effect of content marketing on purchase decision.
- H10: Brand trust significantly mediates the effect of live streaming on purchase decision.

RESEARCH METHOD

This study employed a quantitative research design to examine the relationships among Electronic Word of Mouth (E-WOM), content marketing, live streaming, brand trust, and purchase decisions on TikTok Shop. The quantitative approach was chosen to collect numerical data and test the proposed hypotheses objectively using statistical analysis. The research specifically investigated the direct effects of E-WOM, content marketing, and live streaming on brand trust and purchase decisions, as well as the mediating role of brand trust in influencing Generation Z purchasing behavior on TikTok Shop.

The study was conducted in Bali due to its high internet penetration and rapidly developing digital ecosystem, making it a suitable location for analyzing Generation Z behavior in social commerce. According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2025), Bali is among the regions with high internet usage, while Generation Z represents one of the most active internet user groups, particularly on social media platforms such as TikTok. The study involved three types of variables: endogenous, exogenous, and intervening variables. Purchase decision was treated as the endogenous variable (Y), while E-

WOM (X1), content marketing (X2), and live streaming (X3) served as exogenous variables. Brand trust (M) was positioned as the intervening variable mediating the relationship between the independent variables and purchase decisions. All variables were measured using specific research indicators.

RESULTS AND DISCUSSION

Data Collection and Analysis Process

This study employed a quantitative approach by distributing an online survey to Generation Z users of TikTok Shop in Bali. Data collection was conducted within a predetermined period, ensuring that all participants voluntarily took part in the study without any coercion. Respondents were selected using purposive sampling based on several criteria: they had previously purchased products through TikTok Shop, resided in Bali, belonged to Generation Z (born between 1997 and 2012) with an age range of 14–29 years in 2026, and had completed at least senior high school or an equivalent level of education. A total of 210 valid responses were collected through a Google Form questionnaire and used for further analysis. The research instrument applied a 10-point Likert scale to measure respondents' perceptions regarding the independent variables, namely E-WOM, content marketing, and live streaming, as well as the mediating variable of brand trust and the dependent variable of purchase decision.

Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS version 4 software. The analytical procedure included the evaluation of the outer model, consisting of convergent validity, discriminant validity, and reliability testing, followed by the evaluation of the inner model through R-Square, Q-Square, and path coefficient significance tests.

Research Findings

The demographic analysis of respondents was conducted to provide a general overview of the sample characteristics involved in this study and to ensure their suitability with the established population criteria. Understanding respondents' demographic profiles enabled a deeper interpretation of their responses toward the variables examined in the research. The online questionnaire was distributed through various social media platforms from April 2, 2026, to May 1, 2026. Initially, 220 questionnaires were collected. However, after data verification and quality screening, 10 responses were excluded due to incomplete information and non compliance with the sampling criteria. Consequently, 210 valid responses were retained for further analysis.

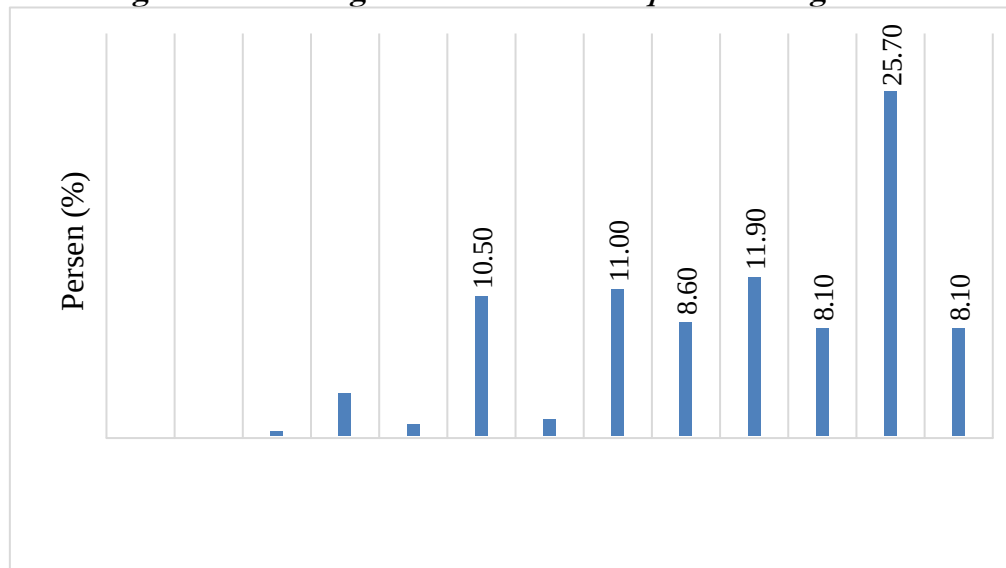
Table 1. Frequency Distribution of Respondents' Age

