

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan, dapat ditarik kesimpulan bahwa :

1. Pemasaran viral memiliki pengaruh positif dan signifikan terhadap kepercayaan konsumen. Hal ini menunjukkan bahwa strategi pemasaran viral yang efektif, seperti konten menarik dan informatif, meningkatkan kepercayaan konsumen terhadap produk Azarine. Namun, pemasaran viral tidak memberikan pengaruh signifikan terhadap keputusan pembelian. Meskipun meningkatkan kepercayaan, pemasaran viral tidak secara langsung memengaruhi keputusan akhir konsumen untuk membeli.
2. Ulasan pelanggan online menunjukkan pengaruh yang signifikan terhadap kepercayaan. Semakin positif ulasan yang diterima, semakin tinggi pula tingkat kepercayaan konsumen. Namun, ulasan pelanggan online tidak berpengaruh signifikan terhadap keputusan pembelian, dan mengindikasikan bahwa ulasan pelanggan lain tidak mendorong konsumen untuk melakukan pembelian.

3. Interaktivitas memiliki pengaruh yang signifikan terhadap kepercayaan. Hal ini mengindikasikan bahwa pengalaman interaktif antara konsumen dan perusahaan dapat membangun rasa percaya terhadap produk Azarine. Interaktivitas juga mempengaruhi keputusan pembelian secara signifikan, hal ini memperlihatkan bahwa keterlibatan langsung dari perusahaan Azarine dapat mendorong konsumen untuk melakukan pembelian.
4. Hiburan tidak berpengaruh signifikan terhadap kepercayaan konsumen. Hal tersebut menunjukkan bahwa elemen hiburan saja tidak cukup dalam membangun kepercayaan konsumen. Namun, hiburan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Konten-konten menghibur yang diberikan Azarine mampu menarik perhatian konsumen dan memotivasi dalam melakukan keputusan pembelian.
5. Relevansi yang dipersepsikan tidak memiliki pengaruh yang signifikan terhadap kepercayaan konsumen. Hal itu menunjukkan bahwa walaupun produk relevan dengan apa yang dipersepsikan konsumen, tidak membuat konsumen mudah percaya dengan produk tersebut. Namun, relevansi yang dipersepsikan memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini menunjukkan bahwa konsumen

cenderung membeli produk yang dianggap relevan dengan kebutuhan konsumen.

6. Kepercayaan tidak memberikan pengaruh yang signifikan terhadap keputusan pembelian. Hal ini menunjukkan bahwa meskipun konsumen mempercayai suatu produk, kepercayaan saja tidak menjadi faktor penentu utama dalam keputusan pembelian.

5.2 Implikasi Manajerial

Temuan penelitian ini menunjukkan bahwa pemasaran viral merupakan salah satu faktor yang dapat meningkatkan kepercayaan pada diri konsumen terhadap produk. Perusahaan dapat mengoptimalkan strategi pemasaran viral dengan membuat kampanye yang kreatif dan konsisten. Azarine Cosmetics dapat secara rutin merancang kampanye pemasaran yang menarik perhatian dengan memanfaatkan tren terkini di TikTok. Contohnya yaitu dengan membuat tantangan video singkat yang menonjolkan keunggulan produk, seperti “#AzarineGlowChallenge.” Selain itu, perusahaan juga dapat berkolaborasi dengan influencer dengan memanfaatkan pengaruh kreator konten TikTok yang relevan untuk mempromosikan produk. Pemilihan *influencer* sebaiknya disesuaikan dengan target audiens, seperti *beauty influencers* dengan pengikut milenial dan *Gen Z*. Kemudian, tim pemasaran Azarine perlu aktif memantau tren viral di TikTok untuk menciptakan konten yang relevan dan mampu menarik

perhatian luas dalam waktu singkat. Selain itu pada sisi konsumen, informasi produk akan didapatkan secara cepat dan dapat meningkatkan rasa penasaran untuk mencoba produk. Konsumen juga akan memperoleh pengalaman yang menyenangkan saat menjelajahi konten promosi dan lebih mudah bagi konsumen untuk memahami manfaat produk melalui konten yang edukatif.

Di sisi lain, temuan penelitian ini juga menunjukkan bahwa ulasan pelanggan yang positif dari konsumen lama dapat menarik konsumen baru untuk percaya dengan produk. Perusahaan dapat melakukan pengelolaan pada ulasan pelanggan online berbagai cara. Yang pertama adalah dengan mengelola ulasan pelanggan dengan respons yang cepat, terutama untuk ulasan negatif. Contohnya dengan menggunakan fitur *chatbot* atau tim khusus untuk menangani keluhan pelanggan secara *real-time* di TikTok Shop. Yang kedua, perusahaan Azarine dapat meningkatkan transparansi dengan cara memberikan platform yang memudahkan pelanggan untuk menulis ulasan yang jujur, termasuk menyediakan insentif seperti diskon atau kupon bagi pelanggan yang memberikan ulasan setelah pembelian. Yang terakhir yaitu dengan menggunakan ulasan positif dari pelanggan sebagai bagian dari strategi pemasaran, misalnya menampilkan ulasan atau testimoni pelanggan dalam video promosi di TikTok Shop. Dari sisi konsumen, sumber informasi terpercaya akan membantu konsumen dalam membuat keputusan pembelian yang lebih baik. Selain itu, ulasan

pelanggan dapat mengurangi risiko pembelian produk yang tidak sesuai dengan harapan serta mendapatkan pandangan yang lebih objektif dari pengalaman konsumen lain.

Pemasaran digital dengan mengandalkan interaktivitas antar konsumen dan perusahaan juga menunjukkan adanya pengaruh terhadap kepercayaan dan keputusan konsumen dalam melakukan pembelian. Perusahaan dapat memanfaatkan fitur *live streaming* di TikTok Shop untuk memperkenalkan produk secara langsung, memberikan tutorial penggunaan, atau menjawab pertanyaan konsumen secara *real-time*. Perusahaan juga bisa melakukan penambahan volume dan frekuensi *live streaming* di TikTok Shop untuk dapat meningkatkan interaksi secara intensif dengan konsumen. Selain itu, perusahaan juga harus menciptakan keterlibatan dengan konsumen aktif. Dengan cara menciptakan konten yang mendorong interaksi, seperti *polling*, sesi tanya-jawab, atau kuis. Contohnya dengan menanyakan produk mana yang paling disukai. Kemudian, perusahaan Azarine dapat menggunakan komunitas konsumen dalam berinteraksi dengan konsumen. Grup khusus atau forum diskusi dapat dibuat untuk pelanggan setia Azarine yang memungkinkan konsumen berbagi pengalaman positif sekaligus memberikan rasa kepemilikan terhadap merek. Selain itu dari sisi konsumen, tentunya konsumen akan merasa lebih dekat dengan merek karena adanya interaksi langsung, konsumen

juga dapat memperoleh jawaban atas pertanyaan atau kekhawatiran secara langsung.

Temuan penelitian ini juga menunjukkan bahwa dengan adanya konten yang menghibur akan menarik minat konsumen untuk melakukan keputusan dalam membeli produk. Hal itu dapat dilakukan dengan pemanfaatan konten hiburan dengan cara yang efektif. Dengan cara membuat konten yang menyenangkan dan lucu tentang produk Azarine di TikTok, seperti video pendek yang menggambarkan perubahan kulit setelah menggunakan produk tertentu. Selain itu, perusahaan juga dapat melibatkan pelanggan dalam permainan atau kontes yang menyenangkan, seperti undian hadiah dengan pembelian minimal tertentu. Tak hanya itu, dengan menambahkan elemen *storytelling* dalam konten untuk menarik emosi pelanggan, misalnya kisah di balik bahan-bahan alami produk Azarine yang aman dan halal. Dari sisi konsumen, pengalaman belanja yang menyenangkan akan didapatkan dan dapat meningkatkan keterlibatan dengan merek melalui konten yang menghibur.

Relevansi yang dipersepsikan merupakan salah satu faktor penting dalam memengaruhi konsumen untuk melakukan keputusan pembelian. Perusahaan dapat melakukan personalisasi sehingga pemasaran yang dilakukan sesuai dengan persepsi konsumen. Dengan cara menggunakan data dari TikTok Shop untuk mengidentifikasi minat dan preferensi konsumen, lalu menyesuaikan strategi pemasaran sesuai

segmen tersebut. Yang kedua, perusahaan juga dapat melakukan pemasaran berdasarkan kepribadian konsumen dengan cara membuat kampanye khusus untuk kelompok usia, gaya hidup, atau masalah kulit tertentu. Contohnya yaitu kampanye khusus untuk kulit berjerawat atau kulit sensitif. Kemudian, perusahaan juga dapat mengirim pesan khusus untuk konsumen yang setia dengan cara memberikan pesan personal, seperti ucapan terima kasih dan rekomendasi produk berdasarkan pembelian sebelumnya melalui fitur pesan di TikTok Shop. Selain itu dari sisi konsumen, akan menjadi lebih terhubung dengan merek, karena produk yang ditawarkan sesuai dengan kebutuhan dan gaya hidup konsumen. Konsumen juga lebih menghemat waktu dengan rekomendasi produk yang relevan serta dapat merasa lebih dihargai karena pendekatan pemasaran yang personal.

Dalam melakukan pemasaran digital, kepercayaan merupakan salah satu faktor yang penting untuk konsumen dalam melakukan keputusan pembelian. Perusahaan dapat melakukan transparansi informasi produk dengan Memberikan informasi yang lengkap dan mudah dipahami tentang kandungan, manfaat, serta proses produksi produk Azarine di TikTok Shop. Selain itu, perusahaan dapat menonjolkan berbagai penghargaan yang telah diraih dan sertifikasi halal atau BPOM dalam setiap promosi untuk memperkuat kepercayaan. Kemudian, dengan adanya program loyalitas pelanggan, perusahaan dapat mengembangkan program loyalitas dengan memberikan

penghargaan kepada pelanggan setia, seperti poin yang dapat ditukar dengan diskon atau hadiah khusus. Tak hanya itu, Azarine juga dapat meningkatkan jaminan layanan dengan memberikan kebijakan pengembalian produk yang mudah dan jelas, sehingga konsumen merasa lebih aman saat bertransaksi. Dari sisi konsumen, konsumen akan merasa aman dalam pembelian produk secara online karena adanya kepercayaan dan dapat memperkuat loyalitas terhadap merek Azarine dalam jangka panjang.

