

THE INFLUENCE OF WORD OF MOUTH AND ONLINE REVIEWS ON CONSUMERS' PURCHASE INTENTION OF SKINTIFIC PRODUCTS ON TIKTOK SHOP WITH DELIVERY SPEED AS AN INTERVENING VARIABLE (A STUDY ON STUDENTS OF UNIVERSITAS MUHAMMADIYAH PONTIANAK)

Novita Enjelma ^{a*)}, Neni Triana M ^{a)}

^{a)} Universitas Muhammadiyah Pontianak, Pontianak, Indonesia

^{*)} Corresponding Author: novitaaa101620@gmail.com

Article history: received 10 January 2025; revised 21 February 2025; accepted 05 March 2025

DOI: <https://doi.org/10.33751/jhss.v8i3.11882>

Abstract. This study aims to identify the influence of Word of Mouth on the Purchase Intention of SKINTIFIC products among female students at Universitas Muhammadiyah Pontianak through Delivery Speed. The research employs an associative method, with a total of 100 respondents who have previously purchased SKINTIFIC products online via TikTok Shop. The data analysis technique used is Structural Equation Modeling (SEM) with SmartPLS 3.0 software. Based on the hypothesis testing results, Word of Mouth and Online Reviews directly have a positive and significant influence on Delivery Speed. Other hypotheses indicate that Delivery Speed and Online Reviews directly influence Purchase Intention, whereas Word of Mouth does not have a direct influence on Purchase Intention. Furthermore, based on indirect hypothesis testing, both Word of Mouth and Online Reviews influence Purchase Intention, mediated by Delivery Speed.

Keywords: word of mouth; online review; purchase intention; delivery speed

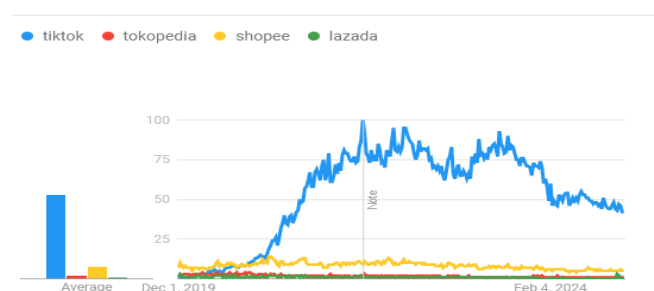
I. INTRODUCTION

Indonesia, as a developing country, has experienced rapid technological advancement, particularly with the rise of the internet. The internet has become an integral part of people's lifestyles, serving not only as a source of information but also as a means to fulfill various needs. The shift in consumer habits from offline to online shopping has significantly contributed to the growth of the e-commerce market. A marketplace is a digital platform where sellers and buyers engage in transactions, exchanging goods or services for monetary value. Technological advancements have transformed consumer behavior, leading to a transition from offline to online shopping through e-commerce platforms. E-commerce facilitates product selection by displaying listed prices, offering promotions, discounts, free shipping, and multiple payment options, among other conveniences.

E-commerce refers to activities related to buying and selling transactions that connect sellers and buyers digitally using electronic technology. E-commerce users aim to enhance and expand their businesses through digital resources and electronic facilities, prompting various e-commerce platforms in Indonesia to offer competitive promotions. One of the most popular e-commerce platforms among Indonesian consumers is TikTok.

In the modern era, consumers can easily shop online, including through TikTok. Shopping on TikTok is highly convenient due to its user-friendly interface. Users only need to ensure that their TikTok application is updated to the latest version and that their accounts are registered. Transactions can be completed without switching to other applications, as TikTok Shop offers a wide range of products, including beauty products such as Skintific, Scarlett, Facetology, and various other beauty brands [1].

The following figure illustrates the number of TikTok users in West Kalimantan.



Source: Google Trends, 2025

Figure 1. TikTok Users in West Kalimantan

Based on the graph above, TikTok has emerged as the most popular e-commerce platform in West Kalimantan, surpassing other competitors. According to Google Trends, TikTok ranks first in West Kalimantan, while Shopee, which is widely recognized in Indonesia, ranks second. Tokopedia and Lazada hold the lowest positions. The trend analysis over the past three years reveals that the percentage of TikTok users in West Kalimantan reached 77% in 2022, 74% in 2023, and 42% in 2024. This decline in TikTok usage is attributed to the uneven distribution of digital infrastructure in the region. West Kalimantan continues to face challenges in providing equal internet access, particularly in remote areas. Limited internet connectivity remains a significant obstacle for applications requiring high data usage, such as TikTok.