Age (Years)	Frequency	Percent (%)	Valid Percent (%)
17	7	3.3	3.3
18	14	6.7	6.7
19	1	0.5	0.5
20	7	3.3	3.3

Age (Years)	Frequency	Percent (%)	Valid Percent (%)
21	2	1.0	1.0
22	22	10.5	10.5
23	3	1.4	1.4
24	23	11.0	11.0
25	18	8.6	8.6
26	25	11.9	11.9
27	17	8.1	8.1
28	54	25.7	25.7
29	17	8.1	8.1
Total	210	100.0	100.0

Source: Processed Data, 2026.

Figure 2. Percentage Distribution of Respondents' Age



Source: Processed Data, 2026

The demographic characteristics of respondents based on age reveal a diverse distribution among Generation Z consumers participating in this study. The majority of respondents were concentrated in the young adult age group. Respondents aged 28 years constituted the largest proportion of the sample, with 54 individuals (25.7%). This was followed by respondents aged 26 years, comprising 25 individuals (11.9%), and respondents

aged 24 years, accounting for 23 individuals (11.0%). These findings indicate that TikTok Shop usage among Generation Z in Bali is dominated by respondents in the older segment of Generation Z who are more actively engaged in online purchasing activities.

Respondent Demographics Based on Gender

The demographic distribution of respondents was also analyzed based on gender to identify the composition of participants involved in the study.

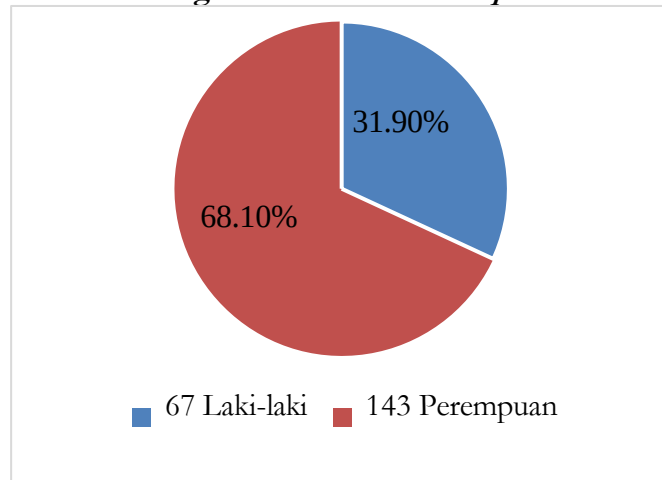
Table 2. Frequency Distribution of Respondents' Gender

Gender	Frequency	Percent (%)	Valid Percent (%)
Male	67	31.9	31.9
Female	143	68.1	68.1
Total	210	100.0	100.0

Source: Processed Data, 2026.

The gender distribution indicates that female respondents dominated the sample, with 143 individuals representing 68.1% of the total respondents. Meanwhile, male respondents accounted for 67 individuals or 31.9%. This composition suggests that female Generation Z consumers represent a larger proportion of TikTok Shop users participating in this research, indicating a higher level of engagement among female consumers in social commerce purchasing activities.

