
THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, BRAND TRUST, AND PERCEIVED VALUE ON PURCHASE DECISIONS OF DAVIENA SKINCARE ON TIKTOK IN SURABAYA

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Abstract

This study was conducted to analyze the extent of the influence of Online Customer Reviews, Brand Trust, and Perceived Value on the Purchase Decision of Daviena Skincare on TikTok in Surabaya City. A quantitative methodology was applied in this study using a questionnaire as the survey instrument, distributed to 112 respondents selected through purposive sampling. The analysis method used was Partial Least Square based on Structural Equation Modeling (PLS-SEM), which was run using the SmartPLS4 application to obtain model estimation results. The study found that Online Customer Reviews did not have a significant effect on Purchase Decisions. Meanwhile, Brand Trust and Perceived Value were found to have a positive and significant effect on Purchase Decisions. These findings indicate that although online reviews are widely available on TikTok, factors such as brand trust and consumers' perceptions of product value remain the primary determinants in purchase decision-making. Based on these findings, it is hoped that Daviena Skincare can continue to build and maintain consumer trust and enhance product value perceptions through consistent quality, transparent information, and good service, in order to retain and increase customer loyalty.

Keywords: Online Customer Reviews, Brand Trust, Perceived Value, Purchase Decisions, Daviena Skincare, TikTok

INTRODUCTION

Digital technology has enabled consumers to access information and make purchases online without having to visit physical stores directly (Murni & Salim, 2024). Digitalization has become a major driving force in transforming people's shopping habits. According to APJII (2024), Indonesia has 221.56 million internet users, accounting for 79.5% of the population. This has fueled a surge in e-commerce transactions, from IDR 453.75 trillion in 2023 to a projected IDR 487 trillion in 2024 (Bank Indonesia in Kemendag, 2024).

Social media today is not only a communication tool but also an effective digital marketing channel (Fadilah & Jaya, 2024). TikTok has emerged as a prominent platform due to its interactive content and wide reach. Data Indonesia (2024) reports that TikTok has 1.6 billion global users, with 157.56 million users coming from Indonesia, most of them aged 16–34 years, the primary target audience for the skincare industry. The high intensity of TikTok usage in Indonesia, with an average of 38 hours and 26 minutes per month (Slice, 2024), highlights the platform's significant potential in influencing purchasing decisions, especially among digital natives. Locally, residents of Surabaya also demonstrate high digital activity in searching for information, entertainment, social media engagement, and online transactions (GoodStats, 2024), making the city a strategic market for promoting skincare products digitally.

The digital era presents various considerations for consumers, and one crucial aspect in determining purchasing decisions is online customer reviews, which reflect real consumer experiences with a product and serve as references for prospective buyers (Kristina & Aminah, 2023). Informative and credible reviews can enhance consumer confidence (Ovirya & Saputri, 2023). On TikTok, video reviews are perceived as more authentic and emotional, making them more influential in purchasing decisions (Paramasari, 2024). In fact, consumer reviews are often considered more convincing than a brand's formal advertisements (Sangadji et al., 2024).

Aside from reviews, brand trust also plays a vital role. According to (Meilano & Hidayat, 2020), brand trust is consumers' belief that a brand will deliver benefits as expected. Consumer reviews directly impact this trust—positive reviews boost credibility, while negative reviews undermine it (Sihombing & Adlina, 2024). Without trust, consumers are less likely to make repeat purchases (Aini et al., 2022).

The next factor is perceived value, which refers to the extent to which consumers feel that the product's benefits outweigh the sacrifices made (Azzahra et al., 2024). This value can be functional or emotional and plays a decisive role in shaping consumer purchase decisions (Zeithaml, 1983; Hidayat et al., 2021).

Daviena Skincare, a local brand that has grown through digital marketing, particularly on TikTok since 2019, has recently faced a trust crisis due to claims of overstatement regarding product content. This came after the TikTok account "Dokter Detektif" revealed that Niacinamide content in one of its products was undetectable in a laboratory test (TikTok Account Dokter Detektif, 2024). This disclosure directly impacted Daviena's sales decline (Fastmoss, 2024), although positive reviews from satisfied users still exist. Nevertheless, the spread of negative reviews has created a poor public perception of the brand among TikTok users.