5.3 Limitasi dan Saran

Penelitian ini memiliki beberapa keterbatasan yang dapat dikembangkan menjadi lebih baik pada penelitian yang akan datang dan saran kepada peneliti selanjutnya yaitu sebagai berikut :

1. Variabel kepercayaan dan keputusan pembelian tidak secara eksplisit ditunjukkan pada TikTok, sehingga pada penelitian selanjutnya sebaiknya variabel kepercayaan dan keputusan pembelian secara eksplisit dikaitkan dengan platform TikTok untuk memberikan hasil yang lebih relevan dan spesifik.
2. Pemasaran viral dalam penelitian ini tidak terdapat standar/kriteria kecepatan & *views* pada TikTok. Sehingga, untuk penelitian selanjutnya perlu diberikan standar/kriteria yang mengandung kecepatan & *views*.

3. Penelitian ini hanya terbatas pada satu merek, yaitu Azarine Cosmetics. Hasil penelitian tidak dapat digeneralisasi ke produk atau sektor lain. Sehingga, pada penelitian lebih lanjut sebaiknya melibatkan merek atau produk lain untuk mendapatkan hasil yang lebih komprehensif.
4. Penelitian ini hanya menilai pengaruh faktor-faktor yang mendorong keputusan pembelian melalui TikTok, sehingga hasilnya dapat berbeda pada *platform* yang lainnya. Oleh karena itu, untuk penelitian selanjutnya dapat menguji pengaruh faktor yang mendorong keputusan pembelian pada *platform* media sosial lain seperti *Shopee*, *Tokopedia*, *Instagram* atau *YouTube* untuk melihat perbandingan hasil.
5. Pada penelitian selanjutnya perlu mempertimbangkan faktor-faktor lain yang kemungkinan berpengaruh terhadap keputusan pembelian seperti penilaian pelanggan online, *star seller* sebagai variabel independen dalam penelitian Hariyanto & Trisunarno (2021) atau menggunakan variabel keamanan dan kualitas pelayanan (Iskandar & Nasution, 2019).

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Lampiran 1. 1 Kuesioner Penelitian

Hal : Permohonan Pengisian Kuesioner

Yth. Saudara/i, Responden Penelitian

Di tempat

Dengan hormat,

Dalam rangka menyelesaikan tesis pada Program Magister Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta, maka peneliti memiliki kewajiban untuk melakukan penelitian. Sehubungan dengan penelitian yang dilakukan, peneliti berharap akan kesediaan Saudara/i untuk menjadi responden dalam penelitian ini dengan mengisi dengan benar kuesioner yang ada. Jawaban kuesioner yang Saudara/i berikan akan digunakan untuk menyusun tesis dengan judul “Anteseden Keputusan Pembelian : Studi Pada Sosial Commerce Tiktok Azarine Cosmetic”

Adapun kriteria responden yang diharapkan pada penelitian ini adalah sebagai berikut:

1. Pernah berbelanja produk Azarine Cosmetics dalam 6 bulan terakhir
2. Melakukan pembelian produk Azarine melalui Tik Tok Shop

Peneliti berharap Saudara/i dapat mengisi kuesioner dengan objektif. Peneliti akan menjamin kerahasiaan data berupa identitas dan lainnya yang Saudara berikan.

Atas kesediaan Saudara/i mengisi kuesioner penelitian ini, peneliti ucapkan terimakasih.

Hormat Saya,
Angelia Oktaviani

KUESIONER PENELITIAN**Anteseden Keputusan Pembelian : Studi Pada Sosial Commerce Tiktok
Azarine Cosmetic****A. IDENTITAS RESPONDEN**

1. Nama :
2. Usia
 - 17-25 tahun
 - 26-30 tahun
 - 31-35 tahun
 - >36 tahun
3. Gender
 - Pria
 - Wanita
4. Pendidikan
 - SMA
 - D3
 - S1
 - S2
 - S3
5. Pekerjaan
 - Pelajar/mahasiswa
 - Karyawan Swasta
 - PNS
 - Wiraswasta
 - Tenaga Pengajar
 - Lainnya
6. Frekuensi pembelian produk Azarine dalam 6 bulan terakhir
 - 1-5 kali
 - 6-10 kali
 - 11-15 kali
 - >15 kali
7. Pendapatan
 - < Rp 1.000.000
 - Rp 2.000.000 – Rp 4.000.000
 - Rp 5.000.000 – Rp 10.000.000
 - > Rp 10.000.000

B. PERNYATAAN

Pemasaran Viral

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya mendapatkan referensi dari teman, keluarga, tetangga, dll.					
2.	Bagi saya, TikTok menjadi sarana penyebaran informasi produk.					
3.	Saya mendapatkan informasi tentang keunggulan produk melalui TikTok.					
4.	Saya mendapatkan informasi yang jelas melalui TikTok Shop.					
5.	Saya tertarik terhadap informasi produk yang diposting melalui TikTok.					
6.	Saya percaya dengan informasi yang ada di TikTok Azarine Cosmetics.					
7.	Saya ikut berkomentar tentang produk Azarine dari forum komentar TikTok.					
8.	Saya berdiskusi tentang produk Azarine dan melakukan pembelian.					

Ulasan Pelanggan Online

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya dengan sadar menggunakan informasi pada aplikasi TikTok dalam proses penentuan keputusan pembelian produk Azarine.					
2.	Saya menggunakan ulasan yang tersedia dalam TikTok sebagai sumber informasi.					
3.	Saya melakukan perbandingan antara ulasan pengguna TikTok satu dengan yang lain dan membaca ulasan dengan cermat.					
4.	Saya terpengaruh dengan ulasan dalam pemilihan produk Azarine.					

Interaktif

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya merasa sering memberikan reaksi terhadap konten Azarine yang saya lihat di TikTok.					
2.	Saya memiliki persepsi yang positif terhadap Azarine yang beriklan di TikTok.					

3.	Saya sering memberikan umpan balik atau saran kepada Azarine melalui TikTok.
4.	Saya merasa nyaman memberikan komentar pada postingan Azarine di TikTok.
5.	Saya merasa Azarine menyediakan fasilitas komunikasi dua arah yang memadai di TikTok.

Hiburan

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya merasa konten yang disajikan Azarine di TikTok sangat menarik.					
2.	Saya merasa terlibat secara emosional dengan konten Azarine yang saya lihat di TikTok.					
3.	Saya sering hanyut dan terpicat oleh konten Azarine yang disajikan di TikTok.					

Relevansi yang dipersepsikan

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya merasa iklan Azarine yang saya lihat di TikTok relevan dengan kebutuhan saya.					
2.	Saya merasa iklan Azarine di TikTok penting dan berguna bagi saya.					
3.	Saya memahami pesan yang ingin disampaikan oleh iklan Azarine di TikTok					
4.	Iklan Azarine yang muncul di TikTok cocok dengan kebiasaan dan minat saya sehari-hari.					
5.	Saya merasa iklan Azarine di TikTok sesuai dengan preferensi dan selera pribadi saya.					
6.	Secara keseluruhan, saya menilai iklan Azarine di TikTok sangat baik.					

Kepercayaan

No.	PERNYATAAN	SS	S	N	TS	STS
1.	Azarine dapat membantu saya memenuhi kebutuhan produk dengan baik.					
2.	Azarine Cosmetics menyediakan layanan informasi produk secara detail.					
3.	Azarine Cosmetics jujur dan dapat dipercaya dalam melayani konsumen.					

Keputusan Pembelian

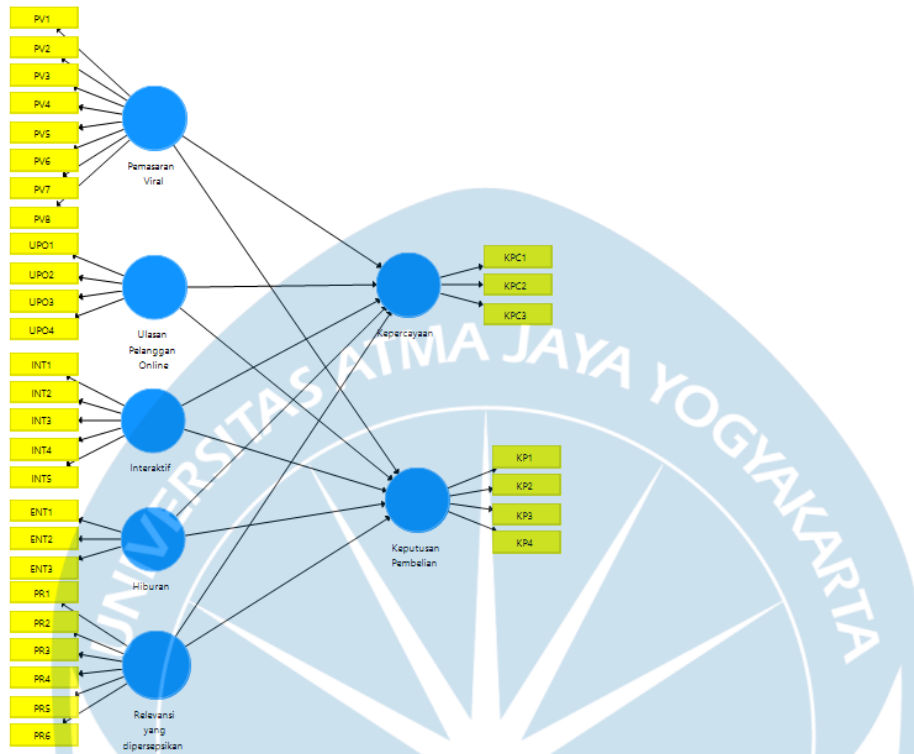
No.	PERNYATAAN	SS	S	N	TS	STS
1.	Saya memutuskan untuk memilih produk Azarine.					
2.	Saya memprioritaskan untuk membeli produk Azarine dibandingkan produk lain.					
3.	Saya bersedia mengorbankan waktu dan biaya untuk membeli produk Azarine.					
4.	Saya merasa senang setelah memutuskan membeli produk Azarine.					