TikTok Shop offers a diverse selection of products, enabling customers to choose items based on their preferences. This platform provides a variety of categories, including clothing, beauty, household essentials, and more. Among these, skincare products are particularly popular, especially among the younger generation. The majority of women begin using skincare products as early as the age of 13. Skincare products, whether local or international brands, are commonly used in daily routines by most women.

One of the skincare brands that has gained increasing popularity among consumers is Skintific, which was introduced in Indonesia in late 2021. PT May Sun Yvan, also known as PT Meiyume Manufacturing, is the official distributor and license holder of Skintific products in Indonesia. The company is headquartered in Mega Kuningan, Kuningan Timur, South Jakarta. The brand is led by Dedi Irawan Sinuhaji, who serves as the Director. Skintific continuously improves and innovates its sales system to sustain its market growth. This is evident in the consistent increase in consumer purchase intention on e-commerce platforms such as Shopee and TikTok Shop. Consumer feedback, including criticism and suggestions, plays a crucial role in stabilizing and enhancing sales performance.

Consumers consider multiple factors before making an online purchase, including Word of Mouth (WOM) and Online Reviews. Word of Mouth refers to conversations—both online and offline—that influence consumer decisions. It has multiple effects, non-hierarchical structures, horizontal communication patterns, and a mutational nature. Effective brand advocacy originates from real recommendations, where individuals voluntarily share their opinions, experiences, or enthusiasm about a product with others, either online or in person. Product reviews significantly influence potential consumers by increasing their purchase intention [2]. In the TikTok ecosystem, electronic Word of Mouth (e-WOM) manifests in various forms, including comments, review videos, recommendation content, and the most cost-effective strategy—hashtags [3].

In addition to Word of Mouth, Online Reviews play an equally vital role in influencing purchase decisions. Online Reviews refer to consumer-generated information based on their experiences with a product. Such reviews help potential buyers identify and evaluate products that meet their needs [4]. Online Customer Reviews also shape consumer

perceptions of product quality and online shopping platforms, thereby enhancing their ability to make informed purchasing decisions [5].

When online shopping experiences are influenced by Word of Mouth, Online Reviews, and smooth delivery services, consumers are more likely to continue shopping online. Delivery Speed is a crucial factor that directly affects consumers' purchase intentions. Social media platforms and online reviews create stimuli that drive consumer purchasing decisions. These stimuli are carefully designed by businesses to encourage buying behavior. Moreover, consumer trust is influenced by Word of Mouth, Online Reviews, and Delivery Speed, all of which contribute to their purchase decisions [6].

Given this landscape, consumers must be more discerning when selecting logistics services to ensure reliable product delivery. Efficient delivery services play a critical role in maintaining consumer trust and encouraging repeat online purchases. Therefore, it can be concluded that Word of Mouth and Online Reviews significantly influence consumer purchase intention, with Delivery Speed acting as a mediating factor.

Word of Mouth

According to [7], “Word of Mouth (WOM) is a powerful marketing tool and one of the most effective drivers of sales, alongside advertising awareness. Several brands have been built almost exclusively through Word of Mouth. Word-of-mouth marketing finds ways to engage customers so that they choose to speak positively to others about products, services, and brands. Viral marketing encourages people to exchange online information related to products or services.” Word of Mouth refers to information about a product that is transmitted from one individual to another [8]. WOM occurs when consumers engage in conversations with others regarding a brand, product, service, or company [9]. Another definition, as stated by [10], describes Word of Mouth as a marketing effort that stimulates consumers to discuss, promote, recommend, and sell a product or brand to other customers.

Online Review

According to [11], “Online Customer Review refers to reviews provided by consumers regarding product evaluations across various aspects. Through these reviews, consumers can assess the quality of a product based on the experiences and feedback shared by those who have previously purchased the product from an online seller.” Online Reviews are analyses and comments generated and posted by end consumers who have purchased and used the product [12]. According to [13] define Online Reviews as customer-generated evaluations that provide insights into different aspects of a product. Another definition states that Online Reviews are a form of electronic Word of Mouth (e-WOM), referring to user-generated content posted on online platforms. These reviews represent an individual's direct opinion rather than paid advertisements [14].

Delivery Speed

Delivery speed is generally defined as the duration from the moment a customer places an order until the ordered product reaches their hands and is subsequently delivered to

the intended address. This indicates that delivery speed is closely related to time efficiency [15]. Delivery speed refers to the time interval encompassing the period required to transport an order and subsequently deliver it to the designated location chosen by the customer. This represents one of the critical aspects of the service capability of delivery providers [16]. In general, delivery speed is described as the time gap between when a customer places an order and when the product reaches the customer's hands [15].