This phenomenon highlights the importance of Online Customer Reviews, Brand Trust, and Perceived Value in shaping consumer purchasing decisions in the digital era. The Stimulus-Organism-Response (S-O-R) Model is used to examine how these three factors (stimulus) are psychologically processed by consumers (organism) and subsequently influence purchasing decisions (response) (Abidin, 2022).

Based on the above explanation, this research aims to analyze “The influence of Online Customer Reviews, Brand Trust, and Perceived Value on purchasing decisions of Daviena Skincare through TikTok in Surabaya City.”

REVIEW OF LITERATURE

Marketing Management

Marketing management refers to the process of planning, implementing, and evaluating strategies designed to fulfill consumer needs while ensuring organizational profitability (Assauri, 2018). Kotler & Armstrong (2019) define marketing management as a systematic process that encompasses need identification, value creation, promotional activities, and performance evaluation. According to Baisyir & Quintania (2021), successful marketing outcomes are largely determined by a company’s ability to understand consumer behavior and deliver the right added value through appropriate pricing, distribution, and promotional strategies.

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) model is a psychological framework that explains how external stimuli influence consumer behavior through internal cognitive and emotional processes. (Abidin, 2022) notes that stimuli (S), such as online reviews or brand trust cues, are internally processed by the organism (O)—the consumer—through personal experiences, emotions, and perceptions. This internal processing ultimately triggers a response (R) manifested as attitudes or purchasing behaviors.

Online Customer Reviews

Online customer reviews are digital testimonials provided by previous buyers that reflect their experiences with a product or service, serving as valuable references for prospective consumers. According to Utami et al. (2023), online reviews provide accessible information that helps consumers evaluate product quality without direct physical interaction. Kristina & Aminah (2023) highlight that such reviews may contain both positive and negative experiences, which significantly shape consumer decision-making. Riyanjaya & Andarini (2022) identify four key indicators of online customer reviews: 1). Source credibility, 2). Argument quality, 3). Perceived usefulness, 4). Review valence (the sentiment direction of the review).

Brand Trust

Brand trust refers to consumers’ confidence in a brand’s integrity, reliability, and ability to consistently meet their expectations (Utami et al., 2023). Sihombing & Adlina (2024) emphasize that customer testimonials and brand experiences are crucial in developing brand trust. Herviani et al. (2020) categorize brand trust into two primary dimensions: 1). Viability (value and satisfaction), 2). Intentionality (safety assurance and reliability).

Perceived Value

Perceived value is defined as the consumer’s overall assessment of the benefits obtained from a product relative to the costs incurred in acquiring it. Azzahra et al. (2024) describe perceived value as a key determinant in evaluating whether a product is worth purchasing based on the additional benefits offered. Putri et al. (2023) explain that perceived value reflects the trade-off between consumer expectations and the actual performance of the product received. Yuliansyah & Handoko (2019) propose three main indicators of perceived value: 1). Product feasibility, 2). Price appropriateness, 3). Overall value proposition.

Purchase Decision

A purchase decision is defined as the process of selecting the most suitable product from several available alternatives based on consumer needs (Prasetiawati et al., 2023). This process

begins with the recognition of a need, followed by information search, evaluation of available alternatives, and ultimately making the final purchase decision (Tjiptono, 2008 dalam Meidiastri et al., 2025). Kotler & Armstrong (2019) outline five key stages in measuring purchase decisions: 1). Problem recognition, 2). Information search, 3). Alternative evaluation, 4). Purchase decision, 5). Post-purchase behavior. The

Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews play a crucial role in shaping consumer purchase decisions. Kristina & Aminah (2023) emphasize that consumers' purchasing behavior is significantly influenced by reviews available online, particularly when they seek product references on platforms such as TikTok. Bahari & Dermawan (2022) explain that a greater number of positive reviews increases the likelihood of consumers making a purchase. Consistent with the findings of Prasetiawati et al. (2023) and Murni & Salim (2024), online customer reviews are shown to have a positive contribution to purchase decisions.

H1 : Online customer reviews are hypothesized to have a positive effect on purchase decisions.

The Influence of Brand Trust on Purchase Decisions

Brand trust plays an essential role in shaping and encouraging consumer purchasing behavior. According to Aini et al. (2022), brand trust is built through positive experiences and repeated interactions, contributing to consumer confidence that a brand can deliver on its promises. Febriana & Purwanto (2023) explain that high levels of trust foster loyalty and reduce hesitation in making purchase decisions. Supporting this, the findings of Stefani et al. (2023) and Sihombing & Adlina (2024) indicate that brand trust has a significant positive impact on purchase decisions.

