

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATINGS ON PURCHASE DECISIONS IN TIKTOK SHOP



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Abstract

The increasing number of internet users in Indonesia has led to a shift in consumer shopping behavior towards online shopping. TikTok has developed the TikTok Shop feature, an online shopping platform that combines the social media experience with e-commerce. However, in online shopping, consumers cannot see products directly and lack information about the product and seller, leading to doubts and impacting purchase decisions. Customers may utilize online customer reviews and ratings to get information that they can use while making a purchasing decision. The purpose of this study is to examine how online customer reviews and ratings affect TikTok Shop purchases. This is a quantitative study with an associative approach. The population in this research is TikTok Shop users in Surabaya. The required sample size is 100 respondents. Purposive sampling is the method of sampling that is employed. Google Forms surveys were distributed to gather data. Multiple linear regression analysis was used to examine the data and determine how the variables related to one another. According to the findings of the t-test, online customer reviews and ratings significantly and favorably influence TikTok Shop customers' decisions to buy. The findings of the F test demonstrated that online customer reviews and ratings significantly and favorably influence TikTok Shop customers' decisions to buy.

Keywords: Online Customer Review, Online Customer Rating, Purchase Decision, Tiktok Shop

INTRODUCTION

The growth of the internet has become one of the most significant technological advancements. The progress of the Internet has occurred at an extraordinary pace due to easy access, resulting in a global increase in Internet users, particularly in Indonesia. In January 2023, there were 213 million internet users in Indonesia, according to research by We Are Social. In comparison to the previous year, Indonesia's internet user base grew by 5.44% year over year. Online transactions have increased due to the expansion of Internet networks (Simamora & Maryana, 2023).

The phenomenon of the increasing number of internet users has had an affect and caused changes in the lifestyle of most people today. Indonesian society tends to prefer online activities, such as shopping. There has been a shift in consumer behavior, with people now tending to prefer online shopping over the traditional offline method. According to a 2022 We Are Social study, Indonesia is 1 of the top 5 countries with the highest number of online grocery purchases in the world. This phenomenon has become one of the forms of business transformation. People enjoy online shopping due to the convenience it offers for making purchases online.

Social media has also not been exempted from these changes. The advance of the internet has also brought changes to the current state of social media. Social media, which was once used primarily for communication and social interaction, has now become a platform for people to express their feelings about various issues (Syafitri et al., 2022). The fast growth of social media has opened many opportunities for entrepreneurs to expand their businesses (Wijaya, 2023).

Social media has now become a platform for promotion, advertising, and even a means to run various types of businesses, with its function expanding to include entertainment. This transformation reflects a shift in the role of social media from a mere tool for social interaction to a multifunctional platform that supports various aspects of people's lives, including from a business perspective. The use of social media for product promotion is driven by its growing user base, which in turn influences consumer markets and product sales (Indarwati et al., 2023).

Social media, which now serves as a platform for communication, information, entertainment, as well as marketing and product sales, is known as social commerce. This term is used because social media is considered to have a complex function, not only serving as a means of communication but also as an online marketplace (Sekarlingga & Hartono, 2023). One popular social commerce platform today is TikTok Shop, with 125 million active users, according to a Databoks report.

Social media app TikTok has grown to be one of the most popular social media sites. ByteDance, a Chinese firm, is the owner of the TikTok short video hosting service. As of February 2024, this short video app had 1.56 billion users globally, according to a We Are Social assessment. TikTok Shop is an e-commerce function that TikTok has incorporated to its app.

A social commerce platform called TikTok Shop enables users to buy products straight from the TikTok app. An online marketplace that blends e-commerce and social networking is called TikTok Shop. Through TikTok Shop, users can explore various products from different brands and make purchases without leaving the TikTok platform. Since TikTok Shop is viewed as a unique approach to online shopping while experimenting with social media, its popularity has grown (Lova & Budaya, 2023).

One common issue in online shopping is that potential buyers cannot see or feel the products directly. To minimize negative impacts such as fraud, products that do not meet expectations, or poor service, consumers need to gather information beforehand before making a purchase decision (Haliza & Anasrulloh, 2023). Therefore, customer trust in online stores is necessary to ensure that the product information provided is accurate (Hariyanto & Trisunarno, 2020). This creates a sense of uncertainty for potential customers, which can affect their purchasing decisions.

