

Research Article

The Influence of Online Customer Reviews and Product Quality Perception on Skintific Purchase Decisions on Tiktok Shop

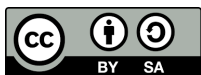
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Abstract: This study is intended to identify the impact of Online Customer Reviews and Product Quality Perceptions on Skintific Purchase Decisions on Tik Tok Shop. This study applies a quantitative approach through causal methods. Involving 96 respondents who have purchased and used Skintific products on the platform. Data analysis was carried out through the stages of classical assumption tests (normality, multicollinearity, and heteroscedasticity), and used multiple linear regression to test the research hypothesis. The findings show that online customer reviews and product quality perceptions have a positive and significant influence on purchase decisions, both when tested individually and together. The adjusted coefficient of determination (Adjusted R²) reaches 0.875, which means that 87.5% of the variation in purchase decisions can be explained by the two independent variables, while the remaining 12.5% is influenced by external elements outside of this model. Among the two variables studied, Online Customer Reviews were proven to have a dominant influence on Purchase Decisions, with a higher Beta value than Product Quality Perception. This conclusion emphasizes that positive reviews from customers and a good view of product quality are the main drivers for consumers to purchase Skintific products on Tik Tok Shop. Thus, companies are advised to maintain product reputation through consistent quality as well as optimize digital communication strategies based on customer reviews to improve consumer purchasing decisions.

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1. Introduction

Transformations in digital technology are sparking a real change in the way consumers behave globally. Today's consumers combine in-person and online shopping through various digital platforms. According to data from Sellerscommerce (2025), the number of online shoppers globally has reached around 2.77 billion people, showing the potential of a vast and growing e-commerce market. Along with these advancements, Tik Tok is present as a digital platform that continues to grow and is known globally. Through new features such as Tik Tok Shop, this platform makes it easier for millennials to shop practically and attractively (Sa'adah et al., 2022). This feature allows businesses, including the beauty industry, to reach consumers more interactively through video content and customer reviews in real-time.

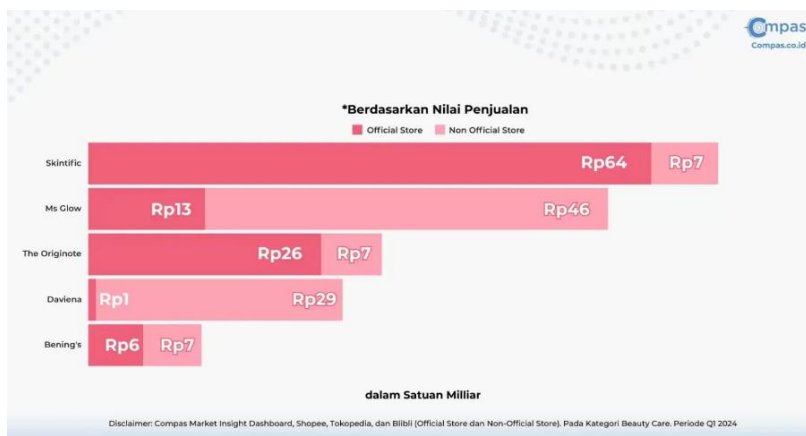


Figure 1. Sales Value of Skincare Brands in Official and Non Official Stores 2024
 Source: Kompas.co.id

Skintific is one of the popular skincare brands and is widely discussed among TikTok Shop users. This Canadian skincare brand has been present in Indonesia since August 2021. Based on Figure 1, Skintific occupies the first position in total sales through official and non-official stores, with a value of IDR 70 billion, followed by Ms Glow of IDR 59 billion, The Originote of IDR 33 billion, Daviena of IDR 30 billion, and Bening's of IDR 13 billion in the first quarter of 2024 (Andini, 2024). This reputation is further strengthened through various prestigious awards, such as "Best Moisturizer" from Female Daily and TikTok Live Awards, as well as "Best Newcomer Brand" version of Sociolla and TikTok Live Awards (Kompas, 2023). This success cannot be separated from two key elements that shape consumer shopping choices on TikTok Shop, namely customer reviews and perceptions of the quality of products available on the platform. The growth of social commerce in Indonesia shows an increasingly rapid trend, one of which is through the TikTok Shop platform which is now in great demand by the younger generation.