Purchase intention

According to [6], "Purchase intention refers to a consumer's plan to buy a specific product, including the quantity of the product needed within a certain period". According to [17] defines purchase intention as an attitudinal model that reflects an individual's perception of a product, making it a suitable measure for evaluating attitudes toward a specific product category, service, or brand. Similarly, [18] describe purchase intention as a consumer's plan to purchase a particular product, including the quantity required over a given period.

II. RESEARCH METHOD

The research method employed in this study is an associative research method. According to [19], "The associative method is a research problem formulation that examines the relationship between two or more variables." The study involved 100 respondents, all of whom were active female students at Universitas Muhammadiyah Pontianak. The sampling technique used in this study was purposive sampling. According to [20], "Purposive sampling is a sampling technique in which the selection of samples is based on specific criteria." The criteria for selecting the sample in this study were: Owning a TikTok account and having previously purchased Skintific products online via TikTok Shop. The data in this study consists of primary data. According to [19], "Primary data is data collected directly by the researcher from the first source or research site." In this study, primary data were obtained through interviews and questionnaire distribution. The measurement scale used in this study is the Likert scale, which is used to measure the level of agreement of respondents to various statements in the questionnaire. This scale is very effective in measuring attitudes and perceptions towards the variables being studied. Structural Equation Modeling (SEM), with the help of SmartPLS 3.0 software, was used to analyze the data in a more complex manner, so that the relationships between the existing variables could be identified and the model that had been constructed could be tested. By using SEM, this study can identify the direct effects and indirect effects between variables, as well as provide deeper insights into how psychological factors and user perceptions influence product purchase decisions through TikTok Shop. SEM allows for the measurement of complex relationships between variables simultaneously, resulting in more accurate and easier-to-understand results in the context of variable interactions.

III. RESULT AND DISCUSSION

Convergent Validity

Convergent validity testing can be conducted by examining the loading factor value for each construct indicator. A high loading factor indicates that each construct indicator converges at a single point. This loading factor value reflects the strength of the relationship between the indicator and the latent variable. The loading factor value is considered to meet the criteria if it exceeds 0.7. The results of the convergent validity test in this study can be seen in Table 1 below:

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Word of Mouth (X1)	X1.1	0,743	Valid
	X1.2	0,739	
	X1.3	0,721	
	X1.4	0,828	
	X1.5	0,724	
	X1.6	0,701	
	X1.7	0,726	
Online Review (X2)	X1.8	0,724	Valid
	X2.1	0,718	
	X2.2	0,714	
	X2.3	0,820	
	X2.4	0,767	
	X2.5	0,754	
	X2.6	0,714	
Delivery Speed (Y1)	X2.7	0,729	Valid
	X2.8	0,809	
	Y1.1	0,714	
	Y1.2	0,796	
	Y1.3	0,732	
	Y1.4	0,759	
	Y1.5	0,774	
Purchase Intention (Y2)	Y1.6	0,753	Valid
	Y1.7	0,778	
	Y1.8	0,709	
	Y1.9	0,765	
	Y1.10	0,808	
	Y2.1	0,707	
	Y2.2	0,708	
	Y2.3	0,709	Valid
	Y2.4	0,753	
	Y2.5	0,712	
	Y2.6	0,767	
	Y2.7	0,768	
	Y2.8	0,797	

Source: Processed Data, 2025

The results of the convergent validity test in the table above indicate that the loading factors for all construct indicators in each variable—Word of Mouth, Online Review, Delivery Speed, and Purchase Intention—are all greater than 0.7. Therefore, each indicator can be considered valid as a measure for its corresponding latent variable.

Discriminant Validity

Discriminant validity is tested based on the Fornell-Larcker criterion, which is useful to determine whether a construct has adequate discriminant validity. The Fornell-Larcker criterion for the targeted construct should be greater than the latent construct values. If the correlation between the construct and the measurement items is greater than the correlation with other latent constructs, it indicates that the latent construct has a better block size than other blocks. The results of the

discriminant validity test in this study can be seen in Table 2 below:

Table 2. Discriminant Validity Test Results

Variabel	Delivery Speed	Purchase Intention	Online Review	Word of Mouth
Delivery Speed	0,759			
Purchase Intention	0,741	0,773		
Online Review	0,693	0,675	0,754	
Word of Mouth	0,681	0,554	0,558	0,739

Source: Processed Data, 2025

Based on **Table 2** above, it can be observed that each indicator has a Fornell-Larcker criterion value greater than the dimensions of the other variables measured. Therefore, these indicators can be considered valid for measuring the corresponding dimensions or variables if the Fornell-Larcker criterion value is > 0.70 . This means that if the correlation between each indicator and its corresponding construct is higher than the correlation with other constructs, it can be concluded that the latent construct predicts its indicators better than the other indicators.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a method used to test the reliability value of a construct in a variable. A construct can be considered valid if it has an AVE value > 0.5 . The AVE values in this study can be seen in **Table 3** below:

Table 3. Average Variance Extracted (AVE)

Construk	AVE
Word of Mouth (X1)	0,546
Online Review (X2)	0,569
Delivery Speed (Y1)	0,577
Purchase Intention (Y2)	0,549

Source: Processed Data, 2025

Based on **Table 3** above, it shows that the AVE values for all the research variables are greater than 0.5. Therefore, it can be concluded that all constructs have met the criteria for discriminant validity testing, and it can be concluded that the indicators for each variable used in this study have met the validity criteria.

Reliability Test

The reliability test uses the Composite Reliability value method. The expected value for composite reliability is > 0.7 . Composite Reliability values greater than 0.7 are considered to have high reliability. Additionally, another method to determine the reliability of a construct and strengthen the testing results is by looking at the Cronbach's Alpha value, which is expected to be > 0.6 . The results of the reliability test in this study can be seen in **Table 4** below:

Table 4. Composite Reliability & Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Word of Mouth (X1)	0,906	0,881
Online Review (X2)	0,913	0,891
Delivery Speed (Y1)	0,932	0,918
Purchase Intention (Y2)	0,907	0,883

Source: Processed Data, 2025

In the table above, it can be seen that all constructs in the estimated model meet the reliability criteria, as each construct has a Composite Reliability value above 0.7 and a Cronbach's Alpha value above 0.6. Therefore, it can be concluded that the measurement items for each variable are reliable and can subsequently be used in the study.

R-Square Test

The correlation coefficient (R) is a measure used to assess the strength of the relationship between two variables in correlation analysis. Meanwhile, the Coefficient of Determination (R²) is a test to determine how much of the endogenous construct is explained by the exogenous constructs. The R-Square values from the calculations can be seen in **Table 5** below:

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Delivery Speed (Y1)	0,606	0,598
Purchase Intention (Y2)	0,635	0,624

Source: Processed Data, 2025

From **Table 5** above, the results can be explained as follows:

1. The Adjusted R-Square value for the variable Delivery Speed (Y1) is 0.606, meaning that Delivery Speed (Y1) is simultaneously influenced by the Word of Mouth (X1) and Online Review (X2) variables by 60.6%, with the remaining 39.4% influenced by other variables outside the model of this research. Based on the Adjusted R-Square value of 0.598, it can be concluded that the influence of the exogenous constructs Word of Mouth (X1) and Online Review (X2) on Delivery Speed (Y1) is moderate.
2. The Adjusted R-Square value for the variable Purchase Intention (Y2) is 0.635, meaning that Purchase Intention (Y2) is simultaneously influenced by the Word of Mouth (X1), Online Review (X2), and Delivery Speed (Y1) variables by 63.5%, with the remaining 36.5% influenced by other variables outside this study. Based on the Adjusted R-Square value of 0.624, it can be concluded that the influence of the exogenous constructs Word of Mouth (X1), Online Review (X2), and Delivery Speed (Y1) on Purchase Intention (Y2) is strong.

Hypothesis Testing

Direct Effect Test

Direct effect is a test to examine the direct impact of an exogenous latent construct or variable on an endogenous latent variable. The direct effect test can be viewed based on the path coefficient results from the bootstrap output. The direct effect test in this study is shown in **Table 6** below:

Table 6. Direct Effect Test

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Word of Mouth \rightarrow Delivery Speed	0,428	5,263	0,000	Significant
H2	Online Review \rightarrow Delivery Speed	0,455	5,222	0,000	Significant
H3	Delivery Speed \rightarrow Purchase Intention	0,582	5,675	0,000	Significant
H4	Word of Mouth \rightarrow Purchase Intention	0,009	0,098	0,922	Not Significant
H5	Online Review \rightarrow Purchase Intention	0,267	2,639	0,009	Significant

Source: Processed Data, 2025

Based on **Table 6**, the results of the direct effect are as follows:

1. Word of Mouth (X1) has a direct effect on Delivery Speed (Y1) with a T Statistic of 5.263, which is greater than the significance level of 1.96, and a P Value of 0.00, which is less than 0.05. Thus, it can be concluded that the direct effect of Word of Mouth on Delivery Speed is positive and significant.
2. Online Review (X2) has a direct effect on Delivery Speed (Y1) with a T Statistic of 5.222, which is greater than the significance level of 1.96, and a P Value of 0.000, which is less than 0.05. Therefore, it can be concluded that the direct effect of Online Review on Delivery Speed is positive and significant.
3. Delivery Speed (Y1) has a direct effect on Purchase Intention (Y2) with a T Statistic of 0.098, which is less than the significance level of 1.96, and a P Value of 0.922, which is greater than 0.05. Thus, it can be concluded that the direct effect of Delivery Speed on Purchase Intention is positive but not significant.
4. Word of Mouth (X1) has a direct effect on Purchase Intention (Y2) with a T Statistic of 3.782, which is greater than the significance level of 1.96, and a P Value of 0.000, which is less than 0.05. Therefore, it can be concluded that the direct effect of Word of Mouth on Purchase Intention is positive and significant.
5. Online Review (X2) has a direct effect on Purchase Intention (Y2) with a T Statistic of 2.639, which is greater than the significance level of 1.96, and a P Value of 0.009, which is less than 0.05. Therefore, it can be concluded that the direct effect of Online Review on Purchase Intention is positive and significant.

Indirect Effect Test

Indirect effect is a test used to examine the indirect influence of an exogenous latent construct or variable on an endogenous latent variable through a mediating variable. The indirect effect test can be viewed based on the specific indirect effect results from the bootstrap output. The indirect effect test in this study is shown in **Table 7** below:

Table 7. Indirect Effect Test

Hypothesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Word of Mouth → Delivery Speed → Purchase Intention	0,265	3,482	0,001	Significant
H7	Online Review → Delivery Speed → Purchase Intention	0,249	3,520	0,000	Significant

Source: Processed Data, 2025

Based on **Table 7**, the results of the indirect effect are as follows:

1. Word of Mouth (X1) has an indirect effect on Purchase Intention (Y2) mediated by Delivery Speed (Y1) with a T Statistic of 3.482, which is greater than the significance

level of 1.96, and a P Value of 0.001, which is less than 0.05. Therefore, it can be concluded that the indirect effect of Word of Mouth on Purchase Intention through Delivery Speed is positive and significant.

2. Online Review (X2) has an indirect effect on Purchase Intention (Y2) mediated by Delivery Speed (Y1) with a T Statistic of 3.520, which is greater than the significance level of 1.96, and a P Value of 0.000, which is less than 0.05. Therefore, it can be concluded that the indirect effect of Online Review on Purchase Intention through Delivery Speed is positive and significant.

Results of the Influence of Word of Mouth on Delivery Speed

Based on the data analysis, the calculated t-value is 5.263, which is greater than the t-table value of 1.96, with a significance value of 0.000, which is less than 0.05. This indicates a direct effect between Word of Mouth and Delivery Speed. The calculated t-value also shows a positive and significant relationship between the two variables. Therefore, it can be concluded that **H1**, which states that Word of Mouth has a positive and significant effect on Delivery Speed, is **accepted**. This shows that word-of-mouth recommendations can speed up the delivery process, as consumers tend to trust information obtained from friends, family, or others who have used the service. **WOM** helps build positive expectations about delivery services, which increases satisfaction and encourages service providers to improve the quality of their deliveries. The results of this study are supported by the research conducted by [21], which showed that Word of Mouth has a positive and significant effect on Delivery Speed.

Results of the Influence of Online Review on Delivery Speed

Based on the data analysis, the calculated t-value is 5.222, which is greater than the t-table value of 1.96, with a significance value of 0.000, which is less than 0.05. This indicates a direct effect between Online Review and Delivery Speed. The calculated t-value also shows a positive relationship between the two variables. Therefore, it can be concluded that **H2**, which states that Online Review has a positive and significant effect on Delivery Speed, is **accepted**. The results of this study add to the knowledge about the role of online reviews in influencing consumer perceptions of delivery services. Reviews from previous users serve as social proof that provides consumers with much-needed information about the quality of service they can expect, particularly in terms of delivery speed. The results of this study align with the research conducted by [22], which showed that Online Review has a positive and significant effect on Delivery Speed.

Results of the Influence of Delivery Speed on Purchase Intention

Based on the data analysis, the calculated t-value is 5.675, which is greater than the t-table value of 1.96, with a significance value of 0.000, which is less than 0.05. This indicates a direct effect between Delivery Speed and Purchase Intention. The calculated t-value also shows a positive relationship between the two variables. Therefore, it can be concluded that **H3**, which states that Delivery Speed has a

positive and significant effect on Purchase Intention, is **accepted**. This study provides a deeper understanding of how operational factors such as delivery speed influence consumer behavior, particularly in the context of e-commerce. The findings suggest that logistics play a greater role than is often assumed in digital marketing research. The results of this study are consistent with the research conducted by [23] and [24], which showed that Delivery Speed has a positive and significant effect on Purchase Intention. The Shipping Speed provided by both the seller and the courier service will have a significant impact on the consumer's purchase intention for a product sold online.