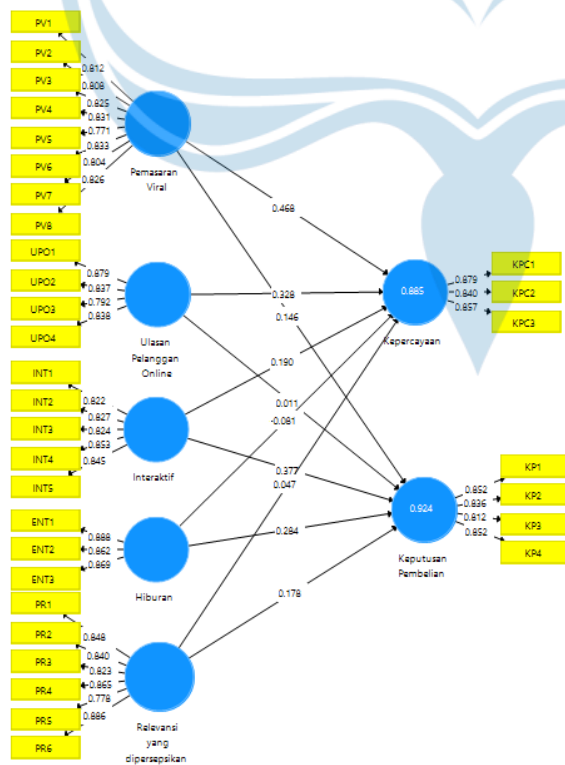


Lampiran 1. 2 Output SmartPLS 3.0

Model Struktural



Model Konstruk



Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hiburan	0.844	0.845	0.906	0.762
Interaktif	0.891	0.891	0.920	0.696
Kepercayaan	0.822	0.822	0.894	0.738
Keputusan Pembelian	0.859	0.859	0.904	0.703
Pemasaran Viral	0.927	0.927	0.940	0.663
Relevansi yang dipersepsikan	0.917	0.917	0.935	0.707
Ulasan Pelanggan Online	0.857	0.858	0.903	0.701

Cross Loadings

	Hiburan	Interaktif	Kepercayaan	Keputusan Pembelian	Pemasaran Viral	Relevansi yang dipersepsikan	Ulasan Pelanggan Online
ENT1	0.888	0.779	0.791	0.778	0.825	0.778	0.800
ENT2	0.862	0.748	0.736	0.751	0.826	0.707	0.735
ENT3	0.869	0.760	0.687	0.852	0.775	0.743	0.754
INT1	0.742	0.822	0.692	0.781	0.787	0.737	0.722
INT2	0.748	0.827	0.764	0.799	0.807	0.742	0.781
INT3	0.722	0.824	0.770	0.802	0.813	0.844	0.793
INT4	0.730	0.853	0.778	0.797	0.808	0.757	0.780
INT5	0.702	0.845	0.804	0.736	0.778	0.746	0.776
KP1	0.869	0.760	0.687	0.852	0.775	0.743	0.754
KP2	0.712	0.824	0.746	0.836	0.821	0.787	0.806
KP3	0.731	0.780	0.752	0.812	0.797	0.769	0.741
KP4	0.736	0.782	0.759	0.852	0.786	0.765	0.767
KPC1	0.756	0.751	0.879	0.759	0.801	0.782	0.795
KPC2	0.711	0.866	0.840	0.760	0.801	0.775	0.798
KPC3	0.710	0.733	0.857	0.741	0.792	0.774	0.778
PR1	0.721	0.817	0.774	0.792	0.817	0.848	0.794
PR2	0.749	0.784	0.779	0.791	0.806	0.840	0.857
PR3	0.746	0.773	0.804	0.769	0.800	0.853	0.849
PR4	0.667	0.743	0.710	0.754	0.762	0.865	0.744
PR5	0.718	0.744	0.760	0.729	0.771	0.778	0.784
PR6	0.685	0.761	0.729	0.767	0.782	0.886	0.760
PV1	0.760	0.760	0.761	0.743	0.812	0.716	0.749
PV2	0.675	0.800	0.797	0.792	0.808	0.777	0.784
PV3	0.788	0.779	0.791	0.778	0.825	0.778	0.800
PV4	0.734	0.797	0.757	0.783	0.831	0.754	0.799
PV5	0.664	0.755	0.718	0.759	0.771	0.723	0.750
PV6	0.744	0.807	0.770	0.798	0.833	0.768	0.783

PV7	0.702	0.786	0.720	0.766	0.804	0.754	0.760
PV8	0.812	0.748	0.736	0.751	0.826	0.707	0.735
UPO1	0.764	0.791	0.811	0.785	0.816	0.842	0.879
UPO2	0.702	0.810	0.772	0.782	0.806	0.768	0.837
UPO3	0.740	0.746	0.765	0.732	0.776	0.775	0.792
UPO4	0.722	0.745	0.733	0.765	0.771	0.800	0.838

Fornell Larcker

	Hiburan	Interaktif	Kepercayaan	Keputusan Pembelian	Pemasaran Viral	Relevansi yang dipersepsikan	Ulasan Pelanggan Online
Hiburan	0.873						
Interaktif	0.821	0.884					
Kepercayaan	0.845	0.814	0.859				
Keputusan Pembelian	0.810	0.829	0.818	0.838			
Pemasaran Viral	0.826	0.857	0.830	0.848	0.914		
Relevansi yang dipersepsikan	0.852	0.918	0.905	0.914	0.831	0.941	
Ulasan Pelanggan Online	0.875	0.924	0.921	0.916	0.847	0.852	0.957

R-Square

	R Square	R Square Adjusted
Kepercayaan	0.885	0.883
Keputusan Pembelian	0.924	0.922

Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
Hiburan	1074.000	1074.000	
Interaktif	1790.000	1790.000	
Kepercayaan	1074.000	381.747	0.645
Keputusan Pembelian	1432.000	514.888	0.640
Pemasaran Viral	2864.000	2864.000	
Relevansi yang dipersepsikan	2148.000	2148.000	
Ulasan Pelanggan Online	1432.000	1432.000	

Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Hiburan -> Kepercayaan	-0.081	-0.085	0.062	1.304	0.193
Hiburan -> Keputusan Pembelian	0.274	0.269	0.045	6.041	0.000
Interaktif -> Kepercayaan	0.185	0.189	0.070	2.632	0.009
Interaktif -> Keputusan Pembelian	0.400	0.393	0.075	5.350	0.000
Kepercayaan -> Keputusan Pembelian	-0.123	-0.120	0.067	1.835	0.067
Pemasaran Viral -> Kepercayaan	0.471	0.473	0.134	3.524	0.000
Pemasaran Viral -> Keputusan Pembelian	0.203	0.223	0.129	1.578	0.115
Relevansi yang dipersepsikan -> Kepercayaan	0.048	0.059	0.118	0.410	0.682
Relevansi yang dipersepsikan -> Keputusan Pembelian	0.184	0.179	0.070	2.605	0.009
Ulasan Pelanggan Online -> Kepercayaan	0.328	0.317	0.131	2.508	0.012
Ulasan Pelanggan Online -> Keputusan Pembelian	0.051	0.046	0.074	0.692	0.489



Lampiran 1. 3 Publikasi Artikel



Antecedents of Purchase Decisions: A Study on Social Commerce TikTok Azarine Cosmetics

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Abstract

The development of digital marketing today is driven by important factors. Factors included in this study such as rapidly spreading viral marketing that reaches a broad audience, positive reviews from existing customers that can attract new ones, the ease of finding comprehensive product information through interactive features, entertaining and relevant content that aligns with consumer perceptions, and consumer trust in the product. The purpose of this study is to analyze the antecedents of purchasing decisions represented by the variables of viral marketing, online customer reviews, interactivity, entertainment, perceived relevance, and trust. The sampling technique used was purposive sampling. This research utilizes a quantitative approach, collecting data through a questionnaire distributed via Google Forms to Azarine consumers in Indonesia, with a sample size of 358 respondents. The analytical tool used in this study is SmartPLS 3.0. Based on the research findings, viral marketing, online customer reviews, and interactivity influence consumer trust. However, the variables of entertainment and perceived relevance do not affect consumer trust. The results also show that viral marketing, online customer reviews, entertainment, and trust do not significantly influence purchasing decisions, while interactivity and perceived relevance do.

Keywords: Purchase Decision, Trust, Viral Marketing, Online Customer Review, Interactive, Entertainment, Perceived Relevance

1. Introduction

In the rapidly evolving digital era, the utilization of technology and social media by marketers, known as social commerce, has transformed how companies interact with and reach their consumers. According to Zhou et al. (2013), social commerce enables consumers not only to search for information but also to compare prices and recommend products to others. One step in transitioning from offline to online business models is utilizing TikTok Shop as a social media platform for marketing (Priyono & Sari, 2023). Adawiyah (2020) explains that TikTok is one of the most popular applications in the world, allowing users to create 15-second videos enhanced with music, filters, and other appealing features. Sa'adah et al. (2022) state that TikTok Shop is an e-commerce platform regarded as a business information system because its buying and selling transactions are conducted through electronic media that provide specific information about businesses and transactions. TikTok also influences brand image building by leveraging word-of-mouth communication in online shopping decision-making, as evidenced by TikTok Shop, a feature that has gained significant consumer interest for online shopping (Harianto & Ellyawati, 2023).

Marketing techniques using social media to create viral content are becoming increasingly popular among businesses due to their substantial impact on success (Suciati & Moeliono, 2021). Viral marketing is a



term that accurately describes an online marketing strategy that encourages individuals to share a marketing message with others (Devi, 2015). In addition to viral marketing, one of the e-commerce ecosystems on TikTok Shop is online customer reviews. According to Sutanto & Aprianingsih (2016) online customer reviews are a form of electronic word-of-mouth that can influence purchase decision-making processes. The use of online media in a business allows consumers to share information and experiences about a product, providing valuable insights for other consumers (Kitsios et al., 2022). Before purchasing a product, consumers typically check online reviews to determine whether the product meets their expectations (Murni & Salim, 2024).

To build consumer trust, companies now rely on interactivity within social media. Interactivity is recognized as a crucial aspect of digital marketing, defined as the ability of companies and stakeholders to share information online (Hanaysha, 2022). Two-way communication fosters greater consumer involvement, enhancing trust in a brand. Interactivity is a significant factor in motivating online engagement (Yadav & Rahman, 2018). Entertainment is another key element in social media marketing today, where content must be designed to be enjoyable, humorous, and engaging (Sharma et al., 2022). Wottrich et al. (2017) state that brand trust is often established through designing and sharing entertaining advertisements and social media content that cater to consumers' entertainment needs.

To differentiate themselves from competitors, companies must ensure that product marketing is not only high-quality but also relevant to consumers' daily lives. Perceived relevance is defined as one of the critical factors in social media marketing strategies to build strong relationships with consumers and achieve marketing goals (Thaker et al., 2021). In virtual environments, perceived relevance emerges through targeted messages aimed at specific consumer groups (Hanaysha, 2022). In an increasingly competitive online market, consumers tend to prefer products from trusted brands as they feel more secure and confident in the quality and credibility offered. Trust between sellers and buyers is vital in online transactions (Picaully, 2018). Brands that build consumer trust through excellent service gain more customers and drive higher purchasing decisions (Pasi & Sudaryanto, 2021).

This study differs from previous research by integrating two studies: one by Murni & Salim (2024) which focused on Skintific, and another by Hanaysha (2022) which examined the fast food industry. Additionally, this study uses a different object of research, focusing on Azarine Cosmetics on TikTok Shop.

TikTok has become one of the most popular social media platforms globally, especially among younger generations. Since its inception, TikTok has evolved from a mere entertainment platform to an effective marketing tool for various businesses. One company successfully leveraging TikTok Shop is Azarine Cosmetics, a local beauty brand from East Java established in 2018. Azarine specializes in producing skincare, makeup, and beauty tools using natural ingredients, certified halal by the Majelis Ulama Indonesia (MUI), and registered with BPOM. According to Zain & Hasan (2024), Azarine have a skill to utilizes TikTok features such as TikTok Shop, live streaming, content creation, and comment and review sections, making it easier for consumers to find information.

