

**THE MEDIATING ROLE OF E-TRUST IN THE RELATIONSHIP OF  
E-RATING, E-REVIEW, AND CASH ON DELIVERY SYSTEM ON CUSTOMER  
PURCHASING DECISIONS: EVIDENCE FROM TIKTOK SHOP PLATFORM IN  
RANTAUPRAPAT**



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**Abstract**

This study aims to determine the effect of e-rating, e-review, and the cash-on-delivery (COD) system on e-trust and also on online purchasing decisions on the TikTok shop platform in Rantauprapat. The population in this study are consumers who own the TikTok application and use the TikTok shop platform in Rantauprapat, whose number is not known with certainty. The number of samples used in this study was 100 people with certain predetermined criteria. Sampling using non-probability sampling technique with the purposive sampling method. The data used in this research is primary data. The data analysis tool used is SEM analysis with Smart PLS software tools. The results obtained from this study indicate that e-rating has no significant effect on purchasing decisions, e-rating has no significant effect on e-trust, e-review has no significant effect on purchasing decisions, e-review has a positive and significant effect on e-trust, cod payment system has no significant effect on purchasing decisions, the COD payment system has a positive and significant effect on e-trust, and e-trust has a positive and significant effect on purchasing decisions.

**Keywords:** E-Ratings, E-Review, COD System, E-Trust, Purchase Decision

## INTRODUCTION

In Indonesia, the presence of digital platforms has brought a new era in the business world, especially now with the existence of smartphones, it is very easy for sellers and customers to make transactions through various applications without the need to meet face to face (Sihotang, Tobing, and Mangani 2021). As technology develops, online shopping activities are becoming increasingly attractive among the public, if in the past sellers and consumers had to meet at the market to make purchases and transactions, now everything can be done without having to be limited by existing physical buildings (Wahyudi, R, and Sarmo 2019).

TikTok Shop as a fun social e-commerce platform has become a new place for many people to shop on the e-commerce platform. In contrast to Marketplaces such as Shopee, Lazada, and Tokopedia which are only places for buying and selling goods, in the TikTok Shop itself, sellers and customers can entertain each other by doing live broadcasts and creating video content, which of course is a great opportunity for those who want to run a business.

Even though it is relatively new, currently the TikTok application is booming and exists throughout Indonesia, including in remote areas such as Rantauprapat. With the presence of the TikTok Shop, most people in Rantauprapat show high enthusiasm to believe in using the TikTok application and choose to shop online through the TikTok Shop. This phenomenon can be seen from the many users of the TikTok Platform, which has approximately 800 million active users with an average user opening the application 8 times a day (Kompasiana.com and Ayyattika 2022).

Purchasing decision (E-Purchase decision) itself is a step-by-step process carried out by consumers online to choose one of two or more alternative choices before purchasing the actual product (Syakira and Moeliono 2019). In online shopping activities that are carried out by every consumer, of course there are several things related to related products that can create a feeling of trust to buy these products. So then there are references for prospective buyers who do online checks on the ratings and reviews of a product or the online store.

E-rating in e-commerce (electronic-rating) is a form of rating and usually appears in the form of a 1-5 star scale which states the opinions and expressions of consumers who

have purchased a product at an online store (Gabriela, Yoshua, and Mulyandi 2022). This rating feature is applied to the TikTok Shop where the bigger the star symbol a customer gives for a product or online shop on the TikTok Shop, the better the services and products or online shop on the TikTok Shop will be able to meet the expectations of buyers. Several studies have been conducted to see the effect of e-ratings on purchasing decisions. This effect is proven by previous research by Gabriela et al (2022), Mokodompit et al (2022), Arbaini et al (2020), Istiqomah & Marlana (2020), Sianipar (2021), Latif & Ayustira (2020). From this research it is known that e-rating has a positive and significant effect on online purchasing decisions, the higher the level of e-rating, the better the feeling of trust in making purchasing decisions on the TikTok Shop platform. But in previous research by Zakiah & Trianita (2022), Jannah et al (2022a) states that e-rating does not have a significant influence on online purchasing decisions. Previous research has also been conducted regarding the effect of e-rating on e-trust by Hariyanto & Trisunarno (2020) and Indra et al(2022)which states that e-rating has a significant positive effect on e-trust.

