

Research Article

The Influence of Online Customer Review and Influencer Review on Purchase Intention of Somethinc Products on Tiktok Social Commerce (Studi on Tiktok Users in Bandar Lampung)

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Abstract: The rapid advancement of the internet and social media has led to the emergence of social commerce, which integrates e-commerce with social media platforms. Reviews, as a form of electronic word-of-mouth (e-WOM), have become a key information source relied on by consumers in social commerce. However, the growing presence of buzzers and paid endorsements producing fake reviews has weakened the relevance and trustworthiness of e-WOM, including both online customer reviews and influencer reviews. This study aims to examine the impact of online customer reviews and influencer reviews on the purchase intention of Somethinc products on TikTok's social commerce platform. The research adopts a quantitative approach with purposive sampling, involving 120 TikTok users in Bandar Lampung as respondents. Data were analyzed using multiple linear regression with SPSS 27 software. The findings reveal that both online customer reviews and influencer reviews significantly and positively influence purchase intention. These results suggest that exposure to online customer and influencer reviews can enhance consumers' purchase intention toward Somethinc products on TikTok social commerce.

Keywords: Electronic word-of-mouth; Influencer Review; Online Customer Review; Purchase Intention.

1. Introduction

Social commerce, a fusion of e-commerce, social media, and social network signals [1], has grown rapidly worldwide, including in Indonesia. According to INDEF and a Populix survey, 86% of respondents have shopped through social commerce platforms, with TikTok being the most used (45%), followed by WhatsApp (21%), Facebook Shop (10%), and Instagram Shop (10%). [2] projects that Indonesia's social commerce market will continue growing from 2024 to 2029 by over 102.52%, reaching \$3.3 billion by 2029. This rise is driven by active social media users leveraging these platforms for interaction and transactions, as more platforms integrate social commerce into their ecosystems. Research by Renaldy (2018) shows that social commerce positively influences consumer trust and purchase intention, creating a mutually reinforcing environment between social media and e-commerce.

TikTok's global popularity since its launch is largely driven by its vast user base across many countries. According to recent data, Indonesia ranks as the country with the largest TikTok user population in the world, reaching 157.6 million users in 2024, highlighting TikTok's immense popularity in the country. The United States and Brazil also report over 100 million users each. This widespread active user base demonstrates TikTok's success among other social media platforms. Interestingly, China, the app's country of origin, does not appear among the top user countries, as Byte Dance, TikTok's parent company, launched a separate app called Douyin exclusively for the Chinese market in the same year. Despite not

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being widely used in China, TikTok has achieved significant international success, particularly in Indonesia.

In Indonesia, TikTok users are concentrated mainly in Java, with Jakarta leading at 22%, followed by East Java (18%) and West Java (13%), while Bandar Lampung does not rank among the top cities. This creates an interesting context to explore TikTok's influence on purchase intentions in Bandar Lampung. As one of the most widely used platforms in Indonesia, TikTok offers significant marketing reach, estimated at 126.83 million audiences in January 2024, making it the second-largest TikTok advertising market globally. As a social commerce platform, TikTok enables users to shop without leaving the app but poses challenges as buyers cannot physically examine products. To address this, TikTok empowers sellers to use influencers and allows customers to leave online reviews to guide future purchasing decisions.

On TikTok's social commerce platform, online customer reviews and influencer reviews play a key role in shaping consumer purchase intentions [3], aligning with [4] view that social commerce aims to drive online purchases and facilitate customer interaction throughout the buying process. Influencers, as defined by [5] and [6], are individuals with large followings who promote products by shaping brand image and consumer perception. Meanwhile, online customer reviews provide firsthand feedback on product quality, easily accessible by viewers [7]. [8] reports that 77% of consumers regularly read online reviews when considering purchases, reinforcing research findings that reviews significantly boost purchase intentions. TikTok's integration of influencer and customer reviews is especially influential for beauty products, where individual outcomes vary. The beauty industry has seen rapid growth, with Indonesia's beauty sector generating \$1.94 billion in 2024, and TikTok contributing substantially, NIQ (2023) noted 85% of TikTok sales came from beauty and personal care. TikTok Shop further facilitates sales by enabling direct purchases alongside reviews, mirroring the global trend as U.S. beauty sales reached \$31.7 billion in 2023 and Indonesia's beauty market hit \$7.23 billion in 2022 (Databoks, 2022).