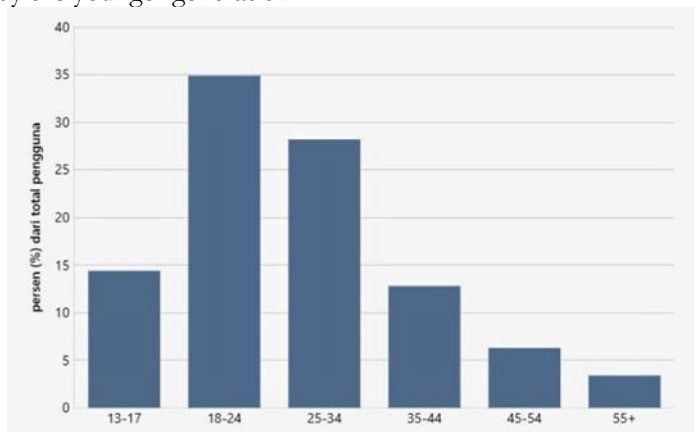


Figure 2. Age Demographics of TikTok Users (2022)
 Source: Databoks (2023)

This is reinforced by the data in Figure 2, which shows that as many as 34.9% of TikTok users in 2022 came from the age group of 18–24 years old (Santika, 2023). The dominance of this young age group makes TikTok a very strategic medium in reaching potential markets, especially through visual and interactive approaches that suit the characteristics of this generation. TikTok Shop itself is a social commerce platform that allows users and content creators to promote, sell, and buy products online (Nopitasari & Suyatno, 2023). With active and responsive user characteristics, as well as excellent features such as live streaming and customer reviews, TikTok Shop is a strategic medium in supporting digital marketing activities. The platform has also proven effective in marketing beauty products such as Skintific, whose popularity continues to rise as awareness of the importance of skincare grows among younger generations. Therefore, TikTok Shop deserves to be analyzed in more depth in this study, especially to understand the role of reviews from customers in building views and driving consumer shopping choices.

The urgency of this research is getting stronger along with the increasing trend of online shopping through TikTok Shop and the rise of skin problems experienced by the public. These problems can be caused by the use of unsafe skincare products, incompatibility with certain ingredients, or the influence of hormones that affect skin conditions. Based on a Zap Clinic (2024) survey of 9,000 Indonesian women, as many as 53.8% of respondents felt that they had dull skin, 49.3% complained of large facial pores, and 34.1% experienced dark circles in the eye area. These findings show that the need for safe and effective skincare products is increasing. In this context, Skintific is present as a brand that offers solutions through various products that have been tested in the laboratory. Skintific's presence on TikTok Shop is not only to follow digital trends, but also to answer consumers' needs for safe and effective products, especially to repair skin damage.

According to Daffaputra et al. (2023), purchase decisions arise after consumers go through a thorough evaluation process of the various alternatives available. Research by Dinata & Khasanah (2022) shows that there is a positive relationship between how consumers perceive product quality and their decision to buy, namely the better the perception of quality, the greater the chance of purchase. In the context of digital marketing through TikTok Shop, consumers tend to choose products with good reputations and convincing reviews, so uncertainty about the perception of quality and credibility of reviews can be an obstacle in increasing sales of Skintific products on the platform.

Online Customer Reviews are classified as electronic word of mouth (eWOM), which is user-generated material and disseminated through online sites, both on the main platform and third-party sites (Zed et al., 2023). These reviews are very effective in shaping consumers' views of products and can have a big impact on shopping choices. Research by Ardianti & Widiartanto (2019) states that online customer reviews and online customer ratings collectively have a positive impact on purchasing decisions, where customer reviews have the greatest influence compared to ratings. In a study of purchase decisions on the Shopee platform, online customer reviews showed a positive effect with the ability to encourage consumers to make purchase transactions. (Almayani & Graciafernandy, 2023).

Similar to online customer reviews, product quality perception also plays an equally crucial role. Product quality perception refers to how consumers evaluate the level of excellence or excess of a product compared to other products as a whole (Marlina & Yuniati, 2020). Research by Rivaldo et al. (2021) shows that there is a positive relationship between product quality perception and purchase decision performance, which indicates that the more positive a consumer's view of product quality, the better the shopping decision will be. In the context of Skintific, product quality perceptions are often formed through user testimonials, packaging, composition, and visualized usage results. Therefore, this perception is an important factor that can encourage or hinder purchase decisions, especially on social commerce channels, including TikTok Shop.