E-review (electronic-review) is a review or expression of product evaluation from various aspects, written voluntarily by customers online who have made purchases as a form of online sales communication and also a form of online shopping experience (Mulyati and Gesitera 2020). With the review feature on TikTok Shop, it makes it easier for prospective customers to access product information they want to buy based on previous buyer evaluations. Buyers can compare the same product in various online stores without having to come directly to the store. Previous research regarding the effect of e-review on purchasing decisions can be proven by the research conducted Indra et al (2022), Ramadhana et al (2022), Arbaini et al (2020), Latif & Ayustira (2020), Hariyanto & Trisunarno (2020), Primary et al (2019), Tresnasih (2022), Nurhidayat & Marsudi (2022), Amelia et al (2021). From this research it is known that e-review has a significant positive effect on online purchasing decisions, the better the review or reviews written by customers, the higher the decision to buy. However, in a previous study by Rahmawati et al (2022), Amin & Rachmawati (2020), Mokodompit et al (2022) states that partially e-review has no significant effect on purchasing decisions. Previous research has also been conducted regarding the effect of e-review on e-trust by Ramadhani & Sanjaya (2021),

Hariyanto & Trisunarno (2020) and Indra et al (2022) which states that e-review has a significant positive effect on e-trust.

In addition to the e-rating and e-review features which are expected to influence purchasing decisions because before making a purchase, potential consumers can see the online shopping experience of previous buyers who wrote honest reviews from negative to positive, the TikTok Shop also has an on-site payment system feature (COD) which is in the spotlight. According to (Rokfa et al. 2022), Cash on delivery is an on-site payment system that is carried out directly by the courier who delivers the order to the buyer. After the order is received by the buyer, a direct payment transaction occurs, COD becomes an alternative item to reach all consumers who have difficulty using digital payments at the TikTok Shop. The reason is, the authors find that the payment system is one of the problems that consumers complain about, they consider the online payment method to complicate the purchase process because they have to go out of the house to make payments, such as payments to Alfamart and Indomaret. This is considered difficult because considering the considerable distance, cost and time, whereas if using funds, (Mokodompit et al. 2022). Previous research has been conducted regarding the effect of cash on delivery on e-trust by Lutfianisa et al(2021)which states that cash on delivery has a positive effect on e-trust. Several studies have been conducted to see the effect of the COD payment system on purchasing decisions. This influence is proven by previous research by Tresnasih (2022), Mokodompit et al (2022), Amina (2022), Laura & Khotimah (2022), Devi (2022). From this study, it is known that cash on delivery has a significant positive effect on online purchasing decisions.

The role of trust (E-trust) in making online purchases is also expected to be the basis for consumer purchasing decisions at the TikTok Shop. Because the sense of security and trust that consumers have in products, shops and online services provided by the TikTok Shop will create online buying decisions in consumers (Indra et al. 2022). Building Trust in online shopping is an important component for small to large scale businesses (Ningsih 2020), he added that e-marketing has business risks for both sellers and customers where crimes in social media such as online buying and selling business fraud are things that affect customer trust to shop online. The role of E-Trust in online purchases is important because once consumers feel disappointed with a product or store, sales through the

application will decrease (Alfian and Utami 2019). Previous research regarding the effect of e-trust on purchasing decisions can be proven by research conducted by Rahmawati et al (2022), Niscahya & Arlin Ferlina Mochamad Trenggana (2020), Primary et al (2019), Sari & Rahmidani (2019), Wulandari & Adistya (2020), Nurhidayat & Marsudi (2022), Purwanto (2021). From this research it is known that e-trust has a positive and significant effect on online purchasing decisions, the better the online trust in the TikTok Shop, the higher the decision to buy.