Figure 3. Percentage Distribution of Respondents' Gender



Source: Processed Data, 2026

Based on the gender distribution presented in the previous table, the respondents in

The Role of Brand Trust ...

this study were predominantly female. A total of 143 respondents (68.1%) were female, while male respondents consisted of 67 individuals (31.9%). This indicates that female Generation Z consumers represented a larger proportion of TikTok Shop users involved in this study.

Respondent Demographics Based on Regency/City

The demographic distribution of respondents was further analyzed based on their residential area across regencies and cities in Bali Province. The distribution of respondents is presented in the following table.

Table 3. Distribution of Respondents by Regency/City

Regency/City	Frequency	Percent (%)	Valid Percent (%)
Badung	54	25.7	25.7
Buleleng	2	1.0	1.0
Denpasar	115	54.8	54.8
Gianyar	30	14.3	14.3
Karangasem	3	1.4	1.4
Klungkung	1	0.5	0.5
Tabanan	5	2.4	2.4
Total	210	100.0	100.0

Source: Processed Data, 2026.

The demographic distribution based on respondents' residence shows that the majority of participants came from Denpasar City, comprising 115 respondents (54.8%). The second-largest group originated from Badung Regency with 54 respondents (25.7%), followed by Gianyar Regency with 30 respondents (14.3%). Meanwhile, respondents from other areas, including Tabanan, Karangasem, Buleleng, and Klungkung, represented smaller proportions, each accounting for less than 3% of the total sample. These findings indicate that the respondents were primarily concentrated in urban areas and their surrounding regions, suggesting that the research findings largely represent the characteristics of Generation Z consumers in Bali's urban communities.

Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to describe respondents' perceptions of each indicator representing the research constructs, including E-WOM, content marketing, live streaming, brand trust, and purchase decisions. The results of the descriptive analysis are presented in the following table.

Table 4. Summary of Descriptive Statistics for Research Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	210	3	10	7.64	1.432
Y.2	210	3	10	7.69	1.473
Y.3	210	1	10	7.57	1.648
Y.4	210	1	10	7.73	1.568
Y.5	210	1	10	7.73	1.453
X1.1	210	2	10	8.13	1.444
X1.2	210	1	10	7.44	1.540
X1.3	210	1	10	7.78	1.648
X1.4	210	1	10	7.54	1.474
X1.5	210	1	10	7.56	1.457
X2.1	210	4	10	7.70	1.348
X2.2	210	4	10	7.80	1.450
X2.3	210	1	10	7.64	1.441
X2.4	210	4	10	7.69	1.343
X2.5	210	1	10	7.57	1.420
X3.1	210	3	10	7.56	1.414
X3.2	210	1	10	7.58	1.524
X3.3	210	1	10	7.55	1.499
M.1	210	1	10	7.35	1.505
M.2	210	1	10	7.40	1.503
M.3	210	4	10	7.81	1.335
Valid N (listwise)	210				

Source: Processed Data, 2026.

The descriptive statistical results demonstrate that all research indicators obtained relatively high average scores, ranging from 7.35 to 8.13. This indicates that respondents generally showed positive perceptions toward E-WOM, content marketing, live streaming, brand trust, and purchase decisions on TikTok Shop. The highest mean score was found in indicator X1.1 representing E-WOM, with a value of 8.13, suggesting that online recommendations or consumer reviews were perceived as highly influential by respondents. Meanwhile, the lowest mean score was recorded for indicator M.1 of brand trust, with a value of 7.35.