Although a number of studies have explored how online customer reviews and perceptions of product quality affect purchasing decisions, there are still gaps in the literature that address both simultaneously, particularly in the realm of social commerce, particularly TikTok Shop and skincare brand Skintific. Based on these gaps, this study aims to identify the influence of online customer reviews and product quality perceptions, both individually and simultaneously, on the purchase decision of Skintific on TikTok Shop. This research is important considering the rapid growth of social commerce among Indonesia's young generation, which is a potential market segment for the skincare industry. By understanding the influence of these two variables, business people are able to develop a more optimal and targeted marketing approach, especially in increasing consumer trust and purchasing decisions.

2. Literature Review

Online Customer Reviews

Online customer reviews are a type of evaluation given by consumers about the product or service they have tried, and are generally delivered through e-commerce platforms, consumer review sites, and social media (Alwafi & Hayu, 2025). Online customer reviews provide important information for potential consumers, especially related to the experience of using the product, the level of quality offered, and the quality of service from the seller

(Jumawan et al., 2024). According to Saehu et al. (2025), online customer reviews are able to present a more authentic and objective perspective compared to product descriptions from manufacturers or sellers.

From the three descriptions, it is concluded that online customer reviews are a form of user assessment submitted through digital channels, contain real experience related to product and service quality, and are a more objective source of information than descriptions from the seller.

According to Lackermair et al. in Ulya & Suciningtyas (2025), online customer reviews can be measured through 4 dimensions, namely:

- a. Awareness: Indicates the level of consumer awareness that online reviews are available and useful as a reference before making a purchase decision.
- b. Frequency: Shows the intensity of consumers in checking and reviewing online reviews before making a purchase.
- c. Comparison: Shows how consumers use online reviews to rate and compare the selection of products available.
- d. Influence: Describes how much a review affects consumer attitudes, perceptions, and final decisions in purchasing a product.

Product Quality Perception

Research by Barkhoya & Vania (2024) shows that the perception of product quality can be interpreted as a way for consumers to assess how good a product is, which is based on personal experience and data they get from various sources. Product quality perception refers to how consumers assess the level of superiority or superiority of a product compared to other products as a whole (Marlina & Yuniati, 2020). Consumers tend to form perceptions of product quality based on the information they receive from sellers, including positive and negative signals. This perception is also influenced by reviews from influencers, the level of trust in the brand, and the brand image displayed (Pravitasari et al., 2024).

From these three definitions, it can be concluded that product quality perception is a consumer evaluation of the advantages of a product developed based on personal experience, information obtained from various sources, as well as the impact of influencer reviews, brand image, and trust in sellers.

According to Barkhoya & Vania (2024), there are 3 indicators of product quality perception, namely:

- a. Functionality: Shows the extent to which the product can perform its functions in harmony with the intended use and is able to produce the output desired by the consumer.
- b. Reliability: Describes the consistency of the product's performance under various conditions of use, including minimal risk of side effects during use.
- c. Suitability: Refers to the degree of compatibility between the benefits perceived by consumers and the information or promises conveyed by the seller or brand.

Purchase Decision

Purchasing decisions mark the closing phase in the consumer behavior cycle, where a person chooses to shop after weighing various options and conducting a gradual evaluation (Daffaputra et al., 2023). According to Evangelino (2022), a purchase decision is a consumer's step in determining to buy a certain product, which is preceded by a series of stages such as the identification of needs, activities before purchase, product use, and evaluation or feedback after the purchase is made. Meanwhile, Listyawati et al. (2024) define purchasing decisions as a series of processes in which buyers make a choice of products, make transactions, and ultimately make a decision to buy the product.

From these three definitions, it can be concluded that a purchase decision can be understood as the final stage in consumer behavior which involves a series of activities ranging from identifying needs, evaluating alternatives, selecting products, to the implementation of transactions and post-purchase assessments.

