The Role Of Trust in Mediating Perceived Risk and Electronic Word-Of-Mouth Variables Against Repurchase Intention

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Abstract

Customer loyalty can provide consumer satisfaction and pleasure, so it has an impact on repurchasing interest. This study aims to determine the direct and indirect effects of perceived risk and electronic word of mouth (E-WOM) on repurchase intention and trust in TikTok Shop consumers of Y and Z generations. This research uses a quantitative method with a descriptive explanatory type that explains the relationship between variables X, Y, and Z. Data collection techniques using purposive sampling and simple random sampling totaling 239 respondents. Data analysis in the research is a) descriptive analysis, b) SEM-PLS, and c) mediation test. The results showed: 1) Perceived risk has a positive effect on trust 2) Electronic word of mouth (E-WOM) has a positive effect on trust 3) Perceived risk harms repurchase intention 4) Electronic word of mouth (E-WOM) harms repurchase intention positively effect 5) Trust has a positive effect on repurchase intention 6) Perceived risk has a positive effect on repurchase intention through trust 7) E-WOM has a positive effect on repurchase intention through trust.

Keywords: Perceived Risk, Electronic Word of Mouth (E-WOM), Repurchase Intention, Trust

INTRODUCTION

The internet is not only a means of communication, and entertainment, it is even used as an online shopping activity. Bank Indonesia recorded the number of transactions on the e-commerce platform in 2021, namely IDR 401 trillion (Elena, 2022). In 2022 BI stated the number of transactions was IDR 476.3 trillion (Rizaty, 2023). This data is strengthened by data from the Katadata Insight Center (KIC) with the Ministry of Communication and Information (Kominfo) conducting a survey of ten thousand respondents in 34 provinces in Indonesia. The result is that 37.9 percent of respondents shop online once every few months. About 27 percent shop once a month. Furthermore, 14 respondents shopped two or three times a month. Then there is 8 percent of the online shop once a week and almost 2 percent of respondents shop every day (Databoks, 2022).

Repeated purchases on e-commerce occur because a person feels pleasure and satisfaction in purchasing goods or services. So that when consumers are satisfied, customer loyalty will be formed, where when customers are loyal, consumers will make repeated purchases, and suggest to others and they are immune from similar competitors. The enthusiasm of the Indonesian people for TikTok is quite high so the TikTok company continues to make innovative changes, TikTok is a Chinese social network and music video platform launched in September 2016 by Zhang Yiming, so due to the high level of public enthusiasm for using the TikTok application, the TikTok innovation launched the TikTok Shop feature in the application. In April 2021 the TikTok Shop feature will be available (Kompas.com, 2021). With the rapid growth of the TikTok application, shopping on the TikTok Shop application has also increased (Rizaty, 2022).

Looking at TikTok sales data which is increasing and application downloads in Indonesia are increasing and supported by data from Indonesian people who often make repeated purchases on online sites. However, there are still phenomena or cases that are still being carried out by some online sellers. Online fraud cases are the second largest category in Indonesia and types of e-commerce fraud occupy the first position in Indonesia (Novianty, 2021). Not only that, fraud in the name of Tik Tok in Indonesia is very rampant with the concept of fraudulent SMS mode with prizes of tens of millions (Windiarto, 2022). Furthermore, the risks that are often encountered in online shopping are product quality that does not match what consumers expect and does not match the product description or even counterfeit products (Hadi, et al., 2021).

To minimize the perception of risk, consumers before making a purchase are required to find information (E-WOM) regarding the product to be purchased, both consumer comments, product ratings, and the number of purchases of the product. In this case, the E-WOM that can be used is by looking at ratings ranging from one star to five stars. With the presence of the review feature in the TikTok Shop application, consumers can consider it before making a purchase. Consumers can also see from the aspect of testimonials that have been given by other buyers. If the product is given five or four-star reviews and there are positive comments, the product will likely meet consumer expectations (Adhitya, 2022).).

