

ABSTRACT

This study aims to analyze and examine the effect of blame on brand Attitude through the mediating variables of online review valence and perceived Trustworthiness among TikTok Shop users in Semarang City. Along with the increasing competition in e-commerce, understanding the factors that influence consumer Attitudes toward brands is essential for companies to maintain positive consumer Attitudes toward the company. Blame is seen as a factor that can shape users' trust perceptions and review tone, which in turn affects users' Attitudes toward the brand.

This study employs a quantitative approach using a survey method. The research sample consisted of 232 TikTok Shop users in Semarang City, selected through purposive sampling technique. Data were collected using a questionnaire and then analyzed using Structural Equation Modeling (SEM) with the help of AMOS version 24 software to test the relationships among variables in the research model.

The results show that blame has a positive and significant effect on online review valence and perceived Trustworthiness of TikTok Shop users. Online review valence is also proven to have a positive and significant effect on brand Attitude. Furthermore, perceived Trustworthiness does not have a significant relationship with brand Attitude. These findings indicate that blame influences brand Attitude through the mediating variables of online review valence and perceived Trustworthiness among TikTok Shop users.

Keywords: *Blame, Tnline Review Valence, Perceived Trustworthiness, Brand Attitude*