According to Arifin in Dewi et al. (2023), purchasing decisions are divided into 4 indicators, namely:

- a. Gather a variety of information: Shows the extent to which consumers actively access and accumulate information from various sources to understand product details.

- b. Tailor needs: Describe the degree to which the product fits the consumer's personal needs, lifestyles, and expectations that are the basis for decision-making.
- c. Priority of the product to be purchased: Refers to the consumer's decision to choose one product as the primary choice over other alternatives available in the market.
- d. Consumer satisfaction: Refers to the level of satisfaction or dissatisfaction experienced by consumers after using a product, based on the compatibility between initial expectations and real experience.

Conceptual Framework

According to Uma Sekaran (1992) in Sugiyono (2013), a frame of mind is a conceptual model that describes the relationship between theory and variables that are considered important and relevant in overcoming research problems. Based on the theoretical foundation that has been described, the conceptual framework of the research is as follows:

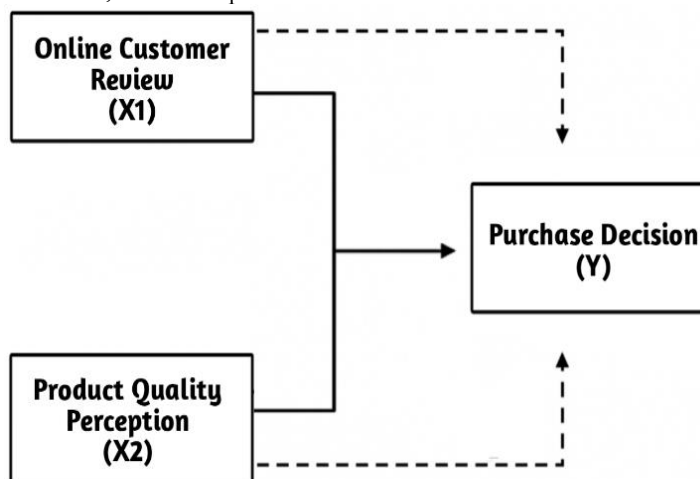


Figure 3. Conceptual Framework of Research

Description:

.....> : Partially

————> : Simultaneously

The hypothesis formulation in this study includes the following:

H1: It is suspected that Online Customer Reviews and Product Quality Perceptions simultaneously have a significant effect on Skintific's Purchase Decision on Tiktok Shop.

H2: It is suspected that Online Customer Reviews and Product Quality Perceptions partially have a significant effect on Skintific's Purchase Decision on Tiktok Shop.

H3: It is suspected that Online Customer Reviews have a dominant influence on Skintific Purchase Decisions on Tiktok Shop.

3. Materials and Method

Types of Research

This study uses a quantitative method with an associative-causal approach. The quantitative approach was chosen because it allows researchers to measure and analyze the relationships and influences between variables objectively and measurably. An associative-causal approach is applied to identify the linkages and causal effects between independent and bound variables in the context studied. This study aims to find out the extent of the influence of online customer reviews and product quality perceptions on the purchase decision of Skintific on Tiktok Shop.

Research Location

This research was conducted online with a focus on TikTok Shop users who have purchased Skintific products. The selection of TikTok Shop as the location of the research was based on the popularity of the platform as a social commerce that is growing rapidly in Indonesia, especially among millennials and generation Z.

Population

The population in this study includes all TikTok Shop users who have shopped and used Skintific products. Since the number of populations cannot be determined with certainty and is unlimited, the sampling method will be adapted to the situation.

Sample

The sample selection in this study applied the non-probability sampling method through purposive sampling, where respondents were selected according to specific criteria that were in accordance with the focus of the study. Given that the number of populations in this study could not be definitively determined and was unlimited, the sample size was established using the Cochran formula, which is judged to be more appropriate for large or infinite populations, as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Description:

n = number of samples required

z = price in the normal curve for a deviation of 5%, with a value of 1.96

p = true chance 50% = 0.5

q = chance of error 50% = 0.5

e = sampling error rate = 10% = 0.10

So, the number of samples needed in this study is:

$$n = \frac{(1,96^2 \cdot 0,5 \cdot 0,5)}{0,10^2}$$

$$n = \frac{(3,8416 \cdot 0,25)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on the results of the calculation using the Cochran formula, the minimum number of samples needed in this study is 96 respondents.