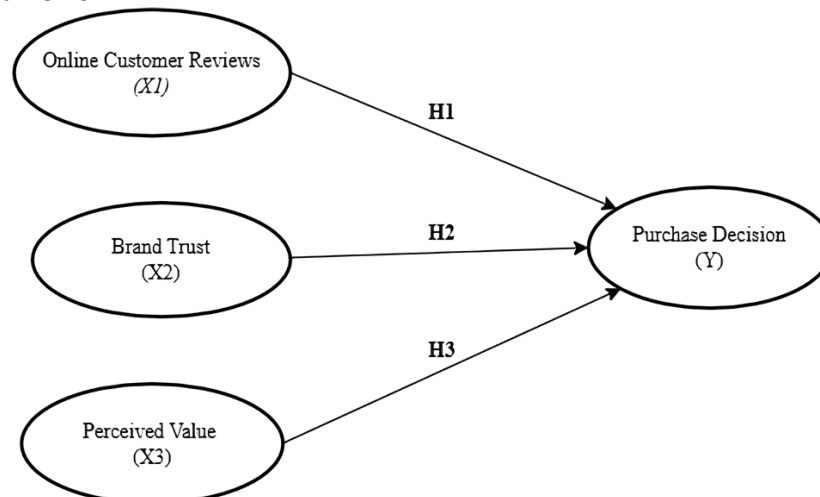
H2 : Brand trust is hypothesized to have a positive effect on purchase decisions.

The Influence of Perceived Value on Purchase Decisions

Perceived value represents the consumer's subjective assessment of the trade-off between the benefits obtained and the costs incurred in acquiring a product. Azzahra et al. (2024) highlight that perceived value reflects the additional benefits received relative to the financial sacrifice made. According to Susmonowati & Khotimah (2021), a high perceived value enhances consumers' willingness to purchase a product. Consistent with the findings of Lia et al. (2022) and Putri et al. (2023), perceived value is found to have a significant positive contribution to purchase decisions.

H3 : Perceived value is hypothesized to have a positive effect on purchase decisions.

Conceptual Framework



RESEARCH METHOD

This study employs a quantitative research approach using a survey method to examine the influence of online customer reviews, brand trust, and perceived value on purchase decisions for Daviena Skincare products on TikTok. The sample was determined using purposive sampling with the following criteria: female respondents aged 18–34 years, residing in Surabaya, owning a TikTok account, and having previously purchased Daviena Skincare products.

The sample size was calculated based on the formula proposed by Hair et al. (2019), which recommends five to ten times the number of indicators ($16 \times 7 = 112$), resulting in a total of 112 respondents. Data were collected through an online questionnaire (Google Forms) and subsequently analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software (Hair et al., 2021; Ghozali & Kusumadewi, 2023)

RESEARCH FINDINGS AND DISCUSSION

Measurement Model (Outer Model)

Outer Loadings

Table 1.
Outer Loadings

	Brand	Purchase	Online	Perceived
	Trust	Decision	Customer	Value
	Reviews			
KM.1	0.937			
KM.2	0.939			
KM.3	0.934			
KM.4	0.929			
KP1	0.872			
KP2	0.883			
KP3	0.878			
KP4	0.874			

KP5	0.897
OCR.1	0.771
OCR.2	0.725
OCR.3	0.928
OCR.4	0.728
PN.1	0.931
PN.2	0.944
PN.3	0.924

Source: Processed data, 2025

Table 1 illustrates that all indicators for the variables Online Customer Reviews (X1), Brand Trust (X2), Perceived Value (X3), and Purchase Decision (Y) meet the factor loading criterion (original sample) > 0.50 and T-Statistic value > Z α at 0.05 (5%) = 1.96. For instance, the indicators for Online Customer Reviews demonstrate adequate results: OCR1 (0.771), OCR2 (0.725), OCR3 (0.928), and OCR4 (0.728). As these values exceed the threshold of 0.50, the constructs fulfill the convergent validity requirement, indicating that the indicators are valid in representing their respective latent variables.

