



## Analysis of the Influence of Social Media Content, Influencer Marketing, and Customer Reviews on Purchase Decisions in TikTok Shop

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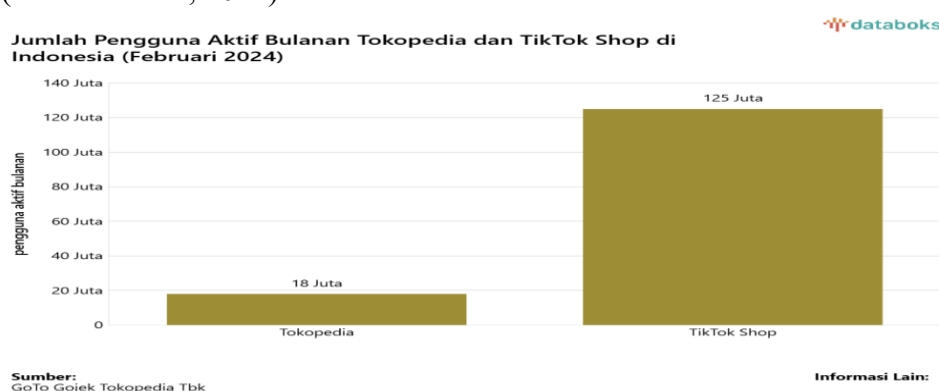
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**Abstract:** This study aims to analyze the influence of social media content, influencer marketing, and customer reviews on purchasing decisions on TikTok Shop, as well as the factor underlying the increase in user transactions on TikTok Shop. This phenomenon is relevant given the high intensity of social media use as a means of promotion and consumer decision-making in the digital era. The study uses a quantitative approach with a survey method by distributing Likert-scale questionnaires to 150 respondents who are active TikTok Shop users in Batam City. Data testing was conducted through validity and reliability tests, classical assumption tests, and multiple linear regression analysis to measure both the simultaneous and partial effects of each independent variable on the dependent variable. The results of the analysis show that all three independent variables have a significant effect on purchasing decisions. Simultaneously, these three variables contribute 57.2% in influencing purchasing decisions. In the digital era, consumers no longer rely on a single source of information, but instead integrate various sources from content and testimonials to public figure opinions to make purchasing decisions. The increase in TikTok Shop usage, reflected in its high Gross Merchandise Value (GMV), can be explained by the significant roles of Social Media Content, Influencer Marketing, and Customer Reviews. These three factors have proven to be important drivers influencing users' purchasing decisions on the platform. User behavior tendencies that differ by region are also acknowledged as contextual factors that may affect the study's results. Therefore, these findings can serve as a reference for businesses to adjust their digital marketing strategies on TikTok Shop. This study contributes by encouraging TikTok Shop sellers or users to develop creative, informative, and relevant content. Business actors can also collaborate with influencers whose image aligns with their brand and who have strong relationships with their followers. Encouraging customers to provide honest reviews can increase both the quantity and quality of testimonials.

**Keyword:** Social Media Content, Influencer Marketing, Customer Reviews, Purchase Decisions

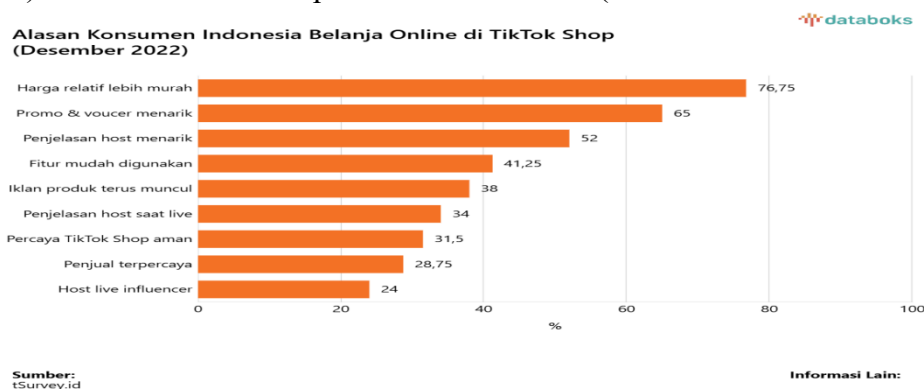
## INTRODUCTION

With the increasing penetration of the internet, social media users have experienced rapid growth, dominated by popular platforms such as WhatsApp, Instagram, Facebook, and TikTok. These platforms are increasingly relied upon as marketing media due to their ability to reach broad audiences. TikTok ranks fourth among the most widely used social media applications in Indonesia, with a user percentage reaching 77.4%. This high figure reflects TikTok’s exceptionally large user base. TikTok is an innovative short-form interactive music video application (Al-Khasawneh et al., 2022). It offers very high levels of engagement, rewarding videos that are engaging enough to capture audience attention. Users consume content by viewing an algorithmically curated video feed on a page called the "For You Page," which serves as the landing screen when they open the app (Serrano et al., 2020). The development of digital technology has driven various innovations in marketing and commerce, one of which is the emergence of TikTok Shop. TikTok Shop represents the integration of TikTok—a highly popular short-video sharing platform—with e-commerce activities (Azzahra et al., 2024).