One easy way to get information is by looking at product reviews and ratings, as well as the ratings of a particular store (Ardianti & Widiartanto, 2019). Before deciding to shop online, consumers typically seek information through various methods, such as reading reviews and ratings of products available on online shopping sites (Rahmawati, 2021).

Online customer reviews are comments written by consumers containing information to evaluate a product from several aspects, such as product quality, service, and the

experiences of others (Mulyati & Gesitera, 2020). Online customer ratings are a form of consumer opinion within a certain range, which is given in the form of a star scale (Ningsih, 2019). This feature is used by social commerce to assist customers in making purchase decisions through reviews and ratings. Reviews and ratings are created to provide relevant information to buyers and are considered reliable because they are voluntarily provided by buyers who have purchased the product. Online customer review and online customer rating on TikTok Shop have a crucial role in influencing and providing information to potential customers, thereby reducing their uncertainty about the product (Siregar et al., 2022). With the presence of online customer reviews and ratings on TikTok Shop, they can likely influence the purchase decisions of prospective buyers.

Online customer reviews and online customer ratings may help buyers in making purchasing decisions on TikTok Shop. However, many consumers are still unaware of the role reviews and ratings play in evaluating the products they wish to buy on TikTok Shop. Some individuals have felt deceived by reviews and ratings that did not match the experience. Moreover, positive reviews and high ratings on TikTok Shop stores do not necessarily lead to a purchase, and conversely, negative reviews and low ratings do not always discourage buyers from purchasing a product. Therefore, further research is needed to examine the role of reviews and ratings in consumer purchase decisions in Surabaya for online purchases on TikTok Shop. Previous studies have shown inconsistent results, creating a gap in understanding the influence of online customer reviews and ratings in e-commerce users' purchasing decisions. This study aims to identify and examine the partial and simultaneous impacts of online customer ratings and reviews on TikTok Shop buying decisions.

REVIEW OF LITERATURE

Consumer Behavior

Consumer behavior refers to a series of actions taken by individuals related to the purchase and use of goods and services. According to Schiffman & Kanuk in Rahmawati (2019), consumer behavior is a series of steps undertaken by a buyer in searching for, purchasing, using, evaluating, and taking action regarding the consumption of products, services, or ideas that are expected to fulfill their needs.

Online Customer Review

Online customer reviews, often known as electronic word of mouth (eWOM) or online marketing, are comments made by customers (Audria & Lumban Batu, 2022). Customers who have bought and experienced a product or service regularly provide reviews that range from favorable to negative and are frequently accompanied by descriptions, critiques, or recommendations (Lestari et al., 2023). One of the elements included in social commerce, e-commerce, and marketplaces is online consumer reviews, which are taken into account by users who want to buy.

Online Customer Rating

Istiqomah & Marlina (2020) define online customer rating as the opinion expressed by users, typically represented on a specific scale, usually in the form of stars. The higher the average number of stars given to a product, the better the customers perceive it. Conversely, a lower average star rating indicates that many customers are dissatisfied with the product's quality or that it did not meet their expectations (Noviani & Siswanto, 2022). According to Agung & Benny (2020), online customer ratings are one of the methods for potential buyers to gather information about products and sellers. Therefore, ratings in online transactions are important, as consumers often use them as an indicator of a product's quality.

Purchase Decision

Purchase decision is the process of realizing an individual's decision to determine whether to buy or not buy a particular product (Kuswanto and Vikaliana, 2020). The decision-making process is defined as a series of specific and sequential actions leading to the final decision (Setiadi, 2019). Purchase decisions involve stages that begin before the decision-making process and continue even after the purchase decision is made. In TikTok Shop, purchase decisions are largely influenced by online reviews and ratings from previous buyers.