Discriminant Validity

Table 2.
Cross Loadings

	Brand Trust	Purchase Decision	Online Customer Reviews	Perceived Value
KM.1	0.937	0.805	0.207	0.722
KM.2	0.939	0.835	0.149	0.721

KM.3	0.934	0.821	0.226	0.728
KM.4	0.929	0.824	0.137	0.737
KP1	0.819	0.872	0.050	0.783
KP2	0.791	0.883	0.035	0.771
KP3	0.742	0.878	0.037	0.714
KP4	0.711	0.874	0.133	0.698
KP5	0.798	0.897	0.110	0.757
OCR.1	0.118	0.037	0.771	0.041
OCR.2	0.183	0.035	0.725	0.169
OCR.3	0.172	0.099	0.928	0.077
OCR.4	0.151	0.012	0.728	0.065
PN.1	0.742	0.805	0.079	0.931
PN.2	0.717	0.787	0.100	0.944
PN.3	0.718	0.779	0.109	0.924

Source: Processed data, 2025

Table 2 demonstrates that the outer loading values for each indicator within their respective variables are higher than the cross-loading values on other constructs. For example, the indicators of the Brand Trust variable show values of KM1 (0.937), KM2 (0.939), KM3 (0.934), and KM4 (0.929), all of which are greater than their corresponding cross-loadings on other variables. These findings indicate that each indicator consistently reflects its intended construct, thereby confirming that discriminant validity has been established in this study.

Table. 3

Average Variance Extracted	
Average Variance Extracted (AVE)	
Kepercayaan Merek (X2)	0.874
Keputusan Pembelian (Y)	0.776
Online Customer Reviews (X1)	0.628
Persepsi Nilai (X3)	0.870

Source: Processed data, 2025

Based on Table 3, the Average Variance Extracted (AVE) values for all constructs are greater than 0.70, indicating that the measurement model meets the AVE requirement and demonstrates good convergent validity. Therefore, the variables Online Customer Reviews, Brand Trust, Perceived Value, and Purchase Decision can be considered valid.

Composite Reliability

Table. 4
Composite Reliability

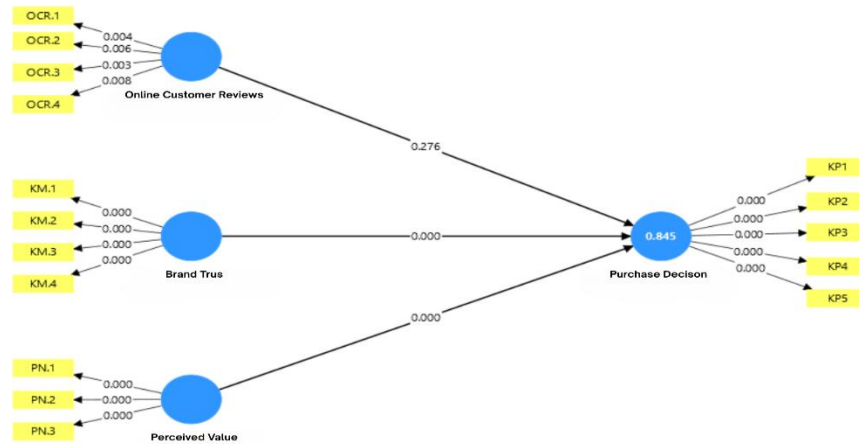
Composite Reliability (rho_c)	
Brand Trust	0.965
Purchase Decisions	0.945
Online Customer Reviews	0.870
Perceived Value	0.953

Source: Processed data, 2025

Based on Table 4, the Composite Reliability values for all variables in this study are above 0.70, indicating that each construct has met the established reliability criteria and exhibits a high level of internal consistency. Consequently, the variables Online Customer Reviews, Brand Trust, Perceived Value, and Purchase Decision can be deemed reliable.

Inner Model

Figure 1.
PLS Structural Model.



Source: Processed data, 2025

In Figure 1, the factor loading values are illustrated on the arrows connecting the exogenous and endogenous variables. Meanwhile, the R-Square value for the Purchase Decision variable is displayed within the circle representing that variable.

R-Square

Tabel. 5 R-Square

	R-square
Purchase Decision	0.845

Source: Processed data, 2025

The R-Square value of 0.845 indicates that the independent variables (Online Customer Reviews, Brand Trust, and Perceived Value) are able to explain 84.5% of the variance in the dependent variable (Purchase Decision), while the remaining 15.5% is explained by other variables not included in this model (beyond Online Customer Reviews, Brand Trust, and Perceived Value).