Data Source

The data analyzed in this study were primary data collected directly from the respondents through an online questionnaire. The respondents in this study were TikTok Shop users who had shopped and used Skintific products.

Data Collection Techniques

The data collection techniques in this study include literature studies, questionnaires, and documentation. Literature studies are carried out by examining theories, previous research results, and relevant literature related to online customer reviews, product quality perceptions, and purchase decisions. The questionnaire is distributed online via Google Forms to active TikTok Shop users who have purchased Skintific products, using closed-ended questions with five (5) alternative answers based on the Likert scale. Documentation is done by collecting data from written sources such as books, journals, websites, and company profiles that support the study analysis.

Data Analysis Techniques

The data analysis technique in this study consists of several stages, namely instrument tests which include validity and reliability tests to measure the accuracy and consistency of research instruments, normality tests to ensure data distribution, and heteroscedasticity and multicollinearity tests to test classical assumptions. Furthermore, multiple linear regression analysis was used to determine the influence of independent variables on dependent variables. Hypothesis testing is carried out through simultaneous tests (F test), partial tests (t tests), and determination coefficient (R²) tests which are used to measure how much variation of dependent variables can be explained by independent variables in the model.

4. Results and Discussion

Validity Test

Table 1. Validity Test Results.

Variable	Question Items	r _{count}	r _{table}	Description
Online Customer Review (X1)	X1.1	1,000	0,1689	Valid
	X1.2	0,506	0,1689	Valid
	X1.3	0,225	0,1689	Valid
	X1.4	0,321	0,1689	Valid
	X1.5	0,448	0,1689	Valid
	X1.6	0,436	0,1689	Valid
	X1.7	0,326	0,1689	Valid
	X1.8	0,283	0,1689	Valid
Product Quality Perception (X2)	X2.1	0,262	0,1689	Valid
	X2.2	0,246	0,1689	Valid
	X2.3	0,213	0,1689	Valid
	X2.4	0,221	0,1689	Valid
	X2.5	0,370	0,1689	Valid
	X2.6	0,273	0,1689	Valid
Purchase Decision (Y)	Y1.1	0,922	0,1689	Valid
	Y1.2	0,546	0,1689	Valid
	Y1.3	0,247	0,1689	Valid
	Y1.4	0,299	0,1689	Valid
	Y1.5	0,484	0,1689	Valid
	Y1.6	0,417	0,1689	Valid
	Y1.7	0,303	0,1689	Valid
	Y1.8	0,238	0,1689	Valid

The table of validity test results indicates that the value of r calculated on all indicators of the variables Online Customer Review (X1), Product Quality Perception (X2), and Purchase Decision (Y) is greater than the r of the table (0.1689), so that this study instrument is proven to be valid and reliable.

Reliability Test

Table 2. Reliability Test Results.

Variable	Cronbach's Alpha	Reliability	Description
Online Customer Review (X1)	0,688	0,6	Reliable
Product Quality Perception (X2)	0,765	0,6	Reliable
Purchase Decision (Y)	0,774	0,6	Reliable

From the results of the reliability test table, each question item obtained a value greater than 0.60. Thus, all question indicators are declared reliable and suitable for use for research instruments.

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.4479167
	Std. Deviation	3.29358222
Most Extreme Differences	Absolute	.080
	Positive	.054
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.150 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 4. Normality Test Results.

The residual normality test with the One-Sample Kolmogorov-Smirnov Test method yielded an Asymp. Sig. (2-tailed) is 0.150, which is greater than 0.05. This confirms that residual data is normally distributed so that the regression model has met the assumption of normality.