Conceptual Framework

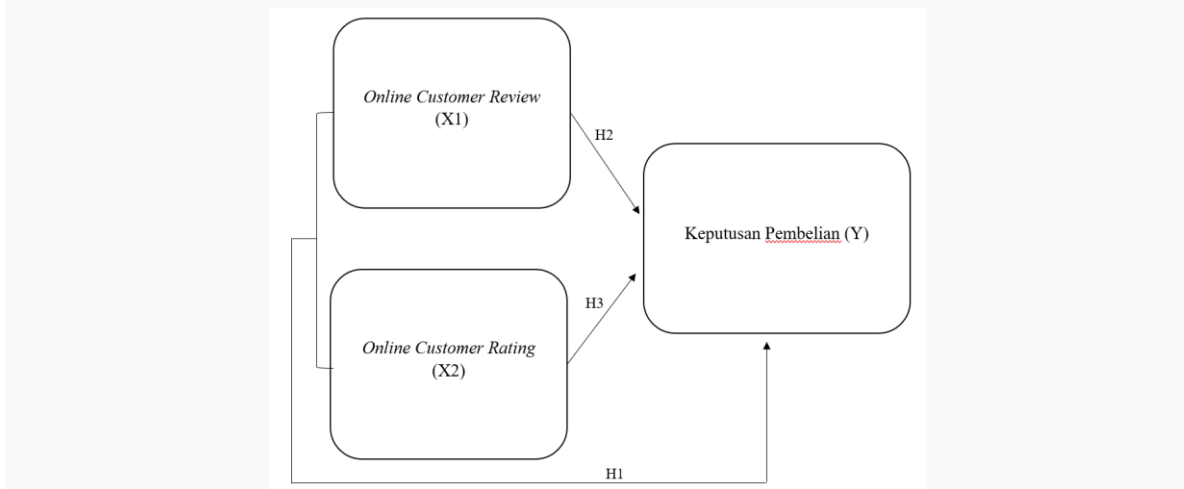


Figure 1
Conceptual Framework

RESEARCH METHOD

This study takes a quantitative, associative approach. Users of Surabaya's TikTok Shop who have made a purchase make up the study's demographic. The Lemeshow algorithm is used to determine the sample size, which comes out to be 100 respondents. Purposive sampling, a nonprobability sampling technique, was employed in this investigation. The criteria for respondents in this study are: 1) male or female, aged 13 and above; 2) have purchased on TikTok Shop; 3) reside in Surabaya. Data analysis is conducted using SPSS 29 software.

RESULTS AND DISCUSSION

Validity Test

By comparing the computed r-value with the r-table or the significance value, the validity test is carried out to ascertain whether the questionnaire is legitimate. If the significance value is less than 0.05 or the computed r-value is higher than the r-table, the questionnaire is valid. Using $df = (N-2)$ yields the r-table value, which is 0.196.

Table 1
Validity Test Result

Variable	Statement	r value	rtable	Conclusion
Online Customer Review (X1)	X1.1	0,662	0,196	Valid
	X1.2	0,675	0,196	Valid

	X1.3	0,575	0,196	Valid
	X1.4	0,723	0,196	Valid
	X1.5	0,74	0,196	Valid
	X1.6	0,702	0,196	Valid
	X1.7	0,778	0,196	Valid
	X1.8	0,688	0,196	Valid
	X1.9	0,606	0,196	Valid
	X1.10	0,629	0,196	Valid
	X1.11	0,604	0,196	Valid
	X1.12	0,68	0,196	Valid
Online Customer Rating (X2)	X2.1	0,415	0,196	Valid
	X2.2	0,471	0,196	Valid
	X2.3	0,631	0,196	Valid
	X2.4	0,524	0,196	Valid
	X2.5	0,512	0,196	Valid
	X2.6	0,494	0,196	Valid
	X2.7	0,571	0,196	Valid
	X2.8	0,692	0,196	Valid
	X2.9	0,607	0,196	Valid
	X2.10	0,579	0,196	Valid
	X2.11	0,541	0,196	Valid
	X2.12	0,486	0,196	Valid
Purchase Decision (Y)	Y1.1	0,34	0,196	Valid
	Y1.2	0,461	0,196	Valid
	Y1.3	0,505	0,196	Valid
	Y1.4	0,501	0,196	Valid
	Y1.5	0,384	0,196	Valid
	Y1.6	0,393	0,196	Valid
	Y1.7	0,484	0,196	Valid
	Y1.8	0,453	0,196	Valid
	Y1.9	0,5	0,196	Valid
	Y1.10	0,506	0,196	Valid
	Y1.11	0,418	0,196	Valid
	Y1.12	0,39	0,196	Valid

Source: SPSS Processed Data 29, 2024

The values of every questionnaire item from the online customer review (X1), online customer rating (X2), and purchase decision (Y) variables indicate that the estimated r-value

> r-table, according to the validity test findings in the above table. The validity of the questionnaire items for each variable can be inferred.

