

## ABSTRAK

Perkembangan nasional 5.0 mendorong pergeseran perilaku masyarakat menuju transaksi digital. Wibawa (2022) menyatakan bahwa aktivitas belanja online semakin dominan, sejalan dengan data Databox.id (2025) yang menempatkan TikTok Shop sebagai aplikasi *e-commerce* dengan unduhan terbanyak keempat di Indonesia. Kondisi ini menunjukkan peluang besar TikTok Shop dalam persaingan *e-commerce* nasional. Penelitian ini bertujuan menganalisis pengaruh *online customer review*, *flash sale*, dan gratis ongkir terhadap keputusan pembelian dengan *trust* sebagai variabel *intervening* pada pengguna TikTok Shop di Bondowoso. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner. Analisis data dilakukan menggunakan SEM-PLS melalui program WarpPLS 8.0, meliputi analisis deskriptif, uji outer model, inner model, dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa *online customer review*, *flash sale*, dan gratis ongkir berpengaruh positif dan signifikan terhadap *trust*. *Online customer review* dan gratis ongkir berpengaruh signifikan terhadap keputusan pembelian, sedangkan *flash sale* tidak. *Trust* berpengaruh signifikan terhadap keputusan pembelian, namun tidak memediasi pengaruh variabel independen terhadap keputusan pembelian. Penelitian selanjutnya disarankan menambahkan variabel lain, memperluas wilayah penelitian, serta menggunakan pendekatan kualitatif atau *mixed methods* untuk memperdalam pemahaman perilaku konsumen.

Kata kunci: *online customer review*, *flash sale*, gratis ongkir, *trust*, dan keputusan pembelian.

## ABSTRACT

*The development of Society 5.0 has encouraged a shift in consumer behavior toward digital transactions. Wibawa (2022) states that online shopping activities have become increasingly dominant, in line with data from Databox.id (2025), which ranks TikTok Shop as the fourth most downloaded e-commerce application in Indonesia. This condition indicates that TikTok Shop has substantial potential to enhance its competitiveness in the national e-commerce market. This study aims to analyze the effects of online customer reviews, flash sales, and free shipping on purchase decisions, with trust as an intervening variable among TikTok Shop users in Bondowoso. The research employed a quantitative approach, with data collected through questionnaires. Data analysis was conducted using SEM-PLS with WarpPLS 8.0, including descriptive analysis, outer model testing, inner model testing, and hypothesis testing. The results reveal that online customer reviews, flash sales, and free shipping have a positive and significant effect on trust. Online customer reviews and free shipping significantly influence purchase decisions, whereas flash sales do not. Trust has a significant effect on purchase decisions; however, it does not mediate the influence of the independent variables on purchase decisions. Future research is recommended to incorporate additional variables, expand the research area, and apply qualitative or mixed methods approaches to gain deeper insights into consumer behavior.*

**Keywords:** *online customer review, flash sale, free shipping, trust, and purchasing decisions.*