Based on this research background, the authors want to examine how the variables E-Rating, cash on delivery system, E-Review, and E-Trust influence consumer Purchase Decisions on the TikTok Shop Platform in Rantauprapat City. The purpose of this study is to determine the effect of E-Rating on purchasing decisions; Effect of E-Rating on E-Trust; Effect of E-Review on Purchase Decisions; Effect of E-Review on E-Trust; Effect of the COD System on Purchase Decisions; Effect of the COD System on E-Trust; and the Influence of E-Trust on Purchase Decisions on the Tiktokshop Platform in Rantauprapat.

## **REVIEW OF LITERATURE**

### **E-Ratings**

E-ratings are made by customers who have done online shopping and are published in shops or seller stalls which make the rating a feedback given by consumers to sellers (Hariyanto and Trisunarno 2020). According to (Istiqomah and Marlina 2020), e-rating is the customer's opinion which is expressed on a scale in the form of a star symbol, in the TikTok Shop the more stars the customer gives, the better the quality of the product and the rating of the online shop. In this study, the electronic-rating indicator according to (Gabriela et al. 2022), that is; a) Services (product condition, packaging period, product stock, product conformity ordered in delivery); b) Product (product conformity with description, product quality); c) Operational (the flow of store activities from the production stage/products entering the warehouse until they are ready to be shipped (packing), proper shipping services, restock process).

### **E-Review**

E-review is an evaluation in the form of online reviews given by customers who have done online shopping regarding information on the conformity of the product

purchased and regarding experiences about other aspects (Mulyati and Gesitera 2020), because usually prospective customers check quality information on the products purchased and the online store chosen. E-Review is a form of e-WoM communication in online sales where prospective buyers can get information from comments posted about products purchased by other consumers who have benefited from these products (Filieri and McCleay 2013). In this study, indicators from electronic-review according to (Istiqomah and Usman 2021), that is: a) Attractiveness (level of attractiveness); b) Trustworthiness (sources are seen as having honesty and can be trusted); c) Expertise.

### **Payment System COD (Cash on Delivery)**

Cash On Delivery is a cash payment system that is very helpful because the COD service is able to guarantee the goods arrive correctly and safely, besides that the goods can be paid directly when the goods order has been received by the buyer (Amina 2022). In this study, indicators of cash on delivery according to (Halaweh 2017) that is; a) Security, the payment system in place will provide security from online fraud risks/threats; b) Privacy, the COD system will not disseminate consumer personal data, with an on-site payment service it can anticipate misuse of personal data such as consumer debit and credit cards; c) Trust, the COD payment system builds consumer trust well in a product, because product orders can be paid for after the goods arrive in the hands of consumers.