The high number of TikTok video viewers for skincare and makeup products is reflected in impressive conversion rates, reaching 8.07% for skincare and 9.57% for makeup, indicating strong consumer action on TikTok's social commerce platform. TikTok users actively seek information on beauty products from various local and international brands, with many brands partnering with influencers to expand reach through TikTok's advanced algorithm, which enables influencers to quickly generate purchase intent and demand. According to a Populix survey, 54% of Indonesian female consumers prefer local beauty brands, while 35% have no preference and 11% favor international brands. Somethinc, a leading local brand, dominated TikTok's social commerce sales from April to June 2022 with total sales of IDR 53.2 billion, driven by its strong brand reputation and high-quality, affordable products catering to a wide age range. Somethinc offers diverse product categories including makeup, skincare, body care, tools, and merchandise [9], and has won multiple awards, securing the top skincare brand position on a major e-commerce platform for seven consecutive periods since April 2021, supported by dermatologist-tested, high-quality ingredients suitable for various skin types.

Somethinc has excelled in leveraging various social media platforms for product marketing, employing content marketing and collaborations with both local and international influencers to promote its products through reviews. Notably, Somethinc partnered with international figures such as Korean actress Han So Hee and K-pop boy group NCT Dream. Through these marketing strategies, Somethinc rapidly grew within two years, achieving the top market share for beauty products on digital platforms and becoming the best-selling brand across several e-commerce platforms. Currently, Somethinc's TikTok account holds a perfect 5.0/5.0 rating and over 3.8 million followers, reflecting its aggressive digital marketing strategies targeting teenagers and young adults, including content aligned with trending algorithms and influencer collaborations.

Despite these efforts, recent declines in sales indicate that the current strategies may not fully sustain consumer purchase intentions. From 2019 to 2023, Somethinc's popularity has fluctuated, starting low in 2019, rising modestly from 2020 to 2022, then declining again in 2023, partly due to increasing competition from emerging beauty brands. This sales decline and inconsistent popularity suggest Somethinc is not yet the primary choice for consumers, signaling low purchase intention [10]. Therefore, understanding how online customer reviews and influencer reviews affect consumer perceptions and purchase intentions is vital. To address these challenges, Somethinc continues optimizing its digital marketing by leveraging e-WOM, including influencer and online customer reviews, and collaborates with various

influencers across categories, from nano to mega influencers [6]. According to Katadata (2023), 78% of Indonesian consumers prefer local influencers for beauty product recommendations, and Somethinc actively partners with multiple local influencers across these categories.

Somethinc employs numerous influencers, including top-tier names like Tasya Farasya with 4.1 million TikTok followers, as part of its marketing strategy to drive purchase intention. However, the effectiveness of influencer and online customer reviews is increasingly questioned due to the rise of paid endorsements and fake reviews. Research by [11] reported a 41% decline in influencer marketing effectiveness from 2019 to 2020, while [12] found that many consumers believe influencers promote products mainly because they are paid. This skepticism leads some consumers to rely more on customer reviews, viewed as authentic feedback from real buyers.

This study aims to examine the influence of online customer reviews and influencer reviews on purchase intention for Somethinc products on TikTok social commerce. It seeks to analyze the difference between their impacts and explore how combining both review types can enhance purchase intention. With mixed findings from previous research, this study addresses a gap in understanding their joint effect. The results are expected to provide valuable insights for marketers and beauty industry players in crafting effective digital marketing strategies to increase sales on TikTok.

2. Preliminaries or Related Work or Literature Review

2.1. Electronic Word-Of-Mouth (E-WOM)

Electronic word-of-mouth (e-WOM) refers to positive or negative statements shared online by customers about products or services, offering a broader and faster reach than traditional word-of-mouth. As consumers increasingly rely on online shopping without direct product evaluation, e-WOM, including customer reviews and influencer reviews, has become a key source of trusted information, influencing purchase decisions and reducing perceived risks [13].