Reliability Test

The purpose of the reliability test is to assess the validity and consistency of the research tool, specifically the questionnaire, when it is used repeatedly. Cronbach's alpha (α) is used in the measurement, and a result greater than 0.60 is regarded as reliable.

Table 2
Reliability Test Result

Variable	Cronbach's Alpha (α)	Min Cronbach, Alpha	Conclusion
Online Customer Review (X1)	0,890	0,6	Reliable
Online Customer Rating (X2)	0,784	0,6	Reliable
Purchase Decision (Y)	0,627	0,6	Reliable

Source: SPSS Processed Data 29, 2024

The online customer review (X1), online customer rating (X2), and purchase decision (Y) variables all have Cronbach's alpha values over 0.6, according to the preceding table. The reliability of the questionnaire for every variable in this study can be inferred.

Classical Assumption Test

Normality Test

The normality test is used to determine whether the data is distributed normally. This research normality test uses Kolmogorov-Smirnov.

Table 3
Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.16591987
Most Extreme Differences	Absolute	.067
	Positive	.045
	Negatif	-.067
Test Statistic		.067
Asymp. Sig. ^c		.200 ^d
Monte Carlo (2 – tailed) ^e	Sig.	,325

	99% Confidence Interval	Lower Bound	,313
		Upper Bound	,337
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance			
e. Lilliefors' method based on 10000 Monte Carlo Samples with Starting Seed 2000000			

Source: SPSS Processed Data 29, 2024

The significance value of 0,200, which is higher than 0,05, is derived from the above table. We may conclude that this study's data distribution is normal.

Multicollinearity Test

The link between the independent variables is found using the multicollinearity test. The tolerance value or VIF value is used in this test. Multicollinearity does not exist if the tolerance value is greater than 0.10 or the VIF value is less than 10.

Table 4
Multicollinearity Test Result

Variabel	Tolerance	VIF
Online Customer Review (X1)	0,606	1,651
Online Customer Rating (X2)	0,606	1,651

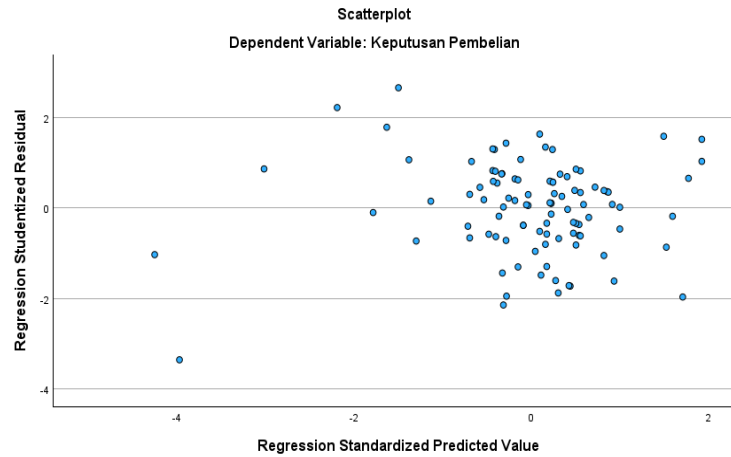
Source: SPSS Processed Data 29, 2024

According to the preceding table, each variable's tolerance value is greater than 0.10 and its VIF value is less than 10. Therefore, it can be concluded that the independent variables in this study do not exhibit any signs of multicollinearity.

Heterocadastisity Test

The purpose of the heteroscedasticity test is to determine whether the residuals of one observation in a regression model in the research exhibit unequal variance. A scatterplot is used in the heteroscedasticity test.