Exposure to positive comments that have been submitted by others, it will create a sense of trust that will influence consumers to make repeated purchases (Watu, et al., 2021). So, indirectly, the existence of positive E-WOM given by consumers will invite consumers to make repurchase intentions at the same brand or online shopping site. There is a statement that risk perception influences repurchase intention in electronic commerce (Hieronanda & Nugraha, 2021). Perceived risk affects online trust (Sulivan & Kim, 2018). However, part of the perception of risk has a negative impact because online consumers have more trust in e-commerce, so consumers are less concerned about the fear of sharing personal information (Jadil, et al., 2022). Perceived risk when shopping harms repurchase intentions in online shopping (Lukito & Ikhsan, 2020)

E-WOM has a positive and significant effect on repurchase intentions (Putra & Suprapti, 2020). E-WOM and website quality have a significant influence on online trust (Ihsan, et al., 2022). However, the study of Prahiawan, et al. (2021) The more significant E-WOM is obtained, the less significant customers will repurchase online and E-WOM will not have an impact on trust (Leong & Meng, 2022). Furthermore, trust influences repurchase intentions online (Lukito & Ikhsan, 2020). However, in Hieronanda & Nugraha's (2021) study, trust does not affect repurchase intentions in e-commerce.

The location of research was conducted in East Java because based on demographic research, East Java is the second largest category for TikTok application users, namely 18 percent and 13 percent for the West Java region. From the aspect of age 13-17 years by 13 percent, 18-24 years by 40 percent, 25-34 by 37 percent, and 35-44 years by 8 percent (Ginee.com, 2021). From this background, apart from business phenomena, there is also a research gap and the purpose of this study is to determine the direct and indirect effects of perceived risk and electronic word of mouth (E-WOM) on repurchase intention with trust in Generation Y TikTok Shop consumers. and Z.

RESEARCH METHODS

The method applied to this research is quantitative with a descriptive explanatory type. This study is an infinite population, where the number of samples is unknown, so the sample calculation formula can use the formula (Daniel & Terrel, 1989). So that the research sample amounted to 239 respondents. Before distributing the questionnaires, the researcher conducted a validity and reliability test. Data analysis in the research is a) descriptive analysis, b) SEM-PLS, c) mediation test, and data processing using SmartPLS 3.2.9

RESULT AND DISCUSSION

Description of Respondent Characteristics

Table 1 Characteristics of Respondents

	Characteristics of Respondents	Frequency	Percentage (%)
Gender			
	Man	52	22
	Woman	187	78
Age			
	13-17 years	2	0,8
	18-24 years	202	84,5
	25-34 years	31	
	35-44years	4	1,7
Education			
	JUNIOR HIGH SCHOOL	2	0.8
	SENIOR HIGH SCHOOL	62	26
	D3	5	2
	S1/D4	160	67
5.	S2	9	3,8
6.	S3	1	0,4
Work			
1.	Student		
2.	Student		
3.	Private employees		
4.	civil servant		
5.	Self-employed		
6.	Other		
Monthly expenses			
1.	≤ 1.000.000-2.000.000	200	84
2.	2.010.000-3.000.000	22	9
3.	3.010.000-	8	3

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	4.000.000		
4.	4.010.000-5.000.000	4	2
5.	≥ 5.010.000	5	2
	Total	**239**	**100**

(Source: Data processed by researchers, 2022)

The gender table explains that the most informants in this research were 239 female informants and 52 male respondents. The age in the research was 13-17 years old with 2 respondents, 202 respondents aged 18-24 years. There were 31 people aged 25-34 years and 4 respondents aged 35-44 years. Education with the first order is equal to 160 respondents for education S1/D4. However, some respondents who had not taken education, respondents filled out a questionnaire based on the last education they had. Most respondents' work is 100 respondents with student employment status. Table of expenditure per month at most for expenses ≤ 1,000,000-2,000,000 totaling 200 respondents or 84 percent.

Outer Model Measurement Model

Convergent Validity

There are two steps from this stage, namely the loading factor value and the average variance inflation factor (AVE) value. Values at a loading factor of 0.5-0.6 are considered sufficient and a value of 0.70 has a very high value (Ghozali & Latan, 2015).

Tabel 2 *Loading Factor*

	Perceived Risk (X1)	E-WOM (X2)	Repurchase Intention (Y1)	Trust (Z1)
AV_X1.1	0.665			
AV_X1.2	0.880			
AV_X1.3	0.881			
AV_X1.4	0.662			
AV_X1.5	0.778			
AV_X2.1		0.852		
AV_X2.2		0.898		
AV_X2.3		0.876		
AV_X2.4		0.895		
AV_Y1.1			0.893	
AV_Y1.2			0.774	
AV_Y1.3			0.786	
AV_Y1.4			0.876	
AV_Z1.1				0.955
AV_Z1.2				0.944
AV_Z1.3				0.943

(Source: PLS 3, 2023)

Table 2 shows a value above 0.6-0.7 so the loading factor test is said to be valid and can be used for the next testing stage (Ghozali & Latan, 2015).