Through viral marketing, online customer reviews, interactivity, entertainment, and perceived relevance, Azarine Cosmetics strives to strengthen consumer trust and enhance purchasing decisions. This study aims to explore factors influencing consumer purchasing decisions on TikTok Shop for Azarine Cosmetics products. The research respondents are Azarine users who made purchases on TikTok. The study is expected to provide in-depth insights into consumer behavior in social commerce and offer effective marketing strategies for the local beauty industry.



2. Literature Review

2.1. Viral Marketing

Viral marketing is a form of word-of-mouth promotion that encourages consumers to share information about products and services developed by a company through audio, video, or written content online (Kotler & Keller, 2016). Marketing techniques leveraging social media to create viral content have become popular among businesses because they can significantly impact success (Suciati & Moeliono, 2021). Viral marketing is an appropriate term to describe online marketing strategies that motivate individuals to pass along a marketing message to others (Devi, 2015). It takes advantage of trending topics to promote a product. One factor influencing purchase decisions is viral marketing (Irawan & Misbach, 2020). According to Kotler & Keller (2016), viral marketing leverages the market to showcase important brand features, and its success is driven more by entertainment rules than sales regulations. Liu & Wang (2019) describe viral marketing as exponentially spreading messages disseminated online. It facilitates the exchange of information among consumers via emails, blogs, and other channels (Trivedi, 2017).

Viral marketing aids companies in introducing products to consumers quickly and effectively (Alfito et al., 2022). Unlike conventional marketing, which relies on delivering messages to target audiences, viral marketing depends on sharing content through social media or websites (Khaneja, 2016). Satisfied consumers often share their positive experiences with friends and family, encouraging them to try the product themselves (Rinandiyana et al., 2022).

2.2. Online Customer Review

Online customer reviews are evaluations provided by consumers about a particular brand, offering information on a product's performance based on specific aspects. These reviews help consumers gather insights into products they are interested in, based on the experiences of other buyers (Mo et al., 2015). Sutanto & Aprianingsih (2016) note that online reviews represent a type of electronic word-of-mouth influencing purchasing decisions. Online platforms allow consumers to share information and experiences, offering valuable details for other potential buyers (Kitsios et al., 2022). Online reviews distribute one customer's experiences or evaluations to potential buyers and marketers seeking information (Kotler & Keller, 2016).

Online reviews directly express opinions from previous purchasers (Puspita & Setyowati, 2019). Nielsen research found online reviews to be a trusted source of information, second only to recommendations from friends or family (Kotler & Keller, 2016). They play a crucial role in building consumer trust, as prospective buyers often consult existing reviews before making purchase decisions (Murni & Salim, 2024). E-commerce websites prominently display these reviews, which provide insights into product popularity and influence buying interest (Mulyati & Gesitera, 2020). By fostering consumer confidence, online reviews help facilitate product selection and purchasing decisions (Murni & Salim, 2024).

2.3. Interactive

In social media marketing, interactivity refers to a company's ability to engage in two-way communication with consumers via social platforms. It enhances consumers' cognitive understanding of product attributes and brand benefits, often through shared and distributed brand-related information (Seo & Park, 2018). Discussions about news, usage experiences, and product developments contribute to interactivity (Cheung et al., 2020). Interactivity allows consumers to participate actively in the communication process, providing feedback and interacting with companies (Moslehpour et al., 2021).

It encourages idea exchanges about products or brands among consumers (Hanaysha, 2022). Utilizing interactivity in social media marketing helps companies build closer relationships with consumers,



increase engagement, and create positive user experiences (Gupta, 2019). Two primary aspects of interactivity are user-to-user interactions focusing on interpersonal communication and user-to-system interactions emphasizing media characteristics (S et al., 2020). The two-way communication that occurs makes consumers feel more involved, which can increase trust in the brand. Interactivity is a significant factor in motivating online engagement (Yadav & Rahman, 2018). Interactive brand content can capture attention and encourage consumers' intention to read and share the content (Yousaf et al., 2021).

2.4. Entertainment

In social media marketing, entertainment refers to the use of engaging content that can capture consumers' attention and create positive engagement with the company (Hanaysha, 2022). The goal of entertaining content in social media marketing is to provide an enjoyable experience that attracts consumers' attention, making them feel entertained and more actively engaged with the content (Yadav & Rahman, 2018). Entertainment is undoubtedly one of the critical aspects of social media marketing, requiring the creation of content perceived as enjoyable, humorous, and engaging (Sharma et al., 2022). Entertaining content in social media marketing may take the form of images, videos, and texts that appeal to the audience while strengthening the relationship between companies and consumers on social media platforms. Entertainment encourages consumers not only to consume content but also to contribute and engage in certain behaviors (Cheung et al., 2021).

Entertainment plays an essential role in building relationships between consumers and brands, increasing brand awareness, and influencing purchase intentions (Seo & Park, 2018). Entertaining content can motivate consumers to contribute to companies on social media, including sharing and recommending information to friends (Cheung et al., 2021). This perspective is supported by Liu et al. (2018), who state that entertaining content can encourage consumers to visit a brand's social media page, consume related content—such as watching videos, viewing funny images, or reading entertaining posts. This may trigger consumers to engage in active behavior on the brand's social media pages (Piehler et al., 2019). Various entertainment activities on social media platforms can impact consumer engagement and brand choice, such as actively participating in contests, online games, and sharing video recordings (Buzeta et al., 2020; Jayasingh, 2019).

2.5. Perceived Relevance

The concept of perceived relevance in social media marketing refers to consumers' perceptions and evaluations of the relevance of a company's content on social media platforms (Hanaysha, 2022). Customized messages are designed to target specific segments, while broadcast messages focus on sharing marketing content with a mass audience (Hanaysha, 2022). According to (Zhu & Chang, 2016), perceived relevance is the extent to which consumers feel that personalized ads are related to themselves or support their personal goals and values. Perceived relevance is described as the degree to which a social media ad is targeted to meet specific consumer needs and expectations (Hanaysha, 2022).

Perceived relevance is defined as one of the critical factors in social media marketing strategies for building good relationships with consumers and achieving marketing goals (Thaker et al., 2021). In virtual environments, perceived relevance emerges through tailored messages for targeted consumers (Hanaysha, 2022). By providing quick responses to consumer inquiries on social media, businesses can increase the likelihood of consumers purchasing products and strengthen trust in the brand (Gautam & Sharma, 2017). Therefore, it is essential to consider the context and audience situation when presenting content (Alalwan, 2018).



2.6. *Trust*

Consumer trust represents the expectation and belief that producers of goods or services are reliable and dependable in fulfilling their promises (Kasih et al., 2019). According to Shin et al. (2016), trust is a sense of security that arises from consumer interaction with a brand, where the brand is perceived as trustworthy and responsible. Based on research by Mulyati & Gesitera (2020), in online shopping, potential buyers cannot physically see and touch products and can only view images provided on online store websites. Hence, consumer trust is a key factor in every online transaction. Trust makes consumers more likely to purchase a product, as online and e-commerce purchases differ significantly from conventional purchases (Mulyati & Gesitera, 2020). The source of information used must be credible and trustworthy, encouraging people to voluntarily share messages with others because they are confident that the information conveyed is accurate and reliable (Motwani & Haryani, 2018).

Selling with clear content, either directly or through internet intermediaries, can increase consumer trust (Murni & Salim, 2024). Building trust with consumers is a prerequisite for enjoying long-term good relationships (Kotler & Keller, 2016). Consumer trust influences business sustainability, as products trusted by consumers tend to thrive in the market. Conversely, products that fail to gain consumer trust struggle to grow (Murni & Salim, 2024). As trust in a product grows among target market consumers, companies can more easily deliver marketing messages in line with expectations and create a positive impression of the brand in consumers' minds (Ebrahim, 2020).

2.7. *Purchase Decision*

Purchasing decisions are a psychological behavioral process consumers go through, starting from awareness of purchase options, preferences among the available alternatives, evaluation, testing one or more versions of different products, and finally deciding to purchase or not purchase the product (Schiffman & Wisenbilit, 2019). Purchasing decisions are part of the process where customers choose to buy specific goods and brands (Murni & Salim, 2024). There is a consideration process that consumers undergo when purchasing a product or service (Kurniasari & Budiatmo, 2018), when consumers finally make the purchase, it is referred to as a purchasing decision (Angelyn & Kodrat, 2021).

According to Ansari et al. (2019) purchasing decisions are the process of consumers making decisions regarding a transaction for goods or services offered in the market. Hanaysha (2018) defines purchasing decisions as involving various choices based on consumers' desires or needs before purchasing products or services. Tjiptono (2014) states that the decisions made by consumers are actions, either directly or indirectly, that lead to involvement in efforts to use a needed product.

Hypotheses Development

The Influence of Viral Marketing on Trust

Using social media to spread viral marketing is an effective step since social media has a vast user reach, making it capable of delivering product information and increasing consumer trust (Putri et al. 2020). This aligns with findings by Suciati & Novandriani (2021) which state that the better the message or content in viral marketing, the more trust increases. Additionally, studies by Andora & Yusuf (2021); Murni & Salim (2024); Putri et al. (2020) also indicate that viral marketing significantly influences trust.

H1: Viral marketing has a significant influence on trust.

The Influence of Viral Marketing on Purchasing Decisions

One of the components influencing purchasing decisions is viral marketing (Irawan & Misbach, 2020). Research findings by Andora & Yusuf (2021) show that viral marketing can affect product purchasing



decisions by spreading products that have gone viral, creating curiosity among consumers, and encouraging purchases. This finding is also supported by studies by (Maulida et al., 2022; Murni & Salim, 2024; Suciati & Moeliono, 2021) which demonstrate that viral marketing significantly influences purchasing decisions.

H2: Viral marketing has a significant influence on purchasing decisions.

The Influence of Online Customer Reviews on Trust

Consumers can obtain product information by referring to reviews and experiences shared by other consumers (Mo et al., 2015). Due to the inability to see and feel the product directly, buyers rely on the reputation and credibility of online stores and reviews from other buyers to build trust (Pratama et al., 2019). This aligns with research by Hariyanto & Trisunarno (2021); Murni & Salim (2024); Puspita & Setyowati (2019) which show that positive online customer reviews can increase consumer trust in making purchases.

H3: Online customer reviews have a significant influence on trust.