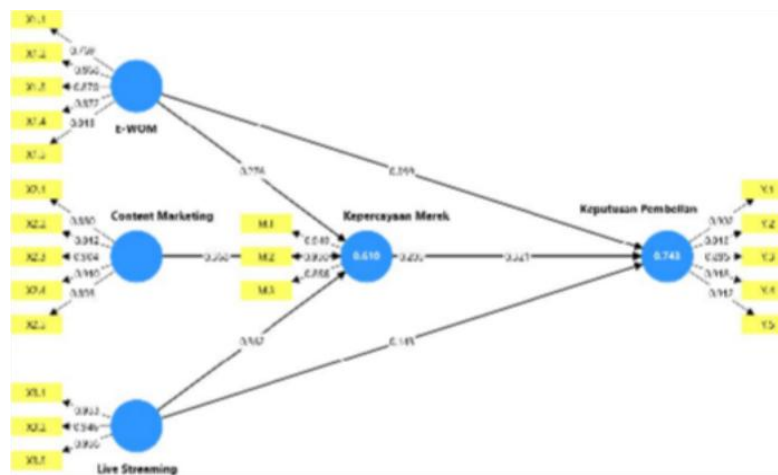
Furthermore, the standard deviation values ranged from 1.335 to 1.648, indicating that respondents' answers were relatively homogeneous. The relatively small variation

suggests that respondents had similar perceptions regarding the measured indicators, with no substantial differences or extreme response patterns.

Inferential Statistical Analysis (Outer Model)

The evaluation of the outer model was conducted to assess the validity and reliability of the measurement instruments used in this study. This assessment ensured that each indicator accurately represented its corresponding construct before proceeding to structural model analysis. The structural model results processed using SmartPLS illustrate the relationships among the research variables, including the outer loading values that indicate indicator validity and the path coefficients that represent the strength of relationships between constructs.

Figure 4. Results of the Structural Model Test (Inner Model)



Convergent Validity (Outer Loading and Average Variance Extracted)

Convergent validity testing was conducted to ensure that each indicator in the research model demonstrated a sufficient level of correlation with the construct it was intended to measure. The evaluation of convergent validity was performed by examining the outer loading values of each indicator. Based on the recommended criteria, an indicator is considered to meet convergent validity requirements when its outer loading value exceeds 0.70.

Table 5. Outer Loading Test Results

Indicator	Content Marketing	E-WOM	Brand Trust	Purchase Decision	Live Streaming
X2.1	0.880				
X2.2	0.912				
X2.3	0.904				
X2.4	0.910				

Indicator	Content Marketing	E-WOM	Brand Trust	Purchase Decision	Live Streaming
X2.5	0.895				
X1.1		0.769			
X1.2		0.868			
X1.3		0.870			
X1.4		0.872			
X1.5		0.915			
M.1			0.940		
M.2			0.930		
M.3			0.856		
Y.1				0.902	
Y.2				0.913	
Y.3				0.895	
Y.4				0.918	
Y.5				0.912	
X3.1					0.933
X3.2					0.946
X3.3					0.936

Source: Processed Data, 2026

The outer loading evaluation results indicate that all indicators representing the constructs of Content Marketing, Electronic Word of Mouth (E-WOM), Brand Trust, Purchase Decision, and Live Streaming achieved loading values above the minimum threshold of 0.70. These findings demonstrate that each indicator has a strong capability to represent its respective latent construct. Therefore, all measurement indicators meet the requirements for convergent validity and can be retained for further analysis without removing any items.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) was assessed to determine the extent to which each construct explains the variance of its measurement indicators relative to measurement error. A construct is considered to satisfy convergent validity when its AVE value exceeds 0.50, indicating that it explains more than 50% of the variance in its indicators.

Table 6. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
Content Marketing	0.811
E-WOM	0.740

Variable	Average Variance Extracted (AVE)
Brand Trust	0.827
Purchase Decision	0.825
Live Streaming	0.881

Source: Processed Data, 2026

The AVE assessment results show that all constructs achieved values above the recommended threshold of 0.50. Specifically, Content Marketing obtained an AVE value of 0.811, E-WOM achieved 0.740, Brand Trust reached 0.827, Purchase Decision obtained 0.825, and Live Streaming recorded the highest value of 0.881. These results confirm that each construct is capable of explaining a substantial proportion of the variance in its indicators. Therefore, all constructs satisfy the criteria for convergent validity.