Discriminant Validity

In the discriminant validity test, there is a cross-loading calculation. The correlation value of each indicator must have a higher value than other latent constructs (Tristiani, et al., 2019).

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Tabel 3 *Cross Loading*

	Perceived Risk (X1)	E-WOM (X2)	Repurchase Intention (Y1)	Trust (Z1)
AV_X1.1	**0.665**	-0.091	-0.012	-0.079
AV_X1.2	**0.880**	-0.256	-0.222	-0.306
AV_X1.3	**0.881**	-0.120	-0.117	-0.191
AV_X1.4	**0.662**	-0.014	-0.049	-0.115
AV_X1.5	**0.778**	-0.112	-0.050	-0.144
AV_X2.1	-0.085	**0.852**	0.715	0.684
AV_X2.2	-0.166	**0.898**	0.693	0.715
AV_X2.3	-0.239	**0.876**	0.675	0.824
AV_X2.4	-0.178	**0.895**	0.729	0.773
AV_Y1.1	-0.198	0.796	**0.893**	0.771
AV_Y1.2	-0.116	0.636	**0.774**	0.586
AV_Y1.3	-0.038	0.514	**0.786**	0.497
AV_Y1.4	-0.151	0.670	**0.876**	0.657
AV_Z1.1	-0.271	0.848	0.766	**0.955**
AV_Z1.2	-0.204	0.781	0.702	**0.944**
AV_Z1.3	-0.254	0.792	0.708	**0.943**

(PLS 3, 2023)

From the table above it can be said to be valid because the value meets the requirements.

Reliability Test

There are two reliability tests, the first is composite reliability and Cronbach alpha. It is said to be reliable if the value is ≥ 0.70 (Ghozali & Latan, 2015).

Tabel 4 *Composite Reliability* **dan** *Cronbach's Alpha*

	Composite Reliability	Cronbach's Alpha
Perceived Risk (X1)	0.884	0.850
E-WOM (X2)	0.932	0.903
Repurchase Intention (Y)	0.901	0.854
Trust (Z)	0.963	0.943

(PLS 3, 2023)

From Table 4 the composite reliability value and Cronbach alpha value of all variables ≥ 0.70 so that the value is said to be reliable.

Inner Structural Model

There are several tests, namely the value of R-Square, F-Square, predictive relevance, and significance value.

Tabel 5 R-*Square*

	R-Square
Repurchase Intention (Y)	0,665
Trust (Z)	0.737

(PLS 3, 2023)

The table results show that the R-Square value for repurchase intention items is 0.665 or 66.5%. This shows that the relationship between perceived risk (X1), E-WOM (X2), and repurchase intention (Y) variables have a moderate relationship. The R-Square value for the trust variable (Z) is 0.737. This means that the relationship between perceived risk (X1), E-WOM (X2), and trust (Y) variables have a moderate relationship.

The following is an explanation of the results of the hypothesis test:

Table 6 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Risk (X1) -> Repurchase Intention (Y1)	0.024	0.021	0.037	0.641	0.522
Perceived Risk (X1) -> Trust (Z1)	-0.098	-0.103	0.038	2.554	0.011
E-WOM (X2) -> Repurchase Intention (Y1)	0.528	0.529	0.088	6.008	0.000
E-WOM (X2) -> Trust (Z1)	0.834	0.831	0.030	27.800	0.000
Trust (Z1) -> Repurchase Intention (Y1)	0.322	0.322	0.084	3.849	0.000
Perceived Risk (X1) -> Trust (Z1) -> Repurchase Intention (Y1)	-0.032	-0.033	0.014	2.227	0.026
E-WOM (X2) -> Trust (Z1) -> Repurchase Intention (Y1)	0.269	0.268	0.072	3.750	0.000

(PLS 3, 2023)

Based on the table above the hypothesis is described as follows:

1. Based on the table above, perceived risk (X1) does not affect repurchase intention (Y). This is the value of T-Statistics $0.641 \leq 1.96$ and P-value ≥ 0.05.
2. The variable perceived risk affects trust. This is because the P-value is $0.011 \leq 0.05$ and the T-statistic value is $2.554 \geq 1.96$.
3. E-WOM variable on repurchase intention. The P-value is $0.000 \leq 0.05$ and the T-statistic value is $6.008 \geq 1.96$.
4. E-WOM influences trust (Z) because the P-value is $0.000 \leq 0.05$ and the T-Statistics value is $27,800 \geq 1.96$.