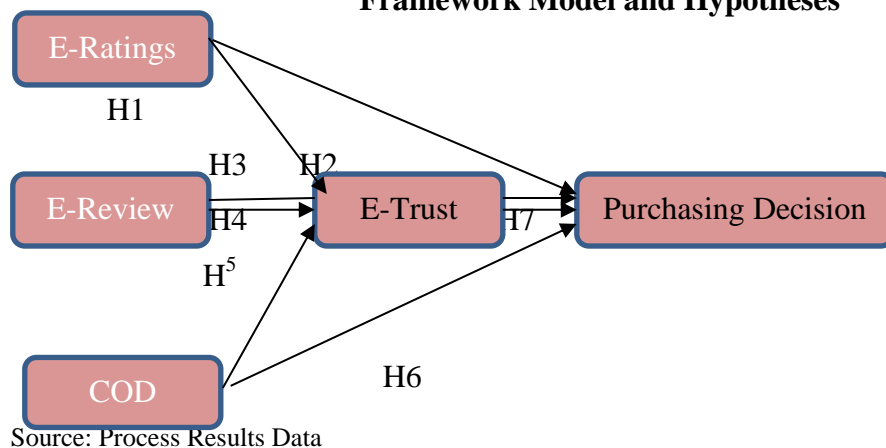
### **E-Trust**

E-trusts is the attitude and trust that buyers have in sellers or shops for services, transactions, and products that are traded online (Primary et al. 2019). Electronic-trust in online shopping in the digital era removes physical distance between buyers and sellers and is effective for reducing uncertainty. In this study, indicators of E-trust, according to (Kartono and Halilah 2019) that is; a) Capabilities, such as the competencies and characteristics of sellers or online stores that are able to provide, serve, and provide safe transactions so that customers feel satisfaction and security in conducting online transactions; b) Kindness, is the seller's good intention in providing a sense of satisfaction to online consumers to benefit from buyers without cheating them; c) Integrity, is the honest attitude of sellers in online business by providing real and factual information to consumers.

## Purchase Decision

Purchase decision is the process of a consumer's stages in deciding to purchase a product as a fulfillment of needs and satisfaction before making an actual purchase (Kotler and Keller 2016). According to (Peter and Olson 2013), consumer decision making is a mix of information about the evaluation of two or more alternatives to then choose one of them. In this study, indicators of purchasing decisions according to (Kotler and Keller 2016): a) The stability to choose a product; b) Habits or habits that consumers have in buying products; c) Recommendations after buying an item to others; d) There are repeat purchases by buyers.

**Figure 1**  
**Framework Model and Hypotheses**



H1: E-rating has an effect on purchasing decisions on the TikTok Shop platform in Rantauprapat.

H2: E-rating has an effect on E-trust on the TikTok Shop platform in Rantauprapat.

H3: E-review has an effect on purchasing decisions on the TikTok Shop platform in Rantauprapat.

H4: E-review has an effect on E-trust on the TikTok Shop platform in Rantauprapat.

H5: The COD payment system affects purchase decisions on the TikTok Shop platform in Rantauprapat.

H6: The COD payment system affects E-trust on the TikTok Shop platform in Rantauprapat.

H7: E-trust has an effect on purchasing decisions on the TikTok Shop platform in Rantauprapat.

## RESEARCH METHOD

The type of research used in this research is quantitative research. Sugiyono (2019) states that quantitative type research is used to examine certain populations and samples, where the sample is chosen randomly with data obtained using research instruments, and then statistically analyzed to test the existing hypotheses. The research location was in Rantauprapat City, Labuhan Batu. Where the research was carried out starting from December 2022-January 2023. The population in this study are consumers who own the TikTok application and use the TikTok Shop platform in Rantauprapat, whose number is not known with certainty.

The sampling technique uses the technique non-probability sampling with purposive sampling method. The criteria set are that respondents are residents in the city of Rantauprapat, respondents who have the TikTok application and use the TikTok Shop as an online shopping place, and have made more than one purchase. Because the population is unknown, in taking the sample the researcher uses the Wibisono formula:

$$n = \left( \frac{Z_{\alpha/2} \sigma}{e} \right)^2$$
$$n = \left( \frac{(1,96) \cdot (\sigma \cdot 25)}{0,05} \right)^2 = 96,04$$

To make it easier for researchers, the sample calculation results in this study were rounded up to 100 respondents.

Note:

- n : Number of samples
- Z $\alpha/2$  : table Z values (values obtained from the normal upper-level table belief, where the confidence level is 95%)
- $\sigma$  : standard deviation of the population (0.25 = already determined)
- e : error rate of sampling (in this study taken 5%)

The data used in this study are primary data obtained through e-questionnaires which are distributed via the Google Form site in the form of a number of written questions electronically to obtain information from respondents. The data analysis tool used is SEM analysis with Smart PLS software tools.