**Figure 1. Monthly Active Users of Tokopedia and TikTok**  
Source: Databoks, 2024

The data demonstrate TikTok Shop’s dominance in Indonesia’s e-commerce industry, with monthly active users reaching 125 million, far surpassing Tokopedia’s 18 million users. This significant gap underscores that TikTok Shop is not merely a social platform but has become a major force in digital commerce. Moreover, TikTok Shop’s GMV (Gross Merchandise Value) in 2024 reached US\$33.2 billion. Globally, Indonesia ranks second with a GMV of US\$6.2 billion (TechNode, 2024). GMV itself refers to the total value of goods (transactions) sold within a certain period in online retail (Pranata Putra & R Indika, 2023).



**Figure 2. Reasons Indonesian Consumers Shop on TikTok Shop**  
Source: Databoks, 2023

According to a tSurvey.id survey in December 2022, the main reason Indonesian consumers shop on TikTok Shop is relatively lower prices (76.75%), followed by attractive promotions and vouchers (65%), and engaging host explanations (52%). This indicates that price and promotions are dominant factors in attracting consumer interest. In addition, ease-of-use features (41.25%) and persistent product advertisements (38%) also play an important role in raising user awareness and comfort. Other factors such as live explanations (34%), perceived safety in shopping on TikTok Shop (31.5%), trustworthy sellers (28.75%), and influencers as live hosts (24%) also influence purchase decisions.

In the current digital era, consumer purchase decisions on online platforms are strongly influenced by various digital stimuli. These include social media advertising, social media content, influencer marketing, online customer reviews, app quality, transaction convenience, and brand image. Research by Fristamara shows that content marketing, online customer reviews, and celebrity endorsers have a significant effect on purchase decisions on TikTok Shop, both partially and simultaneously (Fristamara et al., 2024). Further, social media marketing has a direct impact on brand awareness and purchase decisions (Hidayatullah et al., 2025). Another study also shows that influencer marketing directly affects purchase decisions (Hidayatullah et al., 2025). Research by (Hidayah\* & Nurrohim, 2023) reinforces these findings, indicating that both content marketing and customer reviews have significant effects on purchase decisions, with customer reviews being the dominant variable shaping consumer trust (Salsabilah et al., 2024). Additionally, a study by (Anggoro Wilis & Faik, 2022) shows that the three variables social media content, customer reviews, and influencer marketing simultaneously have a significant effect on purchase decisions, underscoring their relevance.

As a social commerce platform through its TikTok Shop feature, social media content shared on the platform plays an important role in attracting consumer perceptions of a product. Engaging, informative content tailored to TikTok users' characteristics has great potential to increase purchase decisions (Fristamara et al., 2024). A study by (Fristamara et al., 2024) indicates that content marketing has a significant positive impact on purchase decisions on TikTok Shop, along with other factors such as viral marketing and word of mouth. Effective content marketing can increase purchase interest and shape preferences that ultimately influence buying decisions (Wulan et al., 2024). This platform provides opportunities to reach a broad audience without requiring large advertising budgets (Santoso & Riyanto, 2023). TikTok frequently leverages many influencers to review brands. Indonesian consumers are known to have high purchasing power and tend to be easily influenced by trends. This results in consumers often making purchases when products or services go viral due to influencer promotions. Research by (F Fitria et al., 2024) demonstrates that influencers, when combined with affiliate marketing and customer reviews, significantly affect the purchase decisions of Generation Z.

Meanwhile, online customer reviews are a crucial element in building consumer trust in products promoted online. Honest, personal experiences from previous buyers are often seen as more credible than official advertisements. Customer reviews have been shown to significantly influence purchase decisions for beauty products on TikTok, as evidenced in research by (Kristina & Aminah, 2023). Similar findings appear in another study indicating that among various factors tested, such as content marketing, brand image, and customer reviews, customer reviews have the most dominant influence on purchase decisions (Jamilah & Kusuma, 2024).

Several previous studies conclude that content marketing, influencer marketing, and online customer reviews play significant roles in influencing consumer purchase decisions. However, there are varied results in these studies. Some prior research leaves gaps in understanding how these three elements social media content, influencer marketing, and

content marketing actually operate. For example, a study by (Rakhmawati, 2023) shows that social media content does not have a significant effect on purchase decisions. Similar results are found by (Dwidienawati et al., 2020), who state that customer reviews do not have a significant impact. Additionally, findings by (Setia Pratama et al., 2024) and (Azzahra et al., 2024) reveal that influencer marketing also does not significantly influence purchase decisions. This suggests that further testing is needed in different contexts and population characteristics. This is important given that TikTok user behavior may differ across regions.

The high usage of TikTok Shop is reflected in the continuously increasing Gross Merchandise Value (GMV) both globally and nationally, indicating that the platform has significant potential in digital economic activities, especially in social media based e-commerce. This raises questions about the factors driving this growth. As well as the varied findings in previous studies regarding the influence of social media content, influencer marketing, and customer reviews on consumer purchase decisions on TikTok Shop.