5. The trust variable (Z) affects repurchase intention (Y). The P-value is $0.000 \leq 0.05$ and the T-statistic value is $3,849 \geq 1.96$.
6. The perceived risk variable on repurchase intention through a trust has a positive influence, where the P-value is $0.026 \leq 0.05$.
7. E-WOM has a positive influence on repurchase intention through trust, where the P-value is $0.000 \leq 0.05$.

Mediation Test

First stage: First, variable X to Y. Where Table 6 (X1) to (Y1) has a negative effect with a value of $0.641 \leq 1.96$. (X2) to (Y1) has a positive effect, where the T-statistic value is $6,008 \geq 1.96$.

Second Stage: Second, variable X to M. Where Table 6 (X1) to (Z1) has a positive effect, where the value of the T-Statistics is $2,554 \geq 1.96$. Furthermore, (X2) has a positive effect on (Z1), where the T-statistic value is $27,800 \geq 1.96$.

Third Stage: Third, variables X to Y and M to Y. In Table 6 (X1) to (Y1) through (Z1) has a positive effect, where $2,227 \geq 1.96$. Variable (X2) to (Y1) through (Z1) has a positive effect, where the T-statistic value is $3,750 \geq 1.96$.

Drawing Conclusions: Furthermore, there are three groupings of mediation, namely: non-mediation, if the variable X to Y is positive and Y to M is negative. Full mediation, if variable X to Y is negative and Y to M is positive. Partial mediation, if X to Y is positive and Y to M is positive (Muhtarom, et al., 2022). Explanation related to the type of mediating as follows:

a. *Perceived Risk of Repurchase Intention Through Trust*

In Table 6 the perceived risk of repurchase intention has no effect, where the T-statistic is $0.641 \leq 1.96$. Table 6 The perceived risk of trust has an influence where the T-statistic value is $2,554 \geq 1.96$. Furthermore, in Table 6 the perceived risk of repurchase intention through a trust has a positive effect, where the T-statistic value is $2,227 \geq 1.96$. So in this relationship, it is called full mediation.

b. *Electronic Word of Mouth (E-WOM) Against Repurchase Intention Through Trust*

In Table 6 E-WOM influences repurchase intention, the T-statistic value is $6,008 \geq 1.96$. Table 6 shows that E-WOM has an influence on trust where the T-statistic value is $27,800 \geq 1.96$. Furthermore, Table 6 electronic word of mouth (E-WOM) on repurchase intention through a trust has a positive effect, where the T-statistic value is $3,750 \geq 1.96$. So in this relationship, it is called partial mediation.

Perceived Risk Affects Trust

The results of the study indicate that there is a positive and significant relationship between perceived risk and the effect on trust in Generation Y and Z TikTok Shop consumers in East Java. As was the opinion given by the Y and Z generations of TikTok Shop consumers in East Java, the existence of consumer trust in sellers in the TikTok Shop application can minimize the perceived risk. Trust is something that needs to be considered by business people and the function of trust greatly influences the running of a business, if the perception of risk is high, the trust of TikTok consumers will also decrease. So, the form of seller's trust in consumers continues to be improved, moreover, the trust of TikTok Shop sellers can convince their consumers to provide satisfaction, and be able to secure transactions from other parties and sellers can fulfill their responsibilities to customers. This is in line with Zhang & Yu's research (2020) which states that consumers' perceived risk will affect consumer confidence. Research Jadil, et al. (2022) stated that perceived risk mediates trust because they care less about the fear of sharing personal information.