2.2. Online Customer Review

Online customer review, as part of e-WOM, refers to consumer-generated reviews about their product experiences on online marketplaces, serving as a reference for others' purchasing decisions [14]. These reviews allow consumers to freely share opinions online, influencing purchase intentions [7], and have become a cost-effective marketing channel that provides valuable insights for potential buyers on digital platforms [15].

2.3. Influencer Review

Influencer marketing is one of the most popular online advertising strategies, with influencers defined as individuals with a large following whose opinions can shape others' perceptions [16]. Influencers, also called "micro-celebrities", are valued for attributes like credibility, expertise, and network influence, and their reviews, seen as authentic endorsements, play a key role in spreading trends and product recommendations on social media, especially in beauty-related content.

2.4. Purchase Intention

Purchase intention is defined as a consumer's decision to act or a stage in the decision-making process where the consumer is willing to engage with a product or brand [17]. It arises after a series of steps including need recognition, information search, and evaluation, leading to the desire to buy. Purchase intention reflects the likelihood that a consumer plans to buy a product in the future, driven by interest and influenced by various factors [18].

2.5. Hypotheses

This study proposes two hypotheses:

H1: Online customer reviews have a positive and significant effect on purchase intention for Somethinc products on TikTok social commerce;

H2: Influencer reviews have a positive and significant effect on purchase intention for Somethinc products on TikTok social commerce.

3. Proposed Method

3.1. Research Design

This quantitative study employs an experimental design with two independent variables, online customer review and influencer review, and one dependent variable, purchase intention. Primary data were collected using a closed-ended questionnaire distributed via Google Form to active TikTok users in Bandar Lampung who meet specific criteria, while secondary data were obtained through literature review. The study used purposive sampling with 120 respondents, based on [19] recommendation of 10 times the number of indicators (12 indicators). Data were analyzed using SPSS with Likert-scale measurements to assess perceptions, and respondents were selected based on their experience with something product reviews on TikTok and their purchase intention.

3.2. Operational Definition of Variables

Operational variables are the part that defines a variable that can be measured, by looking at the indicators of the variable research. Operational variables are needed to describe the variables that will be measured more easily and used as a reference in data collection.

Variable	Definitions	Indicator	Scale
Online Customer Review (X1)	Online customer reviews are a feature that allows consumers to freely and easily type comments and opinions online regarding various products or services, which can influence consumers' purchasing intentions for the product. (Latief & Ayustira, 2020)	1. Read customer reviews to find out other people's impressions of the product.	Likert (1-5)
		2. Ensure that you buy the right product by reading customer reviews.	
		3. Gather information from customer reviews to help you choose the right product.	
		4. Customer reviews make you confident to buy the product.	
		(Diena et al., 2020)	
Influencer Review (X2)	Review influencers are considered to be more trustworthy product endorsers than celebrities, and it is known that influencers share product reviews, recommendations, and personal experiences that focus on social media platform users, such as beauty influencers who feature makeup and skincare articles on their personal influencer accounts. (Schouten et al.,2020)	1. Read influencer reviews to find out other people's impressions of the product.	Likert (1-5)
		2. Ensure you buy the right product by reading influencer reviews.	
		3. Collect information from influencer reviews to help you choose the right product.	
		4. Influencer reviews make you sure to buy the product.	
		(Diena et al., 2020)	
Purchase Intention (Y)	Purchase intention is a person's tendency to feel attracted to a particular object, which is a person's behavior related to the decision towards purchasing and is driven by certain factors. (Kotler, 2016)	1. After reviewing the review, the possibility to buy the product is high.	Likert (1-5)
		2. If you are going to buy the product, you will consider the product first.	
		3. The possibility to consider buying the product is high.	
		4. The desire to buy the product is high.	
		(Diena et al., 2020)	

3.3. Data Analysis Tools

This quantitative study uses IBM SPSS Statistics 27 with a 5% significance level for data analysis, including instrument testing (validity and reliability) conducted on 30 initial respondents to ensure the questionnaire's accuracy before full distribution. Validity was tested using Confirmatory Factor Analysis (CFA), with indicators considered valid if KMO > 0.50,

loading factor > 0.50, and Anti-Image Correlation \geq 0.50. The primary analysis employs multiple linear regression to examine the effect of online customer review (X1) and influencer review (X2) on purchase intention (Y), supported by hypothesis testing through t-tests (partial effect), F-tests (model feasibility), and R² (coefficient of determination) to measure the strength and explanatory power of the model.