The Influence of Online Customer Reviews on Purchasing Decisions

By viewing online user reviews, prospective buyers can learn about product quality, performance, and other users' satisfaction, helping consumers feel more confident in making online purchases (Pratama et al., 2019). Online customer reviews are crucial in the purchasing decision-making process (de Langhe et al., 2016). According to Innukertarajasa & Hayuningtias (2023), consumer decisions to buy a product are influenced by customer reviews, as they are a key factor that drives purchasing decisions. Research findings by Hidayati (2018) & Sudirjo et al. (2023) indicate that online customer reviews significantly influence purchasing decisions.

H4: Online customer reviews have a significant influence on purchasing decisions.

The Influence of Interactivity on Trust

Recognizing the importance of social media sites in providing various opportunities for organizational customers to exchange and acquire information, interaction through these platforms allows them to gain significant benefits when seeking to purchase goods or services (Muntinga et al., 2011). When a brand demonstrates responsiveness to consumers, it reflects a commitment to listening to and addressing their needs, which can enhance consumer trust in the brand (Sohail et al., 2020). This aligns with research findings by Ibrahim et al. (2021); Tatar & Erdoğan (2016) which show that online interactivity influences brand trust.

H5: Interactivity has a significant influence on trust

The Influence of Interactivity on Purchasing Decisions

Through transparent and positive interactions that add value, brands can increase consumer trust and help them feel more confident in making purchasing decisions (Hanaysha, 2022). Previous studies indicate that interactivity positively impacts purchasing decisions (Alalwan, 2018; Chen & Lin, 2019; Hanaysha, 2022).

H6: Interactivity has a significant influence on purchasing decisions

The Influence of Entertainment on Trust

Entertainment content is generally designed to be more engaging marketing compared to traditional marketing, making it easier for consumers to remember and have a positive view of a brand (Hanaysha, 2022). Consumers seek content related to certain brands for enjoyment, relaxation, and passing time (Muntinga et al., 2011). Research conducted by Sohail et al. (2020) shows that entertainment has a significant influence on brand trust.

H7: Entertainment significantly influences trust

The Influence of Entertainment on Purchase Decisions

When consumers consider buying something, they tend to choose brands that frequently appear in entertainment content on social media as their primary choice (Mustafi & Hosain, 2020). Research by Van Noort & Van Reijmersdal (2019) demonstrates that entertaining marketing activities can encourage consumers to seek more information about the brand, leading to wiser purchase decisions. Several previous studies indicate that entertainment significantly influences purchase decisions (Alalwan, 2018; Chen & Lin, 2019; Mustafi & Hosain, 2020).

H8: Entertainment significantly influences purchase decisions

The Influence of Perceived Relevance on Trust

When content created by a company aligns with the interests and needs of consumers, it fosters a sense of connection and positive perceptions of the brand (Hanaysha, 2022). Previous studies show that relevant marketing content aligned with consumer perceptions significantly influences brand trust (Kim & Ko, 2012; Sohail et al., 2020).

H9: Perceived relevance significantly influences trust

The Influence of Perceived Relevance on Purchase Decisions

Perceived relevance can influence consumers' purchase decisions by creating marketing efforts that attract attention and encourage active participation. Therefore, perceived relevance is a crucial factor in social media marketing strategies to build strong relationships with consumers and achieve marketing objectives (Thaker et al., 2021). Previous studies indicate that perceived relevance significantly influences purchase decisions (Alalwan, 2018; Hanaysha, 2022).

H10: Perceived relevance significantly influences purchase decisions

The Influence of Trust on Purchase Decisions

Consumer trust is the willingness of individuals to take risks based on the belief that the other party will act in their interest, even without the ability to monitor or control their actions (Gunawan & Ayuningtiyas, 2018). According to Gemilang & Laily (2022), consumers with high levels of trust in online stores are more likely to select products and make purchases, as online transactions differ from offline purchases where consumers cannot see or feel the products directly. This aligns with findings from Aeni & Ekhsan (2020); Andora & Yusuf (2021); Pasi & Sudaryanto (2021) which state that trust in a brand positively and significantly impacts purchase decisions.

H11: Consumer trust significantly influences purchase decisions

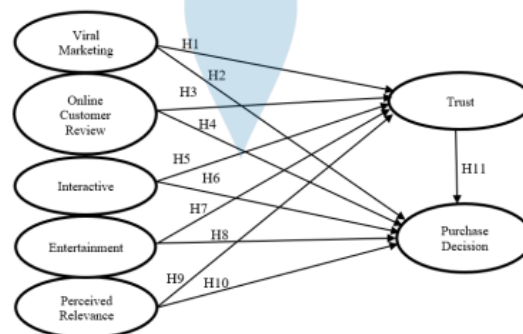


Figure 1: Research Model



3. Methods

Data collection for this study was conducted using structured questionnaires distributed via Google Forms on social media. The questionnaires were tested on 30 respondents to determine validity and reliability using SPSS. The questionnaire employed a 5-point Likert scale, ranging from strongly disagree (score 1) to strongly agree (score 5). A total of 358 respondents were recruited as the sample. The sampling method used was purposive sampling.

A preliminary survey was conducted to determine the research object. Based on a survey of 20 respondents, the findings revealed that Azarine products were the most frequently purchased cosmetic products (40%). Thus, Azarine products were chosen as the research object. The sample criteria for this study included respondents who had used and purchased Azarine Cosmetics products through TikTok Shop. Hypothesis testing was conducted using SEM-PLS. The SEM-PLS analysis included evaluations of the outer model and the inner model.

4. Result

4.1. Demographics Respondents

The majority of respondents in this survey were female (78%) and aged between 17-25 years (45%). Most respondents held an undergraduate degree (45%) and had monthly income/allowances of Rp 2.000.000 – Rp 4.000.000 (41%). In terms of occupation, the majority worked as private employees (36%). The frequency of purchases in the past six months was mostly in the range of 1-5 times (46%).

4.2. Outer Model Evaluation

Table 1: Convergent Validity

Scale Items	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Viral Marketing (Wiludjeng & Nurlela, 2013)				
I received recommendations about Azarine Cosmetics from friends, family, neighbors, etc.	0.798	0,663	0,940	0,927
For me, TikTok is a platform for sharing information about Azarine Cosmetics.	0.809			
I obtained information about the advantages of Azarine Cosmetics through TikTok.	0.816			
I received clear information about Azarine Cosmetics through TikTok Shop.	0.795			
I am interested in the information about Azarine Cosmetics posted on TikTok.	0.753			
I trust the information about Azarine Cosmetics on TikTok.	0.819			
I participate in discussions about Azarine Cosmetics in TikTok's comment section.	0.779			
I discuss Azarine Cosmetics and make purchases.	0.807			
Online Customer Review (Lackermair et al., 2013)				



I consciously use information from the TikTok app in my decision-making process for purchasing Azarine Cosmetics products.	0.798	0,701	0,903	0,857
I use reviews available on TikTok as a source of information.	0.809			
I compare reviews from different TikTok users and read them carefully.	0.816			
I am influenced by reviews in my selection of Azarine Cosmetics products.	0.795			
Interactive (Alalwan, 2018)				
I feel that I often react to Azarine content that I see on TikTok.	0.777	0,696	0,920	0,891
I have a positive perception of Azarine advertising on TikTok.	0.794			
I often give feedback or suggestions to Azarine through TikTok.	0.814			
I feel comfortable leaving comments on Azarine's TikTok posts.	0.845			
I feel that Azarine provides sufficient two-way communication on TikTok.	0.827			
Entertainment (Cheung et al., 2020)				
I find Azarine's content on TikTok very engaging.	0.874	0,762	0,906	0,844
I feel emotionally engaged with Azarine content that I see on TikTok.	0.843			
I am often captivated and absorbed by the Azarine content on TikTok.	0.848			
Perceived Relevance (Alalwan, 2018)				
I feel that the Azarine ads I see on TikTok are relevant to my needs.	0.822	0,707	0,935	0,917
I find Azarine ads on TikTok important and useful for me.	0.834			
I understand the message that Azarine's ads on TikTok are trying to convey.	0.822			
The Azarine ads on TikTok align with my daily habits and interests.	0.843			
I feel that Azarine ads on TikTok match my personal preferences and tastes.	0.760			
Overall, I rate the Azarine ads on TikTok as very good.	0.874			
Trust (Nabela & Albari, 2023)				



Azarine can help me meet my product needs well.	0.873	0,738	0,894	0,822
Azarine Cosmetics provides detailed product information services.	0.843			
Azarine Cosmetics is honest and trustworthy in serving consumers.	0.854			
Purchase Decision (Upadana & Pramudana, 2020)				
I decided to choose Azarine Cosmetics products.	0.825	0,703	0,904	0,859
I prioritize purchasing Azarine Cosmetics products over other brands.	0.828			
I am willing to spend time and money to purchase Azarine Cosmetics products.	0.811			
I feel happy after deciding to buy Azarine Cosmetics products.	0.835			

An indicator is considered valid if the loading factor value exceeds 0.7 and the average variance extracted (AVE) value exceeds 0.5 (Ghozali & Latan, 2015). Based on the outer loading results, all indicators meet convergent validity as their values exceed 0.7. Thus, it can be concluded that all indicators used are valid and can represent the measured variables.

The AVE value must exceed 0.5, meaning 50% or more of the variance in the indicators can be explained (Ghozali & Latan, 2015). Based on the AVE values, all variables have values exceeding 0.5, indicating good convergent validity and reliability in explaining the variance of the indicators used. Based on cross-loading results, each indicator has a value exceeding 0.7. Moreover, the cross-loading values for each indicator are also higher compared to other variables. Thus, it can be concluded that latent constructs can predict their respective variable indicators better than others.

A construct is considered reliable if its Cronbach's alpha and composite reliability values exceed 0.7 (Ghozali & Latan, 2015). Based on the Cronbach's alpha and composite reliability outputs, all variables have values exceeding 0.7. Therefore, it can be concluded that all variables in this study are reliable.

4.3. Inner Model Evaluation

Table 2 : Inner Model

Construct	R-Square Adjusted	Q-Square
Trust	0,883	0,645
Purchase Decision	0,922	0,640

Hair et al. (2017) stated that R-Square values of 0.75, 0.5, and 0.25 respectively indicate that the model is strong, moderate, and weak. The adjusted R-Square output shows a value of 0.883 for the trust construct and 0.922 for the purchase decision construct. It can be concluded that the model construct is strong. Q-Square values of 0.02, 0.15, and 0.35 indicate weak, moderate, and strong predictive ability of the model, respectively (Ghozali & Latan, 2015). Based on the Q-Square output, the value of the trust variable construct is 0.645, and the purchase decision variable is 0.640. Therefore, it can be concluded that the model has strong predictive ability.