Discriminant Validity (Cross Loading)

Discriminant validity testing was conducted to verify that each construct within the research model represents a distinct concept and does not overlap significantly with other constructs. One approach used to evaluate discriminant validity is the cross-loading analysis, which compares the loading value of each indicator on its intended construct with its loading values on other constructs. An indicator is considered valid when its highest loading value occurs on the construct it is designed to measure.

Table 7. Cross Loading Test Results

Indicator	Content Marketing	E-WOM	Brand Trust	Purchase Decision	Live Streaming
X2.1	0.880	0.325	0.528	0.502	0.303
X2.2	0.912	0.338	0.524	0.535	0.314
X2.3	0.904	0.335	0.579	0.553	0.384
X2.4	0.910	0.296	0.526	0.533	0.331
X2.5	0.895	0.322	0.568	0.564	0.386
X1.1	0.376	0.769	0.508	0.559	0.352
X1.2	0.283	0.868	0.536	0.686	0.436
X1.3	0.274	0.870	0.446	0.623	0.334
X1.4	0.276	0.872	0.412	0.570	0.351
X1.5	0.334	0.915	0.547	0.653	0.474
M.1	0.589	0.567	0.940	0.734	0.672
M.2	0.550	0.547	0.930	0.718	0.603
M.3	0.511	0.440	0.856	0.626	0.417
Y.1	0.547	0.618	0.725	0.902	0.562

Indicator	Content Marketing	E-WOM	Brand Trust	Purchase Decision	Live Streaming
Y.2	0.585	0.626	0.716	0.913	0.551
Y.3	0.481	0.695	0.665	0.895	0.536
Y.4	0.519	0.657	0.675	0.918	0.523
Y.5	0.579	0.685	0.688	0.912	0.579
X3.1	0.367	0.386	0.576	0.565	0.933
X3.2	0.346	0.448	0.598	0.583	0.946
X3.3	0.366	0.452	0.598	0.560	0.936

Source: Processed Data, 2026

The cross-loading analysis demonstrates that all indicators obtained their highest loading values on the constructs they were designed to measure compared with other constructs in the model. This finding confirms the absence of cross loading problems and indicates that each indicator effectively distinguishes its respective construct. Therefore, the measurement model satisfies the requirements for discriminant validity.

Fornell–Larcker Criterion

In addition to cross-loading analysis, discriminant validity was further assessed using the Fornell–Larcker Criterion approach. This method evaluates discriminant validity by comparing the square root value of the Average Variance Extracted (AVE) for each construct with the correlations between constructs in the research model. A model is considered to demonstrate adequate discriminant validity when the square root of the AVE for each construct is greater than its correlations with other constructs.

Discussion

The following section provides a comprehensive interpretation of the hypothesis testing results obtained through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The analysis aims to explain the direct and indirect relationships among the research constructs, namely Electronic Word of Mouth (E-WOM), Content Marketing, Live Streaming, Brand Trust, and Purchase Decision. The results of hypothesis testing are summarized in Table 8.

Table 8. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient (β)	p-value	Decision
H1	E-WOM → Brand Trust	0.276	< 0.05	Supported
H2	Content Marketing → Brand Trust	0.368	< 0.05	Supported
H3	Live Streaming → Brand Trust	0.362	< 0.05	Supported
H4	Brand Trust → Purchase	0.321	< 0.05	Supported

Hypothesis	Relationship	Path Coefficient (β)	P-value	Decision
Decision				
H5	E-WOM → Purchase Decision	0.399	< 0.05	Supported
H6	Content Marketing → Purchase Decision	0.205	< 0.05	Supported
H7	Live Streaming → Purchase Decision	0.143	< 0.05	Supported
H8	E-WOM → Brand Trust → Purchase Decision	0.088	< 0.05	Supported
H9	Content Marketing → Brand Trust → Purchase Decision	0.118	< 0.05	Supported
H10	Live Streaming → Brand Trust → Purchase Decision	0.116	< 0.05	Supported

Source: Processed Data Results, 2026

The hypothesis testing results indicate that all proposed hypotheses (H1–H10) are supported. All relationships among the research variables demonstrate positive and statistically significant effects, indicating that E-WOM, content marketing, and live streaming contribute to strengthening brand trust and influencing consumer purchase decisions. Furthermore, brand trust functions as an effective mediating variable in the relationship between digital marketing activities and purchase decisions.