Heteroscedasticity Test

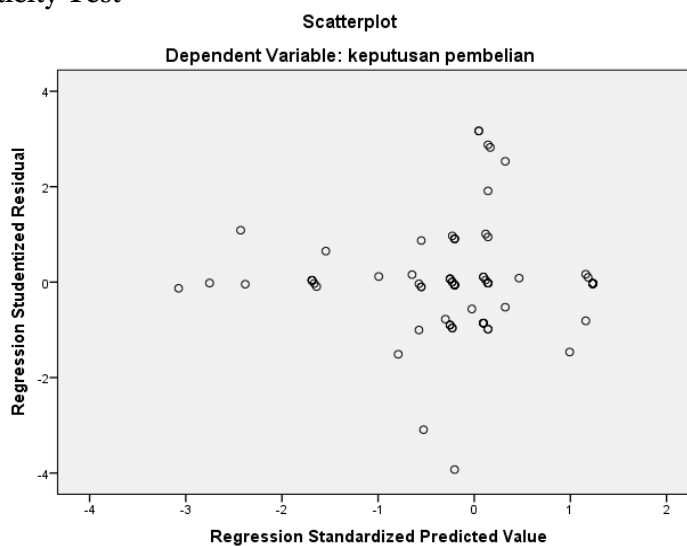


Figure 5. Heteroscedasticity Test Results

The image of the heteroscedasticity test results shows that the point distribution is random without following a specific pattern, where the point distribution is evenly distributed on both sides of the 0 line on the Y axis.

Multicollinearity Test

Coefficients^a

		Collinearity Statistics	
Model		Tolerance	VIF
1	online customer review	.694	1.440
	persepsi kualitas produk	.694	1.440

a. Dependent Variable: keputusan pembelian

Figure 6. Multicollinearity Test Results

The results of the analysis revealed that the Tolerance value in the Online Customer Review and Product Quality Perception variables was 0.694 each, with a VIF value of 1.440. Tolerance conditions above 0.100 and VIF below 10 confirm the multicollinearity-free model and can be continued the analysis.

Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.310	1.468		-.211	.833
	online customer review	.959	.046	.903	20.775	.000
	persepsi kualitas produk	.662	.049	.058	11.345	.000

a. Dependent Variable: keputusan pembelian

Figure 7. Multiple Linear Regression Test Results.

From the multiple linear regression analysis table, the following regression model formula is obtained:

$$Y = -0.310 + 0.959X_1 + 0.662X_2$$

Based on the results of the multiple linear regression model, it can be explained as follows:

- a. The value of constant (a) of -0.310 indicates that if the variables of Online Customer Review (X₁) and Product Quality Perception (X₂) are zero, then the variable of Purchase Decision (Y) has a value of -0.310.
- b. The regression coefficient of Online Customer Reviews (X₁) is 0.959 and has a positive value, which means that every increase in Online Customer Reviews by one unit will increase the Purchase Decision (Y) by 0.959 assuming the other variables are fixed.
- c. The regression coefficient of Product Quality Perception (X₂) is 0.662 and is also positive, which indicates that any increase in Product Quality Perception by one unit will increase the Purchase Decision (Y) by 0.662 assuming the other variables are fixed.

Test (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725.590	2	362.795	334.357	.000 ^b
	Residual	100.910	93	1.085		
	Total	826.500	95			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), persepsi kualitas produk, online customer review

Figure 8. F Test Results (Simultaneous).

From the ANOVA test, an F calculation of 334.357 with a significance level of 0.000 was obtained. Meanwhile, the F value of the table with df₁ = 2 and df₂ = 93 is 3.094 at a significance level of 0.05. Since the F count (334,357) is more > the F table (3,094) and the significance value (0.000) < of 0.05, this proves that X1 (Online Customer Review) and X2 (Product Quality Perception) simultaneously affect Y (Purchase Decision) significantly, so H1 is accepted.

t test (Partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.310	1.468		-.211	.833
	online customer review	.959	.046	.903	20.775	.000
	persepsi kualitas produk	.662	.049	.058	11.345	.000

a. Dependent Variable: keputusan pembelian

Figure 9. t-test results (partial)

From the results of the reliability test table, each question item obtained a value greater than 0.60. Thus, all question indicators are declared reliable and suitable for use for research instruments. The analysis of the t-test in the table yields the following conclusions:

- a. The t-test on the Online Customer Review (X1) variable showed a calculated t-value of 20.775 with a significance level of 0.000. Since t is calculated (20.775) > t table (1.661) and significance value (0.000 < 0.05), H₀ is rejected and H₂ is accepted. This means that Online Customer Review (X1) has a positive and partially significant effect on the Purchase Decision (Y). In other words, the better online customer reviews available, the more likely consumers are to make a purchase.
- b. The t-test on the Product Quality Perception variable (X2) produced a calculated t-value of 11.345 with a significance level of 0.000. Since t is calculated (11.345) > t table (1.661) and significance value (0.000 < 0.05), H₀ is rejected and H₂ is accepted. This shows that Product Quality Perception (X2) has a positive and partially significant effect on Purchase

Decisions (Y). This means that the higher the consumer's perception of product quality, the greater the purchase decision made.