4.4. Hypothesis test result

Table 3. Hypothesis test result

Hypothesis	Original Sample	t-statistics	p-value	Result
H1 = PV->KPC	0.471	3.524	0.000	Accepted
H2 = PV->KP	0.203	1.578	0.115	Rejected
H3 = UPO->KPC	0.328	2.508	0.012	Accepted
H4 = UPO->KP	0.051	0.692	0.489	Rejected
H5 = INT->KPC	0.185	2.632	0.009	Accepted
H6 = INT->KP	0.400	5.350	0.000	Accepted
H7 = ENT->KPC	-0.081	1.304	0.193	Rejected
H8 = ENT->KP	0.274	6.041	0.000	Accepted
H9 = PR->KPC	0.048	0.410	0.682	Rejected
H10 = PR->KP	0.184	2.605	0.009	Accepted
H11 = KPC->KP	-0.123	1.835	0.067	Rejected

Based on data analysis (see Table 3), viral marketing influences trust ($\beta=0.471$; p-val $0.000<0.05$; t-stat 3.524). Customer reviews affect trust ($\beta=0.328$; p-val $0.012<0.05$; t-stat 2.508), and interactivity impacts trust ($\beta=0.185$; p-val $0.009<0.05$; t-stat 2.632). It can be concluded that H1, H3, and H5 are supported, meaning that viral marketing, customer reviews, and interactivity influence trust. This implies that if viral marketing, customer reviews, and interactivity improve, consumer trust will also increase.

Interactivity influences purchase decisions ($\beta=0.400$; p-val $0.000<0.05$; t-stat 5.350), entertainment influences purchase decisions ($\beta=0.274$; p-val $0.000<0.05$; t-stat 6.041), and perceived relevance influences purchase decisions ($\beta=0.184$; p-val $0.009<0.05$; t-stat 2.605). It can be concluded that H6, H8, and H10 are supported, meaning that interactivity, entertainment, and perceived relevance influence purchase decisions. This implies that if interactivity, entertainment, and perceived relevance improve, purchase decisions will also increase.

Conversely, based on the data analysis results, entertainment does not influence trust ($\beta=-0.081$; p-val $0.193>0.05$; t-stat 1.304), and perceived relevance also does not influence trust ($\beta=0.048$; p-val $0.682>0.05$; t-stat 0.410). It can be concluded that H7 and H9 are rejected, meaning that entertainment and perceived relevance do not affect trust. This indicates that entertaining content and content perceived as relevant by consumers do not contribute to building trust in the brand.

Viral marketing does not influence purchase decisions ($\beta=0.203$; p-val $0.115>0.05$; t-stat 1.578), online customer reviews do not influence purchase decisions ($\beta=0.051$; p-val $0.489>0.05$; t-stat 0.692), and consumer trust also does not influence purchase decisions ($\beta=-0.123$; p-val $0.835>0.05$; t-stat 1.835). It can be concluded that H2, H4, and H11 are rejected, meaning that viral marketing, online customer reviews, and consumer trust do not affect purchase decisions. This implies that the use of viral marketing, online customer reviews that provide additional information to potential buyers, and consumer trust in viral products do not drive consumers to make a purchase.



5. Discussion

This study found that an increase in viral marketing activities can enhance consumer trust. Hypothesis testing results indicate that Azarine Cosmetics' marketing strategies focusing on the rapid and widespread dissemination of content on TikTok social media can improve consumer trust. Effective viral marketing occurs when consumers receive clear, engaging, and credible information and are involved with Azarine product information. This study also found that online consumer reviews can enhance consumer trust. When consumers use available reviews as information sources and are influenced by them, they feel safe and confident in the product. Positive customer reviews significantly contribute to increasing consumer trust in the product.

Interactive marketing behavior can enhance consumer trust. This indicates that interactivity has a real influence on consumer trust, where Azarine's high interactivity with consumers results in greater trust. Interactivity can affect trust if there is good communication between consumers and producers, instilling confidence in consumers. Interactive marketing also guides consumers in making purchase decisions. This strengthens the assumption that consumers tend to be more motivated to make purchases when given easy and flexible access to explore product information through interactive features. Interactivity influences purchase decisions if there is good communication and product perception, guiding consumers toward a purchasing decision. This study's findings show that entertaining marketing can encourage consumers to make purchase decisions. This suggests that entertaining marketing activities can enhance consumer engagement by prompting them to seek more information about the brand, resulting in more informed purchase decisions. Entertainment affects consumer purchase decisions when consumers feel attracted to and emotionally engaged with the content presented by the company. Creating marketing content relevant to consumer perceptions leads consumers to purchase decisions. Assessing and matching advertisements with consumer preferences is expected to increase consumer purchase decisions. Ensuring that messages conveyed through marketing media, both online and offline, are relevant to the target market increases the likelihood of consumer purchases. Marketing activities through entertainment and perceived relevance do not influence consumer trust. This means that although entertaining content attracts consumer attention and relevance aligns with consumer desires, these factors do not directly affect consumer trust in the brand. Meanwhile, marketing activities through viral marketing, online customer reviews, and trust do not influence purchase decisions. This means that relying on widespread marketing, consumer reviews, and consumer trust does not directly impact consumer purchasing decisions.

6. Summary

This study indicates that digital marketing factors such as viral marketing, online customer reviews, interactivity, entertainment, and perceived relevance have different impacts on consumer trust and purchase decisions for Azarine Cosmetics on TikTok Shop. The results show that viral marketing, online customer reviews, and interactivity significantly influence consumer trust, but only interactivity directly affects purchase decisions. Additionally, entertainment and perceived relevance do not influence consumer trust but significantly enhance purchase decisions. While consumer trust is considered important as an outcome of certain marketing activities, it does not directly influence purchase decisions. This implies that companies should not only focus on building consumer trust but also ensure marketing strategies are designed to drive consumer engagement and product relevance. The implications of this study suggest that companies should increase interactivity with consumers, create entertaining and relevant content, and utilize customer reviews as tools to build trust. Thus, marketing strategies focusing



on interactivity, entertainment, and relevance can effectively enhance consumer purchase decisions on social commerce platforms like TikTok Shop. This study also contributes to digital marketing literature by identifying the varying impacts of each factor on trust and purchase decisions, providing guidance for future research and the development of more effective marketing strategies.

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Lampiran 1. 4 Data Responden

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
1	2	1	2	3	2	2	1	2	1	2	3	2	1	2	1	2
3	1	2	1	2	3	3	2	1	1	2	2	2	1	3	2	2
2	1	2	1	3	2	3	2	1	1	2	1	2	1	2	3	1
1	2	3	2	2	1	2	3	1	1	2	3	2	3	1	2	1
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4	4	5	5	4	5	4	5	5	5	4	5	4	4	5	4	5
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4	4	5	5	5	4	5	4	4	4	5	4	5	4	5	4	4
2	1	3	2	1	3	2	1	2	1	2	1	3	1	2	1	1
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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5	3	5	4	1	2	3	5	5	2	4	5	5	4	1	3	3
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5	4	5	5	4	5	4	4	5	4	4	5	5	4	5	5	5

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
4	5	4	4	5	4	5	5	5	4	5	5	4	5	4	4	4
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
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4	5	4	4	5	5	5	4	5	5	4	5	4	4	4	5	5

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
5	5	4	5	4	4	5	5	5	4	4	5	4	4	5	4	4
4	4	5	5	4	5	5	5	4	4	5	5	4	5	4	5	5
5	4	5	5	4	4	4	5	5	4	4	5	4	5	5	4	5
4	4	5	4	5	5	5	4	4	5	4	4	5	4	4	5	5
5	5	5	4	5	4	4	4	4	4	5	4	5	5	4	4	4
4	4	5	4	5	5	5	4	5	5	4	5	4	4	5	4	5
5	4	4	5	5	5	4	5	4	4	5	4	5	5	5	5	5
5	5	4	5	4	4	4	5	4	5	5	4	4	4	5	4	5
4	4	5	5	4	5	5	5	4	4	5	4	5	5	4	5	5
4	4	5	4	5	4	5	5	4	5	4	5	5	4	5	5	4
5	5	4	5	4	5	4	4	5	4	5	5	4	5	4	4	4
5	4	5	5	4	5	4	4	4	5	4	4	5	4	5	4	4
5	4	5	4	4	5	4	5	4	4	5	4	4	5	4	5	4
5	5	4	5	4	4	5	4	4	5	4	5	5	4	5	5	5
5	4	5	4	4	5	4	5	5	4	5	5	4	5	4	4	4
5	4	4	5	4	5	4	4	4	5	4	5	5	4	5	5	4
4	4	5	5	4	5	4	4	5	4	4	4	5	5	4	4	4
3	4	4	3	4	3	4	4	3	4	4	3	3	4	3	3	3
5	4	5	5	4	4	5	4	5	5	4	4	5	4	5	4	5
4	4	3	4	3	3	4	3	4	3	4	4	3	4	3	3	3
4	3	4	4	3	4	4	3	3	4	3	4	4	4	3	4	4
4	3	4	3	3	4	3	3	4	4	3	4	3	4	4	3	4
4	4	3	4	3	3	4	3	4	4	3	4	3	3	4	3	3
5	4	4	5	5	4	5	4	4	4	5	4	5	4	4	5	4
4	5	4	5	5	4	4	5	5	5	4	5	4	5	4	4	4

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
4	5	4	4	5	5	4	4	5	4	4	5	5	5	4	4	4
4	5	4	4	4	5	5	4	5	4	4	5	5	4	4	5	5
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
5	4	5	4	4	5	5	4	4	5	4	4	5	4	5	5	4
5	5	4	5	5	4	4	5	4	4	5	4	5	4	4	4	4
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
3	4	3	4	3	4	3	4	3	4	3	4	3	4	3	4	4
2	1	1	2	2	1	3	2	1	3	3	3	2	1	1	2	1
3	2	2	2	1	3	2	1	2	3	3	3	2	1	2	2	2
2	1	2	1	1	1	2	2	1	2	3	3	1	1	3	2	3
2	2	3	2	1	1	2	1	2	3	3	2	2	1	1	2	3
2	2	1	2	2	1	1	2	2	1	1	2	2	1	1	2	3
5	2	4	3	1	5	3	5	2	1	5	4	4	4	1	3	3
4	3	5	3	5	5	1	3	4	2	4	5	4	2	3	4	2
5	2	4	3	5	1	4	3	2	4	1	5	4	2	4	3	2
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
4	5	4	3	3	4	1	2	3	2	4	3	5	3	4	3	2
3	5	4	4	5	4	2	3	3	1	5	4	2	3	4	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
4	4	2	1	3	4	3	3	5	2	3	4	5	4	4	5	5
4	4	2	3	5	4	4	5	4	2	3	4	5	3	5	4	1
5	4	5	4	4	5	4	5	5	4	5	4	5	5	4	5	4
5	5	4	5	5	4	4	5	4	4	5	4	4	5	4	5	5