Results of the Influence of Word of Mouth on Purchase Intention

Based on the data analysis, the calculated t-value is 0.098, which is less than the t-table value of 1.96, with a significance value of 0.922, which is greater than 0.05. This indicates that there is no direct effect between Word of Mouth and Purchase Intention. The calculated t-value also shows a positive but not significant relationship between the two variables. Therefore, it can be concluded that **H4**, which states that Word of Mouth has a positive and significant effect on Purchase Intention, is **rejected**. These findings reveal that **delivery speed** is a mediating variable that links external factors such as **word of mouth** with **consumer purchasing behavior, which has no impact or influence**. This provides new insights into managing the relationship between **social** and **operational** factors in digital marketing. These findings reveal the importance of delivery speed as a mediating variable linking external factors such as Word of Mouth and Online Reviews with consumer purchasing behavior. This provides new insights into managing the relationship between social and operational factors in digital marketing. The results of this study are not consistent with the research conducted by [25] and [26], which showed that Word of Mouth has a positive and significant effect on Purchase Intention. This suggests that Word of Mouth is not always a determining factor in consumers' purchase intentions for a product. Other factors such as price, product quality, promotions, and other elements may play a more significant role.

Results of the Influence of Online Review on Purchase Intention

Based on the data analysis, the calculated t-value is 2.639, which is greater than the t-table value of 1.96, with a significance value of 0.009, which is less than 0.05. This indicates that there is a direct effect between Online Review and Purchase Intention. The calculated t-value also shows a positive relationship between the two variables, which is significant. Therefore, it can be concluded that **H5**, which states that Online Review has a positive and significant effect on Purchase Intention, is **accepted**. These findings indicate that online review serve as a source of information that greatly influences purchasing decisions, as they provide social proof and reassure consumers about product quality. The results of this study are consistent with the research conducted by [27] and [28], which showed that there is an influence of Online Review on Purchase Intention. This suggests that the better the reviews given by consumers for a product, the more it will

affect consumers' decisions to purchase the product they are interested in.

Results of the Influence of Word of Mouth on Purchase Intention through Delivery Speed

Based on the data analysis, the calculated t-value is 3.482, which is greater than the t-table value of 1.96, with a significance value of 0.001, which is less than 0.05. This indicates that there is an indirect effect of Word of Mouth on Purchase Intention mediated by Delivery Speed. The calculated t-value also shows a positive and significant relationship between Word of Mouth and Purchase Intention through Delivery Speed. Therefore, it can be concluded that **H6**, which states that Word of Mouth has a positive and significant effect on Purchase Intention through Delivery Speed, is **accepted**. These results indicate that recommendations from others through direct conversation or social media influence consumers' expectations of delivery speed, which in turn influences purchase intention. This result is in line with the research conducted by [29], where the study showed that Word of Mouth has a positive and significant effect on Purchase Intention through Delivery Speed.

Results of the Influence of Online Review on Purchase Intention through Delivery Speed

Based on the data analysis, the calculated t-value is 3.520, which is greater than the t-table value of 1.96, with a significance value of 0.000, which is less than 0.05. This indicates that there is an indirect effect of Online Review on Purchase Intention mediated by Delivery Speed. The calculated t-value also shows a positive and significant relationship between Online Review and Purchase Intention through Delivery Speed. Therefore, it can be concluded that **H7**, which states that Online Review has a positive and significant effect on Purchase Intention through Delivery Speed, is **accepted**. This indicates that positive reviews about fast delivery reinforce purchasing decisions, as potential buyers become more confident that they will receive fast and efficient service. This result is in line with the research conducted by [30], where the study showed that Online Review has a positive and significant effect on Purchase Intention through Delivery Speed.

IV. CONCLUSION

Based on the results of the testing and discussion above, it can be concluded that, directly, the Word of Mouth and Online Review variables have a significant impact on Delivery Speed. Both the Online Review and Delivery Speed variables directly affect Purchase Intention, while Word of Mouth does not have a direct effect on Purchase Intention. Furthermore, based on the results of the indirect testing, Word of Mouth and Online Review have an effect on Purchase Intention through Delivery Speed. It can also be stated that a positive review given to a product can influence the consumer's decision to purchase that product. Additionally, Delivery Speed can influence the consumer's decision to purchase a product sold online, as faster product delivery can impact the purchase decision. This is because when the product quality is high, it can influence consumers' decisions

to purchase the product being offered. This study suggests that e-commerce companies should pay attention to online review management and utilize word of mouth to increase consumer trust and accelerate purchasing decisions. In addition, delivery service providers need to improve delivery speed to ensure customer satisfaction and increase loyalty. Further research could explore other factors influencing purchasing decisions and expand this study to broader market segments. Thus, the findings of this study provide important contributions to the development of digital marketing and logistics strategies in the e-commerce industry, while offering insights for marketing practitioners, delivery service providers, and academics to enhance service quality and customer experience.