4. Results and Discussion

4.1. Instrument Test Result

Table 1. Validity Test Result

Variable	Item	KMO-MSA	Anti-Image	Loading Factor	Result
Online Customer Review (X1)	X1.1	0.637	0.687	0.627	Valid
	X1.2		0.606	0.810	Valid
	X1.3		0.665	0.715	Valid
	X1.4		0.628	0.777	Valid
Influencer Review (X2)	X2.1	0.743	0.771	0.826	Valid
	X2.2		0.713	0.871	Valid
	X2.3		0.785	0.804	Valid
	X2.4		0.719	0.844	Valid
Purchase Intention (Y)	Y.1	0.800	0.888	0.801	Valid
	Y.2		0.752	0.889	Valid
	Y.3		0.739	0.906	Valid
	Y.4		0.887	0.819	Valid

The validity test results in Table 1 show that each research variable indicator has an Anti-Image Correlation > 0.50 and a loading factor > 0.50. According to [20], if the loading factor is > 0.50, it meets the criteria for convergent validity. Therefore, it can be concluded that all question items for the research variable indicators are valid and suitable for use as research instruments.

Table 2. Reability Test Result

Variable	Item	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Result
Online Customer Review (X1)	X1.1	0.704	0.704	Reliable
	X1.2		0.596	Reliable
	X1.3		0.648	Reliable
	X1.4		0.616	Reliable
Influencer Review (X2)	X2.1	0.854	0.817	Reliable
	X2.2		0.797	Reliable
	X2.3		0.829	Reliable
	X2.4		0.814	Reliable
Purchase Intention (Y)	Y.1	0.866	0.856	Reliable
	Y.2		0.804	Reliable
	Y.3		0.797	Reliable
	Y.4		0.856	Reliable

Based on the reliability test results in Table 2, the Cronbach's Alpha value for all variables is greater than 0.60. The Online Customer Review (X1) variable has a Cronbach's Alpha of 0.704, the Influencer Review (X2) variable has a Cronbach's Alpha of 0.854, and the purchase intention (Y) variable has a Cronbach's Alpha of 0.866. Therefore, it can be concluded that the instruments for each variable in this study are reliable, as they have a high reliability level exceeding the standard Cronbach's Alpha threshold.

4.2. Multiple Linear Regression Test Results

Table 3. Multiple Linear Regression Test Results

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	0.824	1.325		0.622	0.535
	Online Customer Review (X1)	0.211	0.87	0.189	2.408	0.018
	Influencer Review (X2)	0.706	0.89	0.624	7.944	<0.001
a. Dependent Variable : Niat Beli (Y)						

Based on the results from Table 3, the regression equation is $Y = 0.824 + 0.189X1 + 0.624X2$. The constant value of 0.824 means that if both independent variables (online customer review and influencer review) are zero, the purchase intention will be 0.824. The coefficient for online customer review (X1) is 0.189, indicating that a 100% increase in online customer review leads to an 18.9% increase in purchase intention, showing a positive effect. The coefficient for influencer review (X2) is 0.624, indicating that a 100% increase in influencer review results in a 62.4% increase in purchase intention, also demonstrating a positive impact. Thus, both online customer reviews and influencer reviews positively influence purchase intention for Somethinc products on TikTok social commerce.