Based on observations that take these various dynamics into account, it is therefore important to conduct further research.

## LITERATURE REVIEW

### Social Media Content

Social media content refers to all forms of information, including text, images, videos, and interactive elements, that are produced and shared through social media platforms for various purposes such as marketing, communication, and entertainment (Lim & Rasul, 2022). It encompasses all types of information created and distributed via platforms like TikTok, Instagram, YouTube, and others (Setia Pratama et al., 2024). One specific type of social media content is the content shared on TikTok. This content can be categorized into several types, including user-generated content (UGC), branded content, and sponsored content, all aimed at increasing audience engagement (Waqas et al., 2021).

Therefore, social media content is a strategic tool used to build relationships with audiences by delivering creative and relevant information. The quality, creativity, and platform-appropriate format of the content are key factors in successful communication on social media. To measure the effectiveness of social media content, there are four main indicators: content creation, content sharing, connecting, and community building (Maulid et al., 2022).

### Influencer Marketing

Influencer marketing is the process of identifying and engaging individuals who have a strong influence over a specific target audience to participate in product campaigns with the goal of expanding reach, increasing sales, and building stronger relationships with consumers (Munandar, 2021). It is a promotional strategy that involves influential individuals on social media to shape consumer perceptions, behaviors, and decisions. This practice typically includes endorsements through sponsored content, reviews, or testimonials to enhance brand visibility, build trust, and drive product sales (Rahmadini & Khuzaini, 2023).

In conclusion, influencer marketing is a promotional strategy that involves influential individuals to expand reach, build consumer trust, and increase sales through sponsored content, reviews, or testimonials. In this study, the three indicators of influencer marketing are attractiveness and expertise (Anggoro Wilis & Faik, 2022).

### Customer Reviews

In online selling, one of the main challenges is the inability of potential consumers to physically examine a product before purchasing. As a result, consumers often conduct research, including reviewing products online (Impact et al., 2025). This process involves

customer reviews, which are evaluations provided by previous buyers. Online customer reviews are a form of feedback or assessment given by past consumers regarding a product or service. These reviews typically contain detailed information about various aspects such as product features, performance, and overall quality, helping other consumers make informed purchase decisions (Impact et al., 2025). Such reviews assist prospective buyers in making more accurate decisions by comparing product specifications with real user experiences (Waluyo, 2022).

Customer reviews are an effective source of information about what aspects of a product are important to consumers. These reviews not only highlight the main attributes of the product but also complement the product descriptions provided by sellers (Lien et al., 2022). In the context of e-commerce and digital marketing, customer reviews play a crucial role as an information source that influences potential buyers' decisions. Customer reviews typically take the form of consumer opinions or evaluations of a product, service, or shopping experience, posted on online platforms such as e-commerce websites, social media, or discussion forums.

In this study, the indicators used to assess the effectiveness of customer reviews include perceived usefulness, source credibility, volume of reviews, and argument quality (Anggoro Wilis & Faik, 2022).

### **Purchase Decision**

A purchase decision is the process by which a consumer determines which product or service to buy. This process includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. A purchase decision involves actions where consumers choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and wants (Kotler et al., 2016) in (Anggoro Wilis & Faik, 2022).

Purchase decisions are heavily influenced by internal factors such as perception, motivation, and attitude, as well as external factors such as product quality, price, promotion, and brand image (Faiza et al., 2024). In the digital era, purchase decisions have become more complex due to the exposure to information from social media, customer reviews, and influencer recommendations (Dirgantoro & Purnamasari, 2025). On platforms like TikTok Shop, purchase decisions are driven by digital factors such as viral marketing, customer reviews, and influencer endorsements.

Studies also show that online purchase decisions rely greatly on consumer trust in product reviews and ratings (Graciafernandy & Almayani, 2023). Therefore, it can be concluded that the purchase decision is a complex process influenced by various internal and external factors, especially in today's digital landscape. On platforms like TikTok Shop, factors such as viral marketing, customer reviews, and influencer recommendations significantly affect consumer decisions. The decision-making process consists of five interrelated stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. According to Kotler in (Santoso & Riyanto, 2023), there are four indicators that influence consumer purchase decisions: attention, interest, desire, and action.

### **METHOD**

This study employs a quantitative approach. Primary data were collected through the distribution of questionnaires using Google Forms and measured with a Likert scale. In addition, the study also uses supplementary data collection techniques, namely literature review, observation, and interviews. The literature review technique was used to gather relevant information through the study of books, scholarly articles, journals, and online sources discussing topics related to social media content, influencer marketing, customer

reviews, and consumer behavior in the e-commerce context. Observations were conducted by monitoring the activities of TikTok Shop users, with the researcher observing consumer interactions with seller-posted content, including product videos, influencer recommendations, and reviews provided by other customers. Interviews in this study were carried out with several respondents selected purposively to support the questionnaire data related to the research topic. These interviews were conducted using a semi-structured interview guide, allowing the researcher to explore information more deeply and flexibly.

This research was conducted in Batam City. The population of this study consists of