- c. Hypothesis 3 (H3) which suspects that Online Customer Reviews have a dominant influence has been proven to be true. The results of the comparison of the Standardized Coefficients Beta value show that Online Customer Review has a Beta value of 0.903, while the Product Quality Perception is 0.058. Because the Beta Online Customer Review score is higher, this variable is proven to have a dominant influence on Purchase Decisions. Thus, H3 is accepted.

R² Test (Coefficient of Determination)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937 ^a	.878	.875	1.042

a. Predictors: (Constant), persepsi kualitas produk, online customer review

b. Dependent Variable: keputusan pembelian

Figure 10. R² Test Results (Coefficient of Determination).

The results of the Model Summary showed that the Adjusted R Square score reached 0.875, illustrating that 87.5% of the variation in purchase decisions can be explained by the variables of Online Customer Review (X1) and Product Quality Perception (X2), while the remaining 12.5% were influenced by other factors outside of this study model.

5. Conclusion

Referring to the results of data analysis and hypothesis testing that have been conducted, it can be concluded that the Online Customer Review (X1) variable has a positive and significant effect on Purchase Decisions (Y). This is indicated by the calculated t-value of 20.775, which is greater than the t-table value of 1.661, with a significance level of 0.000 (< 0.05). These results show that the better the customer reviews available on TikTok Shop, the higher the consumers' tendency to purchase Skintific products. In addition, the Product Quality Perception (X2) variable also has a positive and significant effect on Purchase Decisions (Y), as evidenced by a calculated t-value of 11.345, which exceeds the t-table value of 1.661, and a significance value of 0.000 (< 0.05).

This indicates that a higher consumer perception of Skintific product quality leads to stronger purchase decisions. Furthermore, simultaneously, the Online Customer Review (X1) and Product Quality Perception (X2) variables have a significant effect on Purchase Decisions (Y). This is supported by the F-test result, which shows an F-value of 334.357, greater than the F-table value of 3.094, with a significance value of 0.000 (< 0.05). Therefore, the first hypothesis (H1) is accepted, meaning that both independent variables jointly influence purchase decisions of Skintific products on TikTok Shop. Moreover, Online Customer Review is proven to be the most dominant variable influencing purchase decisions, as indicated by the standardized beta coefficient of 0.903, which is higher than the Product Quality Perception coefficient of 0.662.

Sections must summarize briefly and concisely the contents of the document or essay. This section may contain (1) A summary of the main results, findings, and evidence from your research or analysis. (2) Synthesis of findings, namely the relationship between findings and research objectives, and show how these findings support arguments or hypotheses. (3) The author may also be able to discuss the implications of research findings for research benefits. What is the contribution or impact on the knowledge or topic discussed? (4) Limitations and suggestions for further research.

Referring to the research findings and the conclusions obtained, several suggestions can be proposed. For Skintific companies, it is recommended to continuously improve and maintain the quality of the products offered, particularly in terms of composition, safety, and effectiveness. A positive consumer perception of product quality has been proven to significantly influence purchase decisions; therefore, ensuring consistent product quality is a key strategy for sustaining consumer trust and loyalty. For business actors on TikTok Shop,

it is important to optimize the use of online customer reviews as an effective communication medium with consumers. Honest and positive customer reviews have been shown to encourage purchase decisions, so companies should actively respond to consumer feedback, provide clear explanations for complaints, and motivate satisfied customers to share their experiences. For consumers, the results of this study can serve as a reference in making purchasing decisions. Consumers are expected to be more critical and selective in evaluating customer reviews and product quality before completing a transaction in order to reduce the risk of purchasing products that do not meet their needs or expectations. Finally, for future researchers, this study can be used as a reference to develop further research by incorporating additional variables that may also influence purchase decisions, such as price, promotional strategies, or brand image. This approach is expected to provide a more comprehensive understanding of consumer behavior on social commerce platforms.

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