REFERENCES

- [1] Anisa, R. Risnawati, and N. Chamidah, "Pengaruh Word Of Mouth Mengenai Live Streaming Tiktok Shop Terhadap Keputusan Pembelian Konsumen," *Jurnal Komunikasi Pemberdayaan*, vol. 1, no. 2, 2022, doi: 10.47431/jkp.v1i2.230.
- [2] A. Fadzri Kusuma and T. Wijaya, "Pengaruh Electronic Word Of Mouth Terhadap Minat Beli: Peran Mediasi Citra Merek," *Jurnal Fokus Manajemen Bisnis*, vol. 12, no. 1, pp. 30–42, Apr. 2022, doi: 10.12928/fokus.v12i1.5717.
- [3] F. S. Komaling and I. Taliwongso, "Analisis Pengaruh Electronic Word Of Mouth Pada Media Sosial Tiktok Terhadap Citra Merek Dan Minat Beli Pelanggan Pada Situs Online Shopee," *Klabat Journal of Management*, vol. 4, no. 1, 2023, doi: 10.60090/kjm.v4i1.936.78-89.
- [4] S. R. Fatmaningrum, Susanto, and M. Fadhilah, "Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea," *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, vol. 4, no. 1, 2020.
- [5] M. R. Mauli and Zulfebriges, "Pengaruh Online Customer Review dan Rating Media Online Shopee terhadap Minat Beli Konsumen Brand Erigo," *Bandung Conference Series: Communication Management*, vol. 2, no. 1, 2022, doi: 10.29313/bcscm.v2i1.1840.
- [6] D. J. Priansa, *Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer*, vol. 53, no. 9. Bandung: Alfabeta, 2017.
- [7] K. L. Kotler, P., & Keller, *Marketing Management. Pearson Education limited. (15th global ed.)*. 2016.
- [8] F. P. Arnanda, "Pengaruh Word of Mouth, Product Quality Aplikasi Shopee terhadap Purchase Intention dengan Brand Image Sebagai Variabel Intervening," *Ekonomis: Journal of Economics and Business*, vol. 6, no. 1, 2022, doi: 10.33087/ekonomis.v6i1.485.
- [9] A. A. Itasari, N. H. Hastuti, and A. Supriyadi, "Pengaruh Electronic Word of Mouth dan Kualitas Pelayanan terhadap Kepuasan Pelanggan," *Jurnal Ilmu Administrasi Bisnis*, vol. 5, no. 0, 2020.
- [10] W. P. W. Ningsi and S. Ekowati, "Pengaruh Promosi Di Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian Skincare MS GLOW," *Jurnal Manajemen Modal Insani dan Bisnis (JMMIB)*, vol. 2, no. 1, 2021.
- [11] Z. Mo, Y.-F. Li, and P. Fan, "Effect of Online Reviews on Consumer Purchase Behavior," *Journal of Service Science and Management*, vol. 08, no. 03, 2015, doi: 10.4236/jssm.2015.83043.
- [12] I. I. Harli, A. Mutasowifin, and M. S. Andrianto, "Pengaruh Online Consumer Review dan Rating terhadap Minat Beli Produk Kesehatan pada E-Marketplace Shopee Selama Masa Pandemi COVID-19," *INOBI: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, vol. 4, no. 4, pp. 558–572, 2021.
- [13] H. Y. Mokodompit, S. L. H. V. J. Lopian, and F. Roring, "Pengaruh Online Customer Rating, Sistem Pembayaran Cash On Delivery Dan Online Customer Review Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Pada Mahasiswa Dan Alumni Equil Choir Feb Unsrat)," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, vol. 10, no. 3, 2022, doi: 10.35794/emba.v10i3.43393.
- [14] Y. S. Nuraeni and D. Irawati, "Pengaruh Online Customer Review, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Ubsi)," *Procuratio: Jurnal Ilmiah Manajemen*, vol. 9, no. 4, 2021, doi: 10.35145/procuratio.v9i4.1704.
- [15] A. Prayoga and A. Priyowidodo, "Pengaruh Biaya Pengiriman, Kecepatan Pengiriman, dan Akurasi Pengiriman terhadap Kepuasan Pelanggan pada Masyarakat Pengguna Jasa Pengiriman JNE Express di Kecamatan Neglasari," *EMABI: EKONOMI DAN MANAJEMEN BISNIS*, vol. 3, no. 1, pp. 1–8, 2024, Accessed: Jan. 28, 2025. [Online]. Available: <https://jurnal.ubd.ac.id/index.php/emabi>
- [16] O. D. Anggraeni, E. P. Septianti, and B. W. S. Siregar, "Pengaruh Tarif dan Kecepatan Waktu Pengiriman terhadap Kepuasan Pelanggan E-commerce," *JEMS (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, vol. 10, no. 2, pp. 783–793, Apr. 2024, doi: 10.35870/jemsi.v10i2.2046.
- [17] D. Solihin, "Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening," *Jurnal Mandiri: Ilmu Pengetahuan, Seni, dan Teknologi*, vol. 4, no. 1, 2020, doi: 10.33753/mandiri.v4i1.99.
- [18] S. Oktaviani, "Pengaruh Kepercayaan Dan Pengalaman Pembelian Terhadap Minat Beli Secara Online (Studi Kasus Pada Toko Online Lazada)," *Journal Strategy of Management and Accounting ...*, 2022.
- [19] S. Siregar, *Statistik Parametrik Untuk Penelitian Kuantitatif*. Jakarta: Bumi Aksara, 2019.
- [20] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta, 2017.