The variables of this study consist of: E-rating (X1), E-review (X2), COD system (X3), E-trust (X4), and purchase decision (Y), with the following operational definitions:



**Table 1**  
**Operational Definition**

No	Variable	Indicator	Statement items	Scale
1	E-Ratings	1. Service 2. Product 3. Operational	1. I think that the number of star symbols (e-rating) on the TikTok Shop makes the shop's service more professional. 2. The number of star symbols (e-rating) in the TikTok Shop means the quality of the products in the Toko is good. 3. I feel the e-rating has a direct effect in helping me find the online store information I need.	Likert scale, with a score of 1(STS) to 4(SS)
2	E-Review	1. Attractiveness 2. trustworthiness 3. Expertise	1. I am interested in buying a product after reading online reviews (e-reviews) on the TikTok Shop. 2. E-Reviews written online by other consumers can be trusted, because they include product reviews and pictures. 3. E-Reviews given by other consumers were able to help me avoid online fraud.	Likert scale, with a score of 1(STS) to 4(SS)
3	COD System	1. Security 2. Privacy 3. Trust	1. Cash payments on the spot (COD) have prevented me from the risk of online buying and selling fraud. 2. COD services are more effective and guarantee my personal data. 3. The cod system makes me more courageous and trustful to shop online at the TikTok Shop.	Likert scale, with a score of 1(STS) to 4(SS)

4	E-Trusts	<ol style="list-style-type: none"> <li>1. Ability</li> <li>2. Kindness</li> <li>3. Integrity</li> </ol>	<ol style="list-style-type: none"> <li>1. I believe TikTok Shop has the ability to meet the needs and expectations of online consumers.</li> <li>2. I believe the sellers at the TikTok Shop will be honest in making buying and selling transactions online.</li> <li>3. I believe the sellers at TikTok Shop provide real information about the products they sell.</li> </ol>	Likert scale, with a score of 1(STS) to 4(SS)
5	Buying Decision	<ol style="list-style-type: none"> <li>1. The stability to choose a product</li> <li>2. Habits or habits that consumers have in buying products</li> <li>3. Recommendations after buying an item to others</li> <li>4. There are repeat purchases by buyers</li> </ol>	<ol style="list-style-type: none"> <li>1. The products in the TikTok Shop are of good quality, so I choose to shop at the TikTok Shop.</li> <li>2. I have started to get used to shopping online at the TikTok Shop.</li> <li>3. I will recommend others to shop at TikTok Shop.</li> <li>4. I am willing to make a repurchase on the TikTok Shop.</li> </ol>	Likert scale, with a score of 1(STS) to 4(SS)

## RESULTS AND DISCUSSION

### Outer Loading

**Table 2**  
**Outer Loading**

	E-Ratings	E-Review	COD System	E-Trust	Buying decision
X1.1	0.888				
X1.2	0.722				
X1.3	0.863				
X2.1		0.847			
X2.2		0.772			
X2.3		0.856			
X3.1			0.745		
X3.2			0.772		
X3.3			0.851		

X4.1	0.840	
X4.2	0.882	
X4.3	0.846	
Y. 1		0.820
Y.2		0.784
Y.3		0.761
Y.4		0.655

Source: processed data

Based on Table 2, it can be concluded that each indicator value from outer loading is  $> 0.7$  except for the Y.4 indicator value. An indicator is said to have good reliability if the outer loading value for each indicator is  $>0.70$ , then the loading value below 0.70 for Y.4 needs to be removed from the model. Seen in Table 3 below, the loading value after Y.4 is removed shows the outer loading results for each indicator  $> 0.70$ .