Figure 2
Heterocadastivity Test Result



Source: SPSS Processed Data 29, 2024

The mentioned figure illustrates that the points are dispersed above and below the zero mark, are not grouped in a single location, and do not create a pattern. We can conclude that the regression model shows no signs of heteroscedasticity.

Autocorrelation Test

The purpose of the autocorrelation test is to ascertain whether or not the regression model and the study data are correlated. If the study shows no signs of autocorrelation, the regression model is said to be good. The Durbin-Watson method is used in this study's autocorrelation test.

Table 5
Autocorrelation Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,592 ^a	,351	,337	4,209	1,637

a. Predictors: (Constant), Online Customer Rating, Online Customer Review
 b. Dependent Variable: Purchase Decision

Source: SPSS Processed Data 29, 2024

It is well known that there is no connection in the regression model if the Durbin-Watson value falls between -2 and +2. The Durbin-Watson value derived from the previously mentioned results is 1.637. Consequently, the finding of $-2 < 1,637 < +2$ shows that the data in this investigation do not correlate.

Data Analysis

Multiple Linear Regression Analysis

The partial and simultaneous effects of independent variables on the dependent variable are examined using multiple linear regression analysis.

Table 6
Multiple Linear Regression Analysis

Model	Coefficient ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1. (Constant)	23,458	3,400		6,899	<,001
Online Customer Review (X1)	,153	,071	,225	2,143	0,035
Online Customer Rating (X2)	,352	,087	,424	4,033	<,001

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Processed Data 29, 2024

Based on the results of the multiple linear regression analysis, it can be concluded that:

1. In the multiple linear regression, 23.458 is the constant value. The value of the purchase decision (Y) will be 23.458 if the variables online customer review (X1) and online customer rating (X2) are 0.
2. The online customer review (X1) variable has a regression coefficient value of 0.153. This indicates that, provided all other independent variables stay the same, the purchase decision (Y) will increase by 0.153 units for every unit increase in the online customer review (X1).
3. The online customer rating (X2) variable has a regression coefficient value of 0.352. This indicates that, provided all other independent variables stay the same, the purchase decision (Y) will increase by 0.352 units for every unit increase in the online customer rating (X2).

Hypothesis Test

F Test (Simultaneous)

The F test seeks to ascertain if the online customer rating (X2) and online customer review (X1), the study's independent variables, have a simultaneous impact on the dependent variable, the purchase decision (Y). The F test criterion states that H1 is accepted and H0 is rejected if the estimated F value > the F table or if the significance (Sig) is less than 0.05, showing that the independent variables have an impact on the dependent variable at the same time. The value of the F table was 3.09.

Table 7
F Test Result

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	927,906	2	463,953	26,193	<,001
Residual	1718,134	97	17,713		
Total	2646,040	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors (Constant), Online Customer Rating, Online Customer Review

Source: SPSS Processed Data 29, 2024

The calculated F value is 26,193 and the significance (Sig) is <0,001. It can be seen that the significance value for the simultaneous effect of online customer review (X1) and online customer rating (X2) is <0.001 < 0,05, and the calculated F value is 26,193 > 3,09. It can be concluded that H1 is accepted, variables online customer review (X1) and online customer rating (X2) have a simultaneous effect on the purchase decision (Y).

T Test (Partial)

The t-test is used to determine whether there is a partial or individual effect of the independent variable (X) on the dependent variable (Y). The decision rule is that if the significance value (Sig.) is less than 0,05 or if the calculated t value > t table value, then the variable X affects the variable Y. Based on the calculation, the t table value obtained is 1,987.

Table 8
T Test Result

Coefficient^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	23,458	3,400		6,899	<,001

Online Customer Review (X1)	,153	,071	,225	2,143	0,035
Online Customer Rating (X2)	,352	,087	,424	4,033	<,001
a. Dependent Variable: Purchase Decision(Y)					

Source: SPSS Processed Data 29, 2024

The significance value for the effect of online customer review (X1) on purchase decision (Y) is $0,035 > 0,05$, and the calculated t value is $2,143 < t$ table of 1,987. Therefore, it can be concluded that H0 is rejected and H2 is accepted, meaning that, partially, online customer review (X1) affects purchase decision (Y).