4.3. Hypothesis Test Results

Table 4. T Test Result

No.	Hypothesis	t-stat	Sig	Result
1.	Online Customer Reviews have a positive and significant effect on the purchase intention of Somethinc products on TikTok social commerce.	2.408	0.018	Accepted
2.	Influencer Reviews have a positive and significant effect on the purchase intention of Somethinc products on TikTok social commerce.	7.944	<0.001	Accepted

Based on Table 4, the t-value for online customer review (X1) is 2.408, which is greater than the t-table value of 1.658, with a significance value of 0.018 (< 0.05), indicating a significant effect on purchase intention (Y), thus rejecting H01 and accepting Ha1. Similarly, the t-value for influencer review (X2) is 7.944, greater than 1.658, with a significance value of < 0.001 (< 0.05), indicating a significant effect on purchase intention, thus rejecting H02 and accepting Ha2.

Table 5. F Test Result

Model	Sum of Square	df	Mean Square	F	Sig.	
1	Regression	431.589	2	215.794	81.253	<,001 ^b
	Residual	313.387	118	2.656		
	Total	744.975	120			
a. Dependent Variable : Purchase Intention						
b. Predictors : (Constant), Influencer Review (X2), Online Customer Review (X1)						

Table 5. shows that the significant value of F is < 0.001 , which means < 0.05 , so it can be said that the research model used in this study is feasible and can be continued to study the hypothesis.

Table 6. R2 Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.761 ^a	0.579	0.572	1.630
a. Predictors: (Constant), Influencer Review (X2), Online Customer Review (X1)				

Based on the results of the determinant test presented in Table 6, the Adjusted R Square value is 0.572, or 57.2%, indicating that 57.2% of the variation in purchase intention for

Something products among TikTok users in Bandar Lampung can be statistically explained by the contribution of the two independent variables, online customer review and influencer review. In other words, the regression model used in this study explains more than half of the total variation in purchase intention, with the remaining 42.8% influenced by factors outside the variables examined in this research.

4.4. Discussion

4.4.1 The Influence of Online Customer Reviews on Purchase Intention of Something Products on TikTok Users in Bandar Lampung

The results indicate that online customer review has a positive and significant effect on purchase intention for Something products on TikTok social commerce, as shown by $t\text{-count} (2.408) > t\text{-table} (1.658)$ with a significance value of $0.018 < 0.05$, leading to the acceptance of H_{a1} and rejection of H_{01} . This finding implies that better online reviews increase consumer purchase intention, supported by empirical evidence where TikTok users rely on reviews to ensure product suitability, with the highest mean found in the statement that consumers frequently read reviews before purchasing. Positive reviews, such as praise for Something's competitive quality and long-term customer satisfaction, enhance trust and intention to buy, showing that online customer reviews, as part of e-WOM, reduce uncertainty and perceived risk. These results align with studies by [3] and [21], which also confirm the positive, significant influence of online customer reviews on purchase intention, especially in the context of beauty products on TikTok social commerce.

4.4.2 The Influence of Influencer Reviews on Purchase Intention of Something Products on TikTok Users in Bandar Lampung

The results show that influencer review has a positive and significant effect on purchase intention for Something products on TikTok social commerce, evidenced by $t\text{-count} (7.944) > t\text{-table} (1.658)$ and a significance value $< 0.001 < 0.05$, leading to the acceptance of H_{a2} and rejection of H_{02} . This indicates that stronger influencer reviews increase the likelihood of purchase intention. Empirical findings reveal that most respondents agree that influencers with large followings can build purchase confidence through their reviews. Theoretically, influencers act as opinion leaders whose strong connections with followers positively influence purchase intention [13]. These findings align with prior research by [22], [23], both of which confirm the significant positive impact of influencer reviews on consumer purchase intention.

5. Conclusions

Based on the research findings and data analysis of 120 TikTok users in Bandar Lampung, it can be concluded that both online customer review and influencer review have a positive and significant influence on the purchase intention of Something products on TikTok's social commerce platform, indicating that positive reviews from customers and trusted influencers strengthen consumers' intention to buy; however, this study is limited by its focus on TikTok users in a single geographic area, which may affect the generalizability of the results to broader populations or different social commerce platforms, thus future research is recommended to expand the sample to diverse regions, include other social commerce platforms, and explore additional variables such as trust, product quality perception, or consumer demographics to provide a more comprehensive understanding.

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