Hypothesis Testing

**Table 6.
 Path Coefficients**

	Original sample (O)	T statistics ((O/STDEV))	P-values	Remarks
Brand Trust -> Purchase Decision	0.577	10.969	0.000	Positive and significant

Online Customer					
Reviews	->				Negative and not
Purchase		-0.071	1.089	0.276	significant
Decision					
Perceived Value -					
>	Purchase	0.405	7.194	0.000	Positive and
Decision					significant

Source: Processed data, 2025

Based on Table 6, the hypothesis testing results are as follows:

- Hypothesis 1: The proposed relationship between Online Customer Reviews and Purchase Decision for Daviena Skincare products on TikTok in Surabaya is supported, with a path coefficient of -0.071, T-statistics of $1.089 < 1.96$, and a P-value of $0.276 > 0.05$, indicating a negative and non-significant effect.
- Hypothesis 2: The proposed relationship between Brand Trust and Purchase Decision for Daviena Skincare products on TikTok in Surabaya is supported, with a path coefficient of 0.577, T-statistics of $10.969 > 1.96$, and a P-value of $0.000 < 0.05$, indicating a positive and significant effect.
- Hypothesis 3: The proposed relationship between Perceived Value and Purchase Decision for Daviena Skincare products on TikTok in Surabaya is supported, with a path coefficient of 0.405, T-statistics of $7.194 > 1.96$, and a P-value of $0.000 < 0.05$, indicating a positive and significant effect.

The Influence of Online Customer Reviews on Purchase Decisions

The findings of this study indicate that online customer reviews do not have a significant contribution to purchase decisions for Daviena Skincare products. This suggests that even though consumers read reviews of Daviena products on platforms such as TikTok, the information provided is not sufficient to directly influence their decision to purchase. This may be due to the reviews lacking informative content or persuasiveness, preventing consumers from gaining a clear understanding of the product's benefits and reliability.

The most influential indicator within this variable was the statement: "Reviews about Daviena Skincare help me understand the benefits of the product before purchasing it." This implies that while some consumers perceive online reviews as helpful in understanding the product's benefits, they are not compelling enough to drive an actual purchase decision. These findings contrast with prior research, such as Kristina & Aminah (2023), Prasetiawati et al. (2023), and Murni & Salim (2024), which reported a positive and significant relationship between online customer reviews and purchase decisions.

The Influence of Brand Trust on Purchase Decisions

The findings of this study indicate a positive contribution of brand trust to purchase decisions for Daviena Skincare products. Consumers with higher levels of trust in a brand tend to

show a stronger intention to purchase. When consumers have confidence in the quality, safety, and effectiveness of Daviena products, they are more assured in making purchasing decisions.

The most influential indicator within this variable was the statement: "Daviena Skincare meets my expectations in terms of quality and the benefits it provides." This suggests that consumer trust emerges when a product is perceived as capable of meeting their expectations, thereby increasing their confidence in making a purchase decision. These findings are consistent with Stefani et al. (2023), Sihombing & Adlina (2024), and Inggasari & Hartati (2022), who concluded that brand trust has a positive and significant effect on purchase decisions.

The Influence of Perceived Value on Purchase Decisions

The results of this study also reveal a positive relationship between perceived value and purchase decisions for Daviena Skincare products. When consumers perceive that the product provides adequate or superior benefits compared to the cost incurred, they are more likely to proceed with the purchase.

The most influential indicator within this variable was the statement: "The price I pay for Daviena Skincare matches the quality I receive," which obtained the highest score among respondents. This finding highlights that consumers' perception of price fairness relative to product quality plays an essential role in encouraging purchase decisions. These results align with the studies of Lia et al. (2022) and Putri et al. (2023), both of which confirmed a positive contribution of perceived value to purchase decisions.

CONCLUSION

The analysis of the variables using the PLS method produced the following findings:

1. No significant contribution was found between online customer reviews and purchase decisions for Daviena Skincare products on TikTok in Surabaya. This indicates that although online reviews are available, the information provided is not sufficiently convincing to influence consumers' purchasing decisions.
2. A positive contribution was identified between brand trust and purchase decisions for Daviena Skincare products on TikTok in Surabaya. Strong consumer trust in the brand increases the likelihood of consumers making a purchase.
3. A positive contribution was also observed between perceived value and purchase decisions for Daviena Skincare products on TikTok in Surabaya. A higher perception of fairness between product price and quality enhances the likelihood of consumers deciding to purchase the product.

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