The significance value for the effect of online customer rating (X2) on purchase decision (Y) is $< 0,001$, which is less than 0,05, and the calculated t value is $4,033 > t$ table 1,987. Therefore, it can be concluded that H0 is rejected and H3 is accepted, meaning that, partially, online customer rating (X2) affects purchase decision (Y).

The Influence of Online Customer Review and Online Customer Rating on Purchase Decision

Online Customer Reviews and Online Customer Ratings consist of opinions and evaluations from previous consumers, shared online to help potential customers on TikTok Shop in making purchase decisions. Reviews and ratings are created by customers who have purchased products on TikTok Shop, making them objective and influenced by the consumers' experiences and conditions related to the product or service. Reviews are typically written in narrative form to describe the condition of a product, while ratings serve as a reference for the product's value. The better the reviews and ratings a product receives, the higher the likelihood that consumers will decide to purchase that product on TikTok Shop.

Reviews and ratings serve as a key reference or consideration for consumers when shopping online on TikTok Shop. Products with positive reviews and high ratings create a good impression, making consumers more likely to trust the products sold on TikTok Shop. Consumers feel safe and confident when selecting products on TikTok Shop with positive reviews and high ratings. Additionally, consumers obtain the necessary information while shopping on TikTok Shop about the products or services available. They can compare various

products or services based on reviews and ratings before deciding to purchase a product or service on TikTok Shop. This means that reviews and ratings on TikTok Shop effectively serve their purpose and have an impact on consumers' purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

Reviews help potential consumers decide whether to purchase a product on TikTok Shop. The more positive reviews a product or service has on TikTok Shop, the more likely it is that consumers will choose to buy that product or service.

Consumers leave reviews based on their experiences with a specific product or service. Reviews can reflect the true quality of the product or service. They serve as a guide for potential customers, playing an important role in making it easier for them to gather all the necessary information before making a purchase, based on the experiences of previous buyers. Through reviews, potential consumers gain more detailed and objective information about the strengths and weaknesses, product quality, and the overall experience of a product or service available on TikTok Shop.

With the presence of reviews, consumers are more likely to consider shopping online on TikTok Shop, as positive reviews create confidence in a product or service. A good review indicates that the store is trustworthy and the product quality is good, which encourages consumer trust and enhances purchasing decisions.

The Influence of Online Customer Rating on Purchase Decision

The research findings indicate that consumers tend to consider ratings as a determining factor in making purchasing decisions. Ratings serve as a reference point for potential consumers on TikTok Shop before purchasing a product. Ratings can also be a consideration for potential consumers in terms of product quality and the quality of service provided.

Products with high ratings (usually above 4 or 4.5) are more likely to be trusted by consumers and are perceived to have good product quality and customer service. A product with a high rating from previous customers provides a positive value to the product, making consumers more confident in the product or service available on TikTok Shop, leading to a purchase. Consumers are more likely to choose products with higher ratings, typically above 4 or 4.5.

Ratings play an important role in influencing consumers' perceptions of the quality of goods or services offered. Consumers tend to trust the reviews and experiences of other customers as a reference that can help them make purchasing decisions. High ratings provide trust and increase the likelihood of a purchase decision. It can be concluded that the higher the rating, the greater the chance that consumers will be confident in purchasing the product.

CONCLUSION

Based on the research findings, online customer reviews and online customer ratings have a positive and significant impact on purchase decisions on TikTok Shop in Surabaya. This demonstrates that both online customer reviews and ratings influence purchase decisions simultaneously and partially. The more positive reviews and higher ratings a product receives, the greater the likelihood that consumers will make a purchase.

Several suggestions can be made. For future researchers, it is recommended to expand the study by adding other relevant variables, increasing the sample size, and exploring different research locations. For TikTok Shop, it is advised to maintain and improve the review and rating features to make them even better. For sellers on TikTok Shop, it is important to continuously uphold the quality of products and services to ensure customer satisfaction, which can lead to positive reviews and high ratings from consumers, as well as responding to or addressing reviews provided by customers to maintain good relationships with buyers.

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