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
3	5	4	4	4	2	1	2	4	5	4	4	3	2	3	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
4	3	5	4	4	5	2	4	4	3	5	4	3	1	4	3	4
5	4	5	4	5	5	4	5	5	4	5	4	4	5	5	4	5
4	4	5	4	5	4	4	5	4	4	5	4	5	4	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4
4	4	5	4	5	4	4	5	5	4	5	4	4	5	5	4	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4
4	5	4	2	4	3	4	5	5	2	2	4	5	2	4	5	3
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4
4	5	5	4	5	5	5	4	4	5	5	4	5	5	4	5	5
4	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	5
5	4	5	5	4	5	5	4	5	4	5	5	5	4	5	5	4
4	5	5	4	5	5	5	4	5	5	4	5	4	5	5	4	5
4	5	5	5	4	5	5	4	4	5	5	5	5	4	5	5	4
4	5	5	4	5	5	4	5	4	4	5	5	5	5	4	5	4
4	5	5	4	5	5	4	5	5	4	5	5	4	5	5	4	5
4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5
5	5	4	5	4	5	4	5	5	5	4	5	5	4	5	5	4
5	5	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
5	5	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4
5	5	4	5	4	5	4	5	5	5	4	5	5	5	4	5	4
4	5	4	5	4	5	4	5	5	5	4	5	4	4	5	5	4
4	4	5	5	4	5	4	5	5	5	4	5	5	4	4	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4
4	4	5	4	5	4	5	4	5	5	4	5	5	5	4	5	5
1	2	1	2	2	1	2	3	1	1	2	3	1	2	1	2	3
1	1	2	3	1	2	2	1	1	1	2	3	3	2	3	2	1
3	1	2	2	1	1	2	3	2	1	3	1	2	1	2	1	2
1	1	2	3	2	1	2	1	3	2	1	2	2	1	2	1	2
2	1	2	2	3	1	2	1	1	2	1	3	2	2	1	2	1
1	1	2	2	1	2	3	2	1	1	3	3	1	1	2	2	1
3	2	3	3	2	2	3	3	3	3	2	3	3	2	1	2	3
3	1	2	2	1	1	2	3	1	1	2	3	2	1	2	2	3
2	2	1	1	2	3	2	2	1	1	2	3	2	3	2	1	2
1	1	2	2	3	2	1	2	3	2	1	2	1	2	3	2	1
2	1	3	2	2	2	1	3	2	1	3	2	1	1	2	1	3
1	3	2	2	1	1	3	2	2	2	2	3	1	2	2	1	1
2	1	3	2	2	1	1	3	2	1	1	2	2	1	1	3	2
1	3	2	3	3	1	2	2	1	1	3	2	3	2	1	2	2
2	1	1	1	3	2	2	1	1	3	2	2	1	3	2	2	1
4	3	4	4	4	3	3	4	4	3	3	4	4	4	4	3	4
4	3	4	4	4	3	3	4	3	4	4	3	3	4	4	3	3
4	3	3	4	4	4	4	4	3	4	3	3	4	4	4	3	3
4	3	4	4	3	3	4	4	4	4	3	3	4	4	3	4	3

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
4	4	3	4	3	3	3	4	4	4	4	3	4	3	3	4	4
4	3	4	4	3	3	4	3	3	4	3	3	4	3	4	4	3
4	3	3	4	4	3	4	3	3	4	3	3	3	3	4	3	4
3	4	3	3	4	3	4	4	4	3	4	3	3	3	4	3	4
4	4	3	4	3	3	4	4	4	3	3	4	3	4	4	3	3
3	4	3	3	4	4	3	4	4	3	4	4	3	4	3	3	4
4	4	3	4	3	3	4	3	3	4	4	3	4	3	4	4	3
4	4	3	3	4	3	4	4	3	4	3	4	4	3	3	4	4
3	4	4	3	4	3	3	4	4	3	4	4	3	4	4	3	4
4	4	3	3	4	3	4	3	4	4	3	4	3	4	3	3	4
3	4	4	3	3	4	3	4	4	4	3	4	4	3	4	3	3
5	4	5	5	4	5	4	5	5	4	4	5	5	4	5	4	4
5	4	4	5	5	4	4	4	5	4	5	5	4	4	5	4	4
5	4	4	5	4	5	5	5	4	4	5	5	4	5	4	5	5
4	4	5	4	4	5	5	4	4	5	4	4	5	5	4	4	5
4	4	5	5	4	4	5	5	5	4	4	5	4	5	5	5	4
4	5	4	4	5	5	4	4	4	5	5	4	4	4	5	5	4
4	5	4	4	5	4	5	4	5	4	5	5	5	4	5	5	4
4	5	4	5	5	4	5	4	5	4	4	5	5	4	5	4	4
5	5	4	5	4	5	5	4	4	4	5	4	4	5	4	5	5
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
4	4	5	4	5	4	5	5	5	4	5	4	4	5	5	4	5
4	5	4	5	5	4	5	4	5	4	4	5	4	5	4	4	5
4	5	4	5	4	4	5	4	4	5	5	4	5	4	5	5	4
5	5	4	5	5	4	5	4	5	4	5	4	4	5	4	5	5

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
4	4	5	4	5	4	4	5	5	4	5	5	5	4	5	4	5
5	4	5	4	5	5	4	5	4	5	4	4	4	5	4	5	5
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
4	5	4	4	5	5	5	4	4	4	5	4	4	4	5	4	5
5	5	4	4	5	5	4	4	5	4	4	5	5	4	5	4	4
4	5	5	4	4	5	4	5	4	4	4	5	5	4	5	4	4
4	5	4	4	5	5	5	4	4	4	4	5	5	4	5	4	4
5	5	4	4	5	4	5	5	5	4	4	5	5	4	4	5	4
4	5	4	4	5	5	4	4	4	4	4	5	5	4	5	4	4
4	5	4	4	5	5	4	4	4	4	5	4	5	4	5	5	4
5	5	4	5	4	5	4	4	4	4	5	4	4	5	5	4	4
5	4	5	4	4	4	4	5	5	4	4	5	4	4	5	5	4
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
4	4	5	5	4	4	5	4	4	5	5	5	4	5	4	4	5
5	4	4	5	5	5	4	4	5	4	4	5	4	5	4	5	5
4	5	4	4	4	5	4	4	4	4	5	4	4	5	4	4	5
5	4	5	4	4	4	5	4	4	4	5	4	4	4	5	4	4
5	4	5	5	4	4	5	4	4	4	5	4	4	4	5	5	4

PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	UPO1	UPO2	UPO3	UPO4	INT1	INT2	INT3	INT4	INT5
4	5	4	5	4	4	4	5	4	5	4	4	5	4	5	4	4
5	4	4	5	5	4	4	5	5	5	4	4	4	5	4	4	5
5	5	4	5	5	4	5	5	4	5	4	5	5	4	4	5	5
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5	4	4	4	5	5	4	4	4	5	4	5	4	5	4	4	5
5	4	5	5	4	5	4	5	5	4	5	5	4	5	4	4	5
5	4	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5
5	4	4	5	5	4	5	5	5	4	4	5	5	4	4	5	5
5	5	4	4	5	4	4	5	5	4	4	5	5	4	4	5	4

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
1	1	1	2	3	2	3	2	3	1	2	3	1	1	2	1
2	2	1	3	2	1	2	2	2	1	2	1	1	1	2	3
2	2	2	2	1	1	3	2	3	1	1	2	2	1	2	2
3	3	3	1	3	1	2	2	2	2	1	2	3	3	2	1
5	5	5	5	4	5	5	5	5	4	4	5	5	4	5	4
4	5	4	5	4	4	5	5	5	5	4	5	4	5	4	5
5	5	4	5	5	5	4	4	4	5	5	4	4	5	4	5
5	5	4	4	5	4	5	4	5	5	5	4	4	4	5	4
5	4	5	5	4	4	5	5	5	4	4	5	5	4	5	4
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4	3	4	4	3	4	4	4	4	4	4	3	4	4	3	4
4	3	4	3	4	4	4	3	4	4	4	3	4	3	4	3

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
5	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4
5	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4
4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5
3	2	5	3	4	3	5	5	5	1	2	3	5	4	3	4
4	1	2	3	5	2	4	4	4	2	3	4	2	3	4	5
3	4	2	3	2	5	1	3	1	5	4	3	2	3	4	5
3	2	5	3	4	1	5	3	5	1	2	3	5	4	3	2
3	4	5	3	4	1	1	3	1	1	2	3	5	4	3	2
4	5	5	4	4	4	5	4	5	4	4	4	5	4	5	5
4	4	4	5	5	5	4	4	4	5	5	5	4	5	4	4
4	4	5	4	4	5	4	5	4	5	4	5	5	5	4	4
4	4	5	4	5	5	5	4	5	5	4	4	5	5	4	4
4	5	5	4	4	4	4	4	4	4	4	4	5	5	5	4
4	4	4	5	4	4	5	4	5	5	4	5	4	4	4	5
4	4	4	4	5	5	4	4	4	5	5	5	4	4	4	5
5	4	4	4	4	5	5	5	5	5	4	5	4	4	5	4
4	4	4	5	4	4	5	4	5	5	4	5	4	4	4	5
4	4	5	4	4	4	5	4	5	4	4	4	5	5	4	5
4	5	4	4	5	3	5	4	5	4	5	4	4	5	4	5
4	4	5	5	5	5	4	4	4	5	4	4	5	5	4	5
4	4	4	5	4	4	5	5	5	4	5	4	4	4	5	4
4	4	5	5	5	4	5	4	5	5	4	4	5	4	4	5
5	5	4	5	5	5	4	5	4	4	5	5	4	5	4	5
5	5	4	4	5	5	5	4	5	4	4	5	4	5	4	4
4	4	5	5	5	5	4	4	4	5	5	4	5	5	4	4