The Effect of E-WOM on Brand Trust (H1)

The analysis demonstrates that Electronic Word of Mouth (E-WOM) has a positive and significant effect on brand trust ($\beta = 0.276$; $p < 0.05$). This finding indicates that positive online reviews, recommendations, and consumer experiences shared through digital platforms enhance the credibility of brand-related information and increase consumer confidence toward the brand. These results support previous studies conducted by Erkan and Evans (2016), Vongurai et al. (2018), and Padmawati and Suasana (2020), which emphasized the important role of electronic recommendations in developing consumer trust.

The Effect of Content Marketing on Brand Trust (H2)

The results reveal that **content marketing significantly influences brand trust** ($\beta = 0.368$; $p < 0.05$). This finding suggests that informative, valuable, and engaging digital content enables consumers to form favorable perceptions of a brand. High-quality content provides consumers with relevant information and strengthens their confidence in the credibility of the brand. This result is consistent with previous research by Hollebeek and Macky (2019) and Verawati et al. (2026), which highlighted the importance of meaningful content in building customer relationships.

The Role of Brand Trust ...

The Effect of Live Streaming on Brand Trust (H3)

The findings indicate that **live streaming has a positive and significant influence on brand trust** ($\beta = 0.362$; $p < 0.05$). Real-time interactions between sellers, creators, and consumers provide transparency, increase product understanding, and create a more personalized shopping experience. These interactions contribute to stronger consumer confidence in the brand. This finding supports the research of Chandruangphen et al. (2022) and Yasser and Gayatri (2023), which identified live streaming as an effective tool for enhancing consumer trust in social commerce environments.

The Effect of Brand Trust on Purchase Decision (H4)

The results show that brand trust positively and significantly affects purchase decisions ($\beta = 0.321$; $p < 0.05$). This finding indicates that consumers are more likely to purchase products from brands that they perceive as reliable, credible, and trustworthy. Therefore, maintaining consumer trust becomes an essential factor in encouraging purchasing behavior. These findings confirm previous studies by Vongurai et al. (2018) and Dewi and Sudiksa (2019).

The Effect of E-WOM on Purchase Decision (H5)

Among the direct relationships examined, E-WOM demonstrated the strongest influence on purchase decisions ($\beta = 0.399$; $p < 0.05$). This result indicates that consumers tend to rely heavily on online reviews, ratings, and recommendations from other users before making purchasing decisions. Positive consumer experiences shared digitally can reduce purchase uncertainty and encourage buying behavior. This finding is consistent with Luong et al. (2020) and Syafaruddin et al. (2016).

The Effect of Content Marketing on Purchase Decision (H6)

Content marketing was found to have a positive and significant effect on purchase decisions ($\beta = 0.205$; $p < 0.05$). Although the effect size was lower compared with E-WOM and brand trust, attractive and informative content remains an important factor in influencing consumer decisions. Relevant marketing content helps consumers understand product benefits and supports their evaluation process before purchase. This finding supports previous studies by Komaling et al. (2023) and Mario Rafles Arnoldy Putra (2024).

The Effect of Live Streaming on Purchase Decision (H7)

The results indicate that live streaming positively affects purchase decisions ($\beta = 0.143$; $p < 0.05$). Although the direct influence is relatively smaller compared with other variables, interactive live-streaming activities still contribute to stimulating consumer purchases. Through direct demonstrations, product explanations, and real-time communication, live streaming reduces consumer uncertainty and encourages transaction decisions. These findings are consistent with Chandruangphen et al. (2022) and Chelsea Sani Addison and Fitri Aprilianty (2022).