**Table 3**  
**Outer Loading after Y4 Was Deleted**

	E-Ratings	E-Review	COD System	E-Trust	Buying Decision
X1.1	0.889				
X1.2	0.711				
X1.3	0.870				
X2.1		0.848			
X2.2		0.769			
X2.3		0.857			
X3.1			0.742		
X3.2			0.778		
X3.3			0.848		
X4.1				0.837	
X4.2				0.884	
X4.3				0.848	
Y. 1					0.846
Y.2					0.834
Y.3					0.741

Source: processed data

### Construct Reliability and Validity

**Table 4**  
**Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-Ratings	0.771	0.816	0.865	0.684
E-Review	0.765	0.764	0.865	0.682
COD	0.703	0.722	0.833	0.625

system				
E-Trust	0.818	0.818	0892	0.734
Buying Decision	0.733	0.741	0849	0.653

Source: processed data

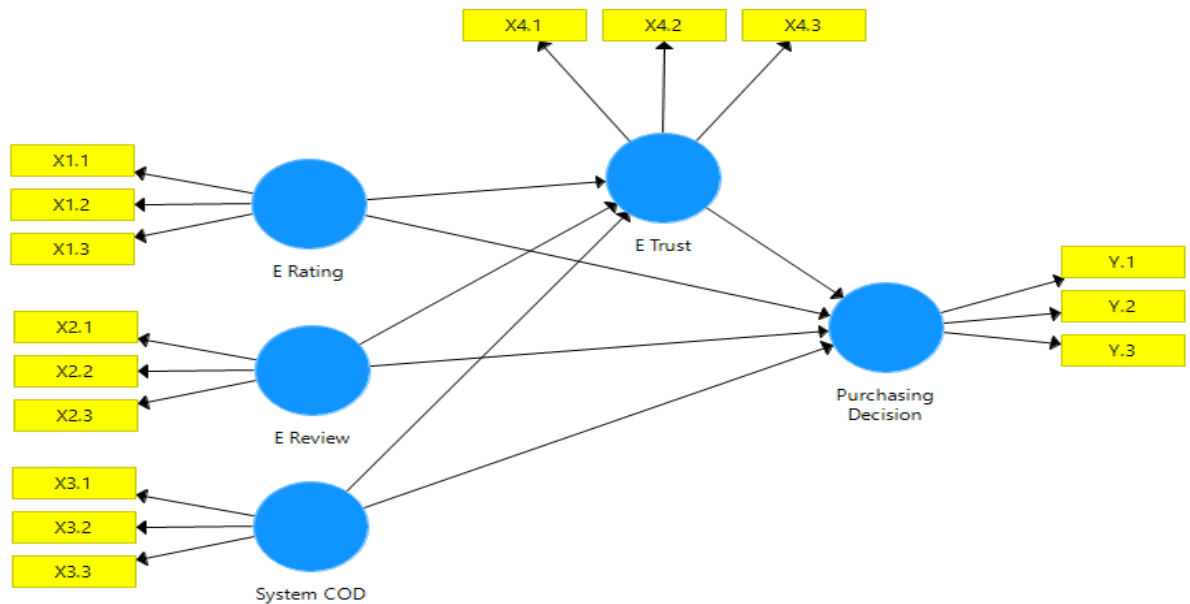
The results in Table 4 show that the value of Cronbach’s Alpha and composite reliability for all constructs E-Rating, E-Review, Cod System, E-Trust and Purchase Decision is more than 0.70. These results indicate that all constructs in the estimated model have fulfilled the reliable criteria, and for convergent validity requirements all constructs have met the validity requirements because the AVE values are all > 0.50 so that all are said to be valid.

**Table 5**  
**Discriminant Validity**

	<b>E-Rating</b>	<b>E-Reviews</b>	<b>COD system</b>	<b>E-Trust</b>	<b>Buying Decision</b>
E-Rating	0.827				
E-Reviews	0.506	0.826			
COD system	0.392	0.436	0.790	0.506	0.492
E-Trust	0.498	0.628		0.857	
Purchasing Decision	0.524	0.593		0.719	0.808

Source: processed data

Based on Table 4, the AVE values of all constructs are more than 0.50 so that they are declared valid. In Table 5 above, when viewed from the AVE square root value of each construct which consists of the AVE roots of the constructs e-rating, e-review, cod system, e-trust and purchasing decisions, the value is greater than the correlation value between constructs and other constructs in in the model, so that these results have good discriminant validity.