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
4	5	5	4	4	5	5	4	5	5	4	5	5	5	4	5
4	4	4	5	4	4	4	5	4	4	4	5	4	4	5	4
5	5	5	5	4	4	5	5	5	4	5	5	5	4	4	5
5	5	4	5	5	5	5	5	5	5	4	4	4	5	4	5
4	4	4	4	5	5	4	4	4	4	5	4	4	4	5	4
5	5	5	4	5	5	5	4	5	5	4	4	5	4	5	4
5	5	5	4	5	5	5	5	5	5	4	5	5	4	4	5
4	4	5	4	5	5	4	4	4	4	5	5	5	4	5	4
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5	5	3	4	3	4	2	5	2	4	2	5	3	2	4	1
4	5	5	4	5	4	5	4	5	5	5	4	5	4	4	4
4	5	4	5	4	4	5	5	5	5	5	5	4	4	5	4
5	4	5	4	5	5	5	5	5	4	5	4	5	4	4	4
4	4	5	4	4	5	4	4	4	5	5	4	5	4	5	5
5	5	5	4	5	4	4	4	4	5	5	4	5	4	5	4
4	5	5	4	4	4	4	4	4	4	4	4	5	5	4	5
5	5	5	4	5	4	4	4	4	4	4	4	5	5	4	5
4	5	4	5	4	4	4	4	4	5	4	5	4	4	4	5
4	5	4	5	4	4	4	5	4	5	4	4	4	5	4	5
4	4	4	4	4	5	4	5	4	5	5	5	4	5	4	4
4	4	5	4	4	5	5	5	5	4	4	4	5	4	4	5
4	4	5	5	4	5	5	5	5	4	4	4	5	4	5	5
4	5	5	4	4	4	4	5	4	4	4	4	5	5	4	5
5	4	5	5	5	5	5	4	5	5	5	4	5	5	4	5
4	5	5	4	4	4	4	4	4	4	4	4	5	5	4	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
1	1	3	1	2	3	3	1	3	2	3	1	3	2	1	2
1	3	3	1	2	3	2	1	2	2	3	1	3	2	3	1
2	1	3	3	3	3	3	2	3	3	2	1	3	2	1	3
2	2	3	1	2	1	3	2	3	3	2	2	3	1	3	2
1	1	1	3	1	3	2	3	2	3	2	2	1	3	2	1
2	1	1	3	2	3	2	2	2	1	2	3	1	2	2	3
2	3	1	2	3	2	1	1	1	3	3	2	1	2	3	3
1	3	1	2	3	1	3	1	3	1	3	2	1	3	2	2
1	2	3	3	2	1	2	3	2	2	2	3	3	2	3	1
1	3	3	1	3	2	3	2	3	1	2	2	3	3	2	3
4	4	4	5	5	5	5	4	5	5	5	4	4	5	4	4
5	5	4	2	3	4	3	5	3	4	3	4	4	2	1	5
5	5	5	5	4	5	2	4	2	5	1	5	5	4	1	5
4	5	5	2	4	5	4	4	4	4	3	4	5	3	2	4
5	5	5	1	5	5	1	4	1	5	3	5	5	2	4	4
2	3	1	2	2	1	1	2	1	1	2	3	1	3	2	2
3	3	1	2	3	2	3	3	3	2	3	3	1	1	2	2
2	2	3	2	1	3	2	1	2	3	3	2	3	2	1	1
3	2	1	2	2	1	2	3	2	2	2	3	1	2	3	2
2	1	3	2	3	3	3	2	3	3	2	1	3	2	1	1
4	4	4	4	4	4	4	5	4	5	4	5	4	4	5	4
5	5	4	5	5	5	5	5	5	5	4	5	4	4	5	4
5	4	5	5	4	5	4	5	4	4	5	4	5	5	4	5
5	5	5	4	5	5	5	5	5	5	4	5	5	4	5	5
4	4	5	4	5	5	4	4	4	4	4	5	5	4	5	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
5	4	4	5	5	5	4	5	4	5	4	5	4	4	5	4
4	5	4	4	5	5	5	4	5	5	4	5	4	5	4	4
5	4	4	5	4	4	4	5	4	4	5	5	4	4	5	4
5	4	5	5	4	4	4	5	4	5	4	5	5	4	4	5
5	4	4	4	5	5	5	3	5	5	3	4	4	3	5	2
5	5	5	4	3	3	4	5	4	5	3	5	5	3	4	5
4	5	5	3	4	4	3	4	3	4	3	1	5	5	2	3
5	4	5	5	5	5	4	4	4	5	4	5	5	4	4	5
5	4	3	5	4	4	3	5	3	5	4	3	3	3	4	2
4	5	5	5	5	5	4	2	4	5	3	5	5	3	5	3
5	4	5	5	5	5	4	4	4	4	5	4	5	4	5	5
4	5	4	4	5	5	5	5	5	5	4	5	4	5	4	4
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2	2	5	5	4	5	4	5	4	5	4	4	5	4	3	5
3	5	2	5	4	5	4	2	4	3	5	2	2	5	4	2
5	5	5	5	2	5	1	4	1	5	3	1	5	3	2	5
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2	5	3	4	4	3	5	3	5	5	2	4	3	4	4	5
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5	4	5	5	5	5	4	5	4	5	4	5	5	5	4	5
5	4	5	4	4	4	4	4	4	4	5	4	5	4	4	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
5	5	5	4	4	4	4	5	4	5	4	5	5	4	5	5
3	4	4	4	4	4	4	3	4	3	4	4	4	3	4	4
4	3	3	4	3	3	3	4	3	4	4	3	3	4	4	4
3	3	4	4	4	4	4	3	4	3	4	3	4	3	4	4
4	3	4	4	4	4	3	4	3	3	4	4	4	4	3	4
4	4	3	4	3	3	4	4	4	4	4	3	3	4	4	3
5	4	4	5	4	4	4	4	4	5	4	4	4	4	5	5
5	4	4	5	4	4	4	5	4	4	5	4	4	5	4	4
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5	4	5	5	4	4	4	4	4	4	5	4	5	5	4	5
5	5	4	5	5	5	4	4	4	4	5	4	4	4	4	5
5	4	4	5	4	4	4	5	4	4	5	4	4	4	4	5
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5	4	4	5	4	4	4	4	4	4	5	4	4	4	5	4
4	4	5	5	4	5	5	4	5	4	5	4	5	4	5	5
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5	4	5	4	4	4	4	4	4	5	5	4	5	4	5	5
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5	5	5	5	5	5	5	4	5	5	5	4	5	4	5	5
4	5	4	4	4	5	5	4	5	4	5	4	4	5	5	4

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5
5	4	5	5	5	4	5	4	5	4	5	4	5	4	5	4
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4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5
4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5
4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5
5	4	4	5	4	5	4	5	4	5	5	5	4	4	5	4
5	5	4	5	5	4	4	4	4	4	5	4	4	4	5	5
4	4	5	5	4	5	5	5	5	4	4	5	5	5	4	5
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4	4	4	4	5	5	5	4	5	5	5	4	4	5	4	5
4	5	5	5	5	5	4	4	4	4	4	5	5	4	4	5
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5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5
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5	4	5	5	4	4	4	4	4	4	4	5	5	5	4	5
5	5	5	4	4	4	4	5	4	5	4	5	5	4	5	5
4	4	5	5	5	4	4	4	4	5	5	4	5	4	5	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
5	5	5	4	5	5	4	5	4	5	4	5	5	4	5	5
4	4	5	5	5	4	4	4	4	5	4	5	5	4	5	5
5	4	5	4	4	5	4	4	4	5	4	4	5	5	4	5
4	4	3	3	3	3	4	4	4	4	3	4	3	4	4	3
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3	3	3	3	4	4	3	4	3	4	3	4	3	4	3	3
4	3	3	3	4	3	3	3	3	3	4	4	3	3	4	4
4	3	3	4	4	4	3	3	3	4	4	3	3	4	3	3
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4	4	4	4	4	4	5	5	5	4	4	5	4	5	4	4
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4	4	5	4	5	5	5	4	5	5	4	5	5	4	4	4
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3	4	4	3	4	3	3	3	3	3	4	3	4	3	4	3
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4	5	5	4	4	4	5	5	5	5	4	4	5	5	4	5
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3	4	4	3	4	3	3	3	3	3	4	3	4	3	4	3
3	4	4	3	4	3	3	3	3	3	4	3	4	3	4	3
3	4	4	3	4	3	3	3	3	3	4	3	4	3	4	3
1	2	2	1	3	1	2	3	2	2	1	2	2	1	1	1
2	1	2	2	3	2	1	3	1	1	2	3	2	2	1	1
2	2	1	3	3	1	1	3	1	2	3	2	1	1	2	2
3	1	2	1	2	2	1	3	1	2	3	2	2	1	1	2
1	2	2	1	2	2	2	1	2	2	3	2	2	1	1	2

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
4	5	4	1	4	2	1	5	1	5	3	4	4	2	4	3
5	3	4	3	5	4	5	4	5	4	2	4	4	3	5	4
4	3	3	4	5	2	5	1	5	5	2	4	3	4	5	4
4	5	5	4	5	4	4	4	4	4	5	4	5	4	5	4
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4	3	4	4	4	3	5	5	5	5	4	5	4	1	3	5
4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	5
2	3	4	4	4	5	3	3	3	4	5	2	4	5	4	3
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4	5	4	4	4	4	5	5	5	4	5	5	4	4	5	4
4	2	2	3	4	4	4	4	4	5	5	4	2	3	1	2
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4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	5
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5	4	4	5	4	5	5	5	5	5	4	5	4	5	4	5
4	5	4	4	4	5	4	2	4	5	3	4	4	2	4	5
4	5	4	4	5	4	4	4	4	4	5	4	4	5	4	5
5	4	4	5	4	5	5	5	5	5	4	5	4	5	4	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
5	4	5	5	4	5	5	5	4	5	4	5	5	4	5	5
5	5	5	4	5	5	5	4	5	4	4	5	5	4	5	5
5	4	4	4	5	5	5	4	5	4	5	5	4	5	5	5
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5	4	4	4	5	5	4	5	4	4	5	5	4	5	5	4
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1	3	3	1	2	1	2	3	2	1	1	2	3	2	1	2
2	1	2	1	1	2	3	2	1	1	2	1	2	1	2	3
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2	1	2	1	1	2	2	3	2	1	1	2	2	1	2	3
2	2	3	1	1	2	3	2	1	1	1	2	3	2	1	2
3	3	3	3	2	1	2	3	2	2	1	2	3	3	2	2
2	3	1	2	1	2	1	3	2	2	1	2	1	1	3	2

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
1	2	3	1	1	2	2	1	2	2	1	2	3	3	2	1
2	2	2	3	2	3	1	2	1	1	1	2	2	2	1	2
3	3	2	1	3	2	2	1	3	2	1	1	2	1	3	2
2	2	3	2	1	3	2	1	2	1	1	1	3	2	2	1
3	3	3	1	1	3	2	1	2	3	1	1	3	2	1	1
2	2	2	2	1	1	3	2	1	1	1	3	2	1	1	3
1	1	2	2	1	1	3	2	2	1	1	3	2	1	3	2
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3	4	3	3	3	3	4	4	3	4	4	4	3	3	4	3
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4	4	5	4	5	5	4	5	5	4	4	5	5	4	4	4
4	5	4	5	4	4	4	5	4	4	5	5	4	4	4	5

ENT1	ENT2	ENT3	PR1	PR2	PR3	PR4	PR5	PR6	KPC1	KPC2	KPC3	KP1	KP2	KP3	KP4
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5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4
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4	4	5	4	5	4	4	5	4	5	4	4	5	4	4	5
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4	4	5	5	4	4	5	4	4	4	5	4	5	4	4	4
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