The Effect of E-WOM on Purchase Decision through Brand Trust (H8)

The mediation analysis shows that brand trust significantly mediates the relationship between E-WOM and purchase decisions ($\beta = 0.088$; $p < 0.05$). This indicates that positive electronic word of mouth not only directly influences consumer purchasing behavior but also strengthens brand trust, which subsequently encourages consumers to make purchase

decisions.

The Effect of Content Marketing on Purchase Decision through Brand Trust (H9)

The findings confirm that brand trust mediates the relationship between content marketing and purchase decisions ($\beta = 0.118$; $p < 0.05$). Effective content marketing strategies help consumers develop confidence in the brand, which ultimately increases their willingness to purchase products. Thus, brand trust serves as an important mechanism connecting marketing communication efforts with consumer decision-making.

The Effect of Live Streaming on Purchase Decision through Brand Trust (H10)

The results demonstrate that brand trust significantly mediates the influence of live streaming on purchase decisions ($\beta = 0.116$; $p < 0.05$). Live streaming activities provide interactive experiences that strengthen consumer trust and subsequently influence purchasing behavior. Therefore, live streaming functions not only as a promotional tool but also as a strategic medium for building long-term consumer confidence.

Theoretical and Practical Implications

From a theoretical perspective, this study contributes to the digital marketing and consumer behavior literature by highlighting the mediating role of brand trust in explaining how E-WOM, content marketing, and live streaming influence purchase decisions. The findings strengthen the understanding that digital marketing strategies affect consumer behavior not only through direct mechanisms but also through the development of consumer trust. From a practical perspective, the findings suggest that businesses operating on TikTok Shop should implement integrated digital marketing strategies that prioritize trust-building activities. Companies should actively encourage positive consumer reviews, develop informative and engaging content, and maximize live streaming features as interactive communication channels. These strategies can enhance consumer engagement, strengthen brand credibility, and ultimately increase purchase decisions among Generation Z consumers.

CONCLUSION

This study aims to analyze the influence of E-WOM, content marketing, and live streaming on purchase decision, with brand trust serving as a mediating variable. The results indicate that E-WOM, content marketing, and live streaming have a positive and significant effect on brand trust. This finding suggests that more positive E-WOM, content marketing, and live streaming activities lead to higher levels of brand trust. Furthermore, E-WOM, content marketing, and live streaming also have a positive and significant effect on purchase decision. This indicates that the more positive these three variables are, the higher the consumers' purchase decision will be. Brand trust also has a positive and significant effect on purchase decision, implying that higher brand trust leads to increased purchase decision. In addition, brand trust positively and significantly mediates the influence of E-WOM, content marketing, and live streaming on purchase decision. These findings demonstrate that the more positive the E-WOM, content marketing, and live streaming received by consumers,

the higher the level of brand trust, which in turn enhances Generation Z purchase decision on the TikTok Shop platform in Bali.

Recommendations

For business practitioners, it is recommended to enhance the effectiveness of E-WOM strategies by encouraging positive customer reviews. This can be achieved through consistently improving product and service quality to create satisfying consumer experiences and stimulate voluntary recommendations. Companies should also develop informative, relevant, and engaging content marketing strategies to strengthen consumer trust in brands. In terms of live streaming, businesses are encouraged to improve the quality of interaction and transparency of information delivered to consumers. Such efforts are essential to create more authentic shopping experiences, strengthen brand trust, and ultimately increase purchase decision more effectively. For future researchers, it is suggested to incorporate additional relevant variables to gain a more comprehensive understanding of the factors influencing purchase decision. Expanding the research object and scope is also recommended to improve the generalizability of future research findings.