**Figure 2**  
**Structural Model**

**Hypothesis Testing**

Hypothesis testing was carried out to determine the effect of e-rating, e-review, Cash on Delivery System, and E- Trust on purchasing decision.

**Table 6**  
**Hypothesis Testing**

	<b>Original Sample (O)</b>	<b>Sample Means (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
E Rating -> Purchase Decision	0.157	0.180	0.129	1.216	0.227
E Rating -> E Trust	0.185	0.196	0.104	1,782	0.078
E Review -> Purchase Decision	0.160	0.162	0.135	1,187	0.238
E Review -> E Trust	0.427	0.440	0.091	<b>4,690</b>	<b>0.000</b>
System COD -> Purchase Decision	0.117	0.106	0.106	1.105	0.272
System COD -> E Trust	0.247	0.235	0.093	<b>2,658</b>	<b>0.009</b>
E Trust -> Purchase Decision	0.482	0.471	0.113	<b>4,270</b>	<b>0.000</b>

Source: processed data

The finding showed that the first hypothesis tests whether E-Rating has a positive effect on purchasing decisions. The test results show that the beta coefficient value of E-Rating on purchasing decisions is 0.157 and the t-statistic is 1.216. From these results it was stated that the t-statistic was not significant because it was  $<1.96$  with a p-value of  $0.227 >0.05$  so that the first hypothesis was rejected. This proves that E-Rating has no effect on purchase decisions. The existence of an electronic rating in the form of a star scale on TikTok shop is not able to increase the emergence of decision making to buy a product by TikTok shop users in Rantaupratat City. This is reinforced by previous research by Zakiah & Trianita (2022) and Jannah, Wahono, & Khalikussabir (2022b). Which in this study states that e-rating has no significant effect on purchasing decisions. So this research is also not in line with previous research by Indra et al (2022), Arbaini et al (2020), and Sianipar (2021). Which in this study states that e-rating has a positive and significant influence on purchase decisions, they explain that the higher the level of e-rating, the better the trust to make purchasing decisions.

The second hypothesis tests whether E-Rating has a positive effect on E-Trust. The test results show that the beta coefficient value of E-Rating to E-Trust is 0.185 and the t-statistic is 1.782. From these results it was stated that the t-statistic was not significant because it was  $<1.96$  with a p-value of  $0.078 >0.05$  so that the second hypothesis was rejected. This proves that E-Rating has no effect on E-Trust. The existence of store ratings given by previous customers has not been able to encourage consumer trust in TikTok shop users in Rantaupratat. This is reinforced by Zidana and Ltika's research (2019) which states that e-rating has no significant effect on e-trust. Then it contradicts the results of previous research by Hariyanto & Trisunarno (2020) and Indra et al (2022) which states that e-rating has a significant positive effect on e-trust.

The third hypothesis tests whether E-Review has a positive effect on purchasing decisions. The test results show that the beta coefficient value of E-Review on purchasing decisions is 0.160 and the t-statistic is 1.187. From these results it was stated that the t-statistic was not significant because it was  $<1.96$  with a p-value of  $0.238 >0.05$  so that the third hypothesis was rejected. This proves that E-Review has proven to have no effect on purchasing decisions. The purchase decision for products at TikTok shop by customers in Rantaupratat City is not influenced by online reviews written by other customers. The

results of this study are in line with previous research by Mokodompit et al (2022), and Amin & Rachmawati (2020) which states that partially e-review has no significant effect on purchasing decisions. So even this research contradicts research by Indra et al (2022), Tresnasih (2022), Nurhidayat & Marsudi (2022) which states that e-review has a significant positive effect on online purchasing decisions and states that the better the E-review or electronic review written by the customer, the higher the decision to buy.