E-WOM Affects Trust

The results of the study show that there is a positive and significant relationship between E-WOM and the effect on trust in Generation Y and Z TikTok Shop consumers in East Java. As the opinion of TikTok Shop consumers of Y and Z generations in East Java, there are consumer statements or reviews, which have been provided by the TikTok Shop in the comments column, where users or consumers can exchange thoughts and experiences related to purchasing products on the TikTok Shop application. . Not only that, the TikTok application also provides features related to prices that vary widely, products vary, information related to product quality and consumers find it easier to get information, both negative and positive information. With this in mind, it is easier for consumers to analyze the products to be purchased on the TikTok Shop application, with exposure to information submitted by other users or other consumers who are also able to increase trust. This is in line with Harjadi's research, et al. (2019) stated that E-WOM has an effect on customer trust in online stores. Research Ihsan, et al. (2022) E-WOM has a positive impact on trust.

Perceived Risk Affects Repurchase Intention

The research results show that the relationship between perceived risk and repurchase intention has a negative effect. The results of the research on perceived risk for repurchase intention have a value of 0.641, where a value of $0.641 \leq 1.96$, so it does not have a positive effect. So that this research does not support previous research, research by Hieronanda & Nugraha (2021) states that perceived risk has an impact on repurchasing intention. This is due to the different characteristics of the respondents, where in Hieronanda & Nugraha's research (2021) the characteristics of the respondents are from 19-48 years old and the respondents in the study are still very broad because they target the Indonesian community. Furthermore, the research by Nurcholis & Ferdianto (2021) showed that the characteristics used in this study were 17-35 years old and in the Central Java region. With this, in contrast to the characteristics of the respondents used in this study, the age characteristics of the respondents are 13-44 years, East Java region, and purchases on e-commerce platform sites that focus on the TikTok Shop application.

Furthermore, the research results show that perceived risk harms repurchase intention. This is supported by research by Lukito & Ikhsan (2020) which states that perceived risk does not affect repurchase intention for online shopping sites. Perceived risk harms repurchase intention. This event is caused because consumers have other experiences, so the impact does not cause excessive concern (Khotimah, 2021). Based on research, shows that they gain experience, that is, they don't get the product, after making a payment transaction. Then, they have experienced, that the performance or benefits of the product cannot be expected and they have experienced, that the goods are damaged in the shipping process. These three statements with an average value of answers that have less effective meaning. This was stated by the Y and Z generations of TikTok Shop consumers, that there was no influence between perceived risk and repurchasing interest in the TikTok Shop application. This is because consumers have minimized risk by seeking information related to products, and making transactions at the same seller so that consumers are willing to make repeat purchases on the TikTok Shop application. This is supported by research by Febriani & Ardani (2021) that consumer experience has an impact on repurchase intention. Supported by the study of Pasharibu, et al. (2018) consumer experience or customer experience has an impact on repurchase intentions.

E-WOM Influences Repurchase Intention

The results of the study show that there is a positive and significant relationship between E-WOM and repurchase intention among Generation Y and Z TikTok Shop consumers in East Java. Then this was found in the statement, TikTok Shop consumers that content, positive opinions, negative opinions, and intensity can influence repurchase intention. Exposure to

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negative and positive statements, easy access for users to access information, many price variations, quality and safety information, and recommendations given by other users or other consumers can influence consumers to make repurchase intentions. The information provided can invite other people to revisit and repurchase at the same brand or seller. This is in line with Maduretno & Junaedi's research (2021) that the credibility and quality of E-WOM have a significant impact on repurchase intentions. Putri & Hasib's research (2022) namely E-WOM affects repurchase intention because the better E-WOM has an impact on repurchase intention.

Trust affects Repurchase Intention

The results of the study show that there is a positive and significant relationship between trust and repurchase intention among Y and Z generations of TikTok Shop consumers in East Java. As was the opinion given by the Y and Z generations of TikTok Shop consumers in East Java, with integrity, kindness, and the ability of sellers to influence consumers to make repurchases, because sellers can fulfill promises, good principles in serving TikTok Shop consumers. The seller's loyalty to customers to continue to provide satisfaction for customers, provide quality products, be able to fulfill their responsibilities, and have a good experience can generate a sense of consumer trust in the seller. When sellers in the TikTok Shop application can fulfill their promises and uphold good principles, this will also have an impact on repeat purchase intentions on the TikTok Shop application. This is in line with Seber's research (2019) which states that the higher the level of consumer trust in Tokopedia, the higher the level of repurchase intention. Febriani & Ardani's study (2021) states that trust has a positive and significant effect on repurchase intention.