REFERENCES

- Abdjul, F., Massie, J. D. D., & Mandagie, Y. (2022). The Effect of Content Marketing, Search Engine Optimization, And Social Media Marketing on Purchase Decisions for Feb Unsrat Students at E-Commerce Sociolla. *Jurnal EMBA*, 10(3), 225–236.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190.
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Eastern European and Central Asian Research*, 2(2), 5–10.
- APJII. (2025). *Survei Penetrasi Internet dan Perilaku Penggunaan Internet 2025*.
- Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Chelsea Sani Addison, & Fitri Aprilianty. (2022). The Effect of Live Streaming Feature on the E-commerce Platforms Towards Customers' Purchase Decisions in Indonesia. *International Journal of Business and Technology Management*. <https://doi.org/10.55057/ijbtm.2022.4.3.30>
- Dewi, N. S., & Sudiksa, I. B. (2019). Peran Kepercayaan Merek Memediasi Electronic Word of Mouth Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 8(6), 3785–3789.
- 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>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>

- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Komaling, A. G., Mandey, S. L., & Grace Poluan, J. (2023). The Impact of Online Advertising, E-Wom, and Content Marketing on the Decision to Buy Healthy Food Products in Manado During the New Normal. 11(4), 827–837.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson Education, Inc. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Luong, B. D., Vo, G., & Huong, T. (2020). The impact of electronic word of mouth on brand image and buying decision: An empirical study in Vietnam tourism. *International Journal of Research Studies in Management*. <https://doi.org/10.5861/ijrsm.2017.1738>
- Mahliza, F. (2020). Consumer Trust in Online Purchase Decision. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 198–210. <https://doi.org/10.36713/epra2013>
- Muna, N., & Dewi, N. L. P. S. (2024). The Role of Consumer Trust Mediates The Influence of Live Streaming on Purchasing Decisions for N'pure Products on TikTok Shop. *Jurnal Manajemen Sains dan Organisasi*, 5.
- Padmawati, N. M., & Suasana, I. (2020). Peran Kepercayaan Merek dalam Memediasi Pengaruh E-WOM. *E-Jurnal Manajemen Universitas Udayana*. <https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p08>
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Puspita, M., & Pardede, R. (2023). The Influence of Brand Awareness and Electronic Word of Mouth on Purchase Decisions With TikTok Social Media Marketing Live Stream As Mediation. *Jurnal Indonesia Sosial Sains*, 4(11), 1142–1153.
- Santy, R. D., & Andriani, R. (2023). Purchase Decision in Terms of Content Marketing and E-WOM on Social Media. *Journal of Eastern European and Central Asian Research*, 10(6), 921–928.
- Setianti, I. U. P., & Dermawan, R. (2024). The Influence of Content Marketing, Perceived Quality, and Brand Trust on Repurchase Intention of Pixy Cosmetic Products in Surabaya. *East Asian Journal of Multidisciplinary Research*, 3(10), 4875–4886. <https://doi.org/10.55927/eajmr.v3i10.11548>
- Syafaruddin, Z., Suharyono, & Kumadji, S. (2016). Pengaruh Komunikasi Electronic Word of Mouth Terhadap Kepercayaan dan Dampaknya Pada Keputusan Pembelian. *Jurnal Bisnis dan Manajemen*, 3(1), 65–70.
- Verawati, P. D. C., & Maharani, B. D. (2026). Pengaruh Content Marketing dan Customer Engagement terhadap Purchase Decisions Konsumen TikTok Shop dengan Brand

- Trust sebagai Variabel Mediasi. Jurnal Manajemen Terapan dan Keuangan (MANKEU), 15(01), 14.
- Yasser, A. S., & Gayatri, G. (2023). The Role of Live Streaming in Building Consumer Trust, Engagement, and Purchase Intention in Indonesian Social Commerce Thrift Clothes Sellers. *ASEAN Marketing Journal*, 15(2). <https://doi.org/10.7454/amj.v15i2.1224>
- Yuyuan, Q., Budiman, A., Husain, H., & Baki, R. (2023). Optimizing Strategies of Live Streaming Platform for Marketing. *International Journal of Academic Research in Business and Social Sciences*, 13(July). <https://doi.org/10.6007/IJARBS/v13-i4/16793>