The fourth hypothesis tests whether E-Review has a positive effect on E-Trust. The test results show that the beta coefficient value of E-Review to E-Trust is 0.427 and the t-statistic is 4.690. From these results it was stated that the t-statistic was significant because it was  $>1.96$  with a p-value of  $0.000 < 0.05$  so that the fourth hypothesis was accepted. This proves that E-Review has proven to have a positive influence on E-Trust. Reviews given by previous buyers are able to increase consumer confidence in certain stores or products on TikTok shop. So this research is in line with Ramadhani & Sanjaya's previous research (2021), Hariyanto & Trisunarno (2020) and Indra et al (2022) which states that e-review has a significant positive effect on e-trust.

The fifth hypothesis tests whether the COD payment system has a positive effect on purchasing decisions. The test results show that the COD beta coefficient on purchasing decisions is 0.117 and the t-statistic is 1.105. From these results it was stated that the t-statistic was not significant because it was  $< 1.96$  with a p-value of  $0.272 > 0.05$  so that the fifth hypothesis was rejected. This proves that the COD payment system has no effect on purchasing decisions. The existence of a payment system in cash (COD) does not influence the increase in decisions for online purchases of TikTok shop users in Rantauprapat. The results of this study are in line with Widodo's research (2020) whose research results were rejected, but not in line with Tresnasih's previous research (2022), Mokodompit et al (2022), Amina (2022) which states that cash on delivery has a significant positive effect on online purchasing decisions.

The sixth hypothesis tests whether the COD payment system has a positive effect on E-Trust. The test results show that the beta coefficient value of the COD payment system for E-Trust is 0.247 and the t-statistic is 2.658. From these results it was stated that the t-statistic was significant because it was  $>1.96$  with a p-value of  $0.009 < 0.05$  so that the sixth hypothesis was accepted. This proves that the COD payment system has a positive

influence on E-Trust. This is reinforced by previous research by Lutfianisa et al (2021) that states that cash on delivery has a positive effect on e-trust.

The seventh hypothesis tests whether E-Trust has a positive effect on purchasing decisions. The test results show that the beta coefficient value of E-Trust on purchasing decisions is 0.482 and the t-statistic is 4.270. From these results it was stated that the t-statistic was significant because it was  $>1.96$  with a p-value of  $0.000 < 0.05$  so that the seventh hypothesis was accepted. This proves that E-Trust has a positive effect on online purchasing decisions of TikTok shop users in Rantauprapat. This is different from previous research by Andini & Wardoyo (2017) which states that there is no e-trust influence in relation to purchasing decisions. However, this research is strengthened by Pratama et al (2019), Nurhidayat & Marsudi (2022), and Purwanto(2021). From this research it is known that e-trust has a positive and significant effect on online purchasing decisions, the better the online trust in the TikTok Shop, the higher the decision to buy. The role of E-Trust in online purchases is important because once consumers feel disappointed with a product or store, sales through the application will decrease.

## CONCLUSION

The conclusions from this study are as follows: e-rating has no significant effect on purchasing decisions, e-rating has no significant effect on e-trust, e-review has no significant effect on purchasing decisions, e-review has a positive and significant effect on e-trust , the COD payment system has no significant effect on purchasing decisions, the COD payment system has a positive and significant effect on e-trust, and e-trust has a positive and significant effect on purchasing decisions on the TikTok shop platform in Rantauprapat.

The results of this study can be used as a reference and review of the literature related to digital marketing platforms. It is hoped that sellers at TikTok shop will have a better understanding of what determines customers and provide the best for customers, so that customers are able to increase purchasing decisions by utilizing e-ratings, e -Review, the COD system and the role of e-trust strategically. For further research, you can develop this research by using a larger sample size and adding other variables outside of this study such as e-servqual, e-WoM, viral marketing, promotions, and buying interest in order to



optimize the results of further research, and it is hoped that it will become reference for future researchers related to the same concept.

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