Perceived Risk Affects Repurchase Intention Through Trust

The results of this research prove that there is a positive and significant indirect effect on the perceived risk variable on repurchase intention through trust. This means that trust can be a variable that mediates between perceived risk and repurchase intention. According to the opinion of Generation Y and Z TikTok Shop consumers in East Java, TikTok Shop provides easier payment and refund features. With the quality offered is very diverse as well as the prices that have been offered. However, the price also greatly affects the quality of the product. With an estimated product delivery time of 2-3 days, the TikTok Shop has estimated the receipt of the product. In the shipping process, consumers can track and view products in transit. In addition, the product is guaranteed to be safe because there is a bubble warp which is packaged very safely to protect the product so that it is not damaged in the shipping process.

This perception does not make consumers continue to make repurchase intentions without being based on a sense of consumer trust in sellers, because trust becomes the pillar of consumers in taking action, even though consumers still have a negative perception of risk. But they will still make repurchase interest. Indirectly, the existing risks have an impact on consumer confidence to make purchases on online sites, where they make purchases more than they have previously made a purchase intention.

This is supported by research by Fitriana & Kusumawati (2019) which states that PEES (Perceived Effectiveness of Escrow Services) influences repurchase intentions indirectly through a trust. This exposure is in line with Larasetiati & Ali's research (2019) that trust can mediate perceived security perceptions to repurchase online at Tiket.com.

E-WOM Influences Repurchase Intention Through Trust

Based on the results of the hypothesis testing research, there is an influence between the E-WOM variable on repurchase intention through trust. The opinion given by the Y and Z generations of TikTok Shop consumers in East Java, related to increasing E-WOM which has good reviews and ratings, can convince other customers to make transactions on the TikTok Shop application. TikTok Shop can provide and maintain products that are of high quality and

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match the description so that the goods received will meet consumer expectations. In addition, TikTok Shop provides the best service in the form of responding quickly to consumer complaints, so that consumers will have a good impression and can provide positive reviews and recommendations to other consumers.

The TikTok Shop provides features that can display product details according to actual conditions, as well as ensure that the products sold are following the descriptions and information that has been submitted or presented is the same as that sent to consumers. TikTok Shop can guarantee consumer trust and pay attention to consumer satisfaction. Consumer trust can be formed from the TikTok Shop which can fulfill its promises by providing good quality products. By holding fast to its promises to consumers so that consumers are willing to make repeat purchases. This is in line with Maduretno & Junaedi's research (2021), namely that E-WOM indirectly influences repurchase intentions through trust in e-commerce. Furthermore, Putri & Hasib (2022) also stated that trust can mediate E-WOM and repurchase intention.

CONCLUSION

Based on the results of the descriptive analysis, it can be seen that the description of electronic word of mouth (E-WOM), repurchase intention and trust in TikTok Shop consumers is quite good. Meanwhile, the condition of the perceived risk variable for TikTok Shop consumers is low. As for the profile of the respondents obtained in the study in general, the female sex. The age of the dominant respondent is at the age of 18-22 years, among students, and has an expenditure of <1,000,000-2,000,000. Based on research, there is an influence of perceived risk on trust. That is, more and more the high trust that consumers feel towards the seller able to minimize the perceived risk perceived by consumers. E-WOM has a positive effect on trust. That is, the more positive E-WOM will increase the consumer's sense of trust. Perceived risk harms repurchase intention. This is because consumers have minimized a risk by searching for information about the product to be purchased purchased, make transactions at the same seller. In addition, because consumers have different experiences so that they don't experience anxiety Excessive risk associated with using online shopping on the application TikTok shop.There is a positive effect of electronic word of mouth (E-WOM) on repurchase intention. The more positive the reviews a E-WOM the conveyed by the user will affect consumers to repurchase intention. There is a positive effect of trust on repurchase intention. The higher the consumer's sense of trust in the seller, the impact on repurchase intention. There is a positive effect of perceived risk on repurchase intention through trust. That is, the existence of trust can reduce bad perceptions felt by consumers. As is The sense of consumer trust will indirectly affect consumers to make repurchase intentions. E-WOM has a positive effect on repurchase intention through trust in Generation Y and Z TikTok Shop consumers in East Java. This means that the more positive the reviews given have an impact on the consumer's sense of trust, so that the If there is a sense of consumer trust, consumers are interested in repurchase intention.

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