- [21] L. Kaban and M. Angelina, "Purchase Decision in E-Commerce: Utilising Celebrity Endorsement, Advertising Appeal, and E-Word of Mouth," *Jurnal Ekonomi*, vol. 11, no. 03, 2022.
- [22] M. H. D. Febriani, "Analisis Kecepatan Pengiriman, Akurasi Pelacakan dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan," *Jurnal Siber Multi Disiplin*, vol. 1, no. 4, pp. 193–200, Apr. 2024, doi: <https://doi.org/10.38035/jsmd.v1i4>.
- [23] A. J. R. Fajar and M. Novie, "The effect of delivery speed and trust on ewom through repurchase intentions at Shopee Express in Sidoarjo," *Journal Mantik*, vol. 7, no. 4, pp. 2685–4236, 2024, Accessed: Jan. 26, 2025. [Online]. Available: www.iocscience.org/ejournal/index.php/mantik
- [24] A. A. Salam, W. W. Widjanarko, and F. D. S. Sumantyo, "Analisis Pengaruh Kecepatan, Akurasi, dan Biaya Pengiriman terhadap Kepuasan Pelanggan," *Journal of Islamic Economics and Finance*, vol. 2, no. 3, pp. 283–297, Aug. 2024, doi: 10.59841/jureksi.v2i3.1636.
- [25] D. A. Muninggar and A. Rahmadini, "Pengaruh Electronic Word of Mouth (E-WoM) Terhadap Minat Beli pada Aplikasi Shopee (Studi Kasus Kota Bandar Lampung)," *Business and Entrepreneurship Journal (BEJ)*, vol. 3, no. 1, 2022, doi: 10.57084/bej.v3i1.773.
- [26] Lady Diana Warpindyastuti, Y. Mega Aprita, and A. Azizah, "Pengaruh Word Of Mouth Terhadap Minat Beli Produk Scarlett Whitening," *EKONOMI DAN BISNIS (EKOBIS)* 45, vol. 1, no. 1, 2022, doi: 10.56912/ekobis45.v1i1.7.
- [27] N. A. Riyanjaya and S. Andarini, "Pengaruh Online Customer Review dan Online Customer Rating Terhadap Minat Beli Produk Wardah Di Situs Belanja Online Shopee," *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, vol. 3, no. 5, 2022, doi: 10.47467/elmal.v3i5.1179.
- [28] N. Salsabilla and T. Handayani, "PENGARUH ONLINE CUSTOMER REVIEW TERJADAP MINAT BELI DI SOSIAL MEDIA TIKTOK," *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, vol. 7, no. 2, 2023, doi: 10.31955/mea.v7i2.3272.
- [29] Z. Rahma, D. Purbawati, and H. S. Nugraha, "Pengaruh E-Product Quality, E-Promotion, dan E-Word Of Mouth terhadap E-Buying Decision (Pengguna Shopee Mahasiswa Strata I Fisip Universitas Diponegoro)," *Jurnal Ilmu Administrasi Bisnis*, vol. 12, no. 1, 2023, doi: 10.14710/jiab.2023.37119.
- [30] Clarissa Safira Maharani and Tri widarmanti, "Pengaruh Influencer Review Dan Customer Review Terhadap Purchase Intention Pada Produk Avoskin," *Serat Acitya*, vol. 11, no. 2, 2023, doi: 10.56444/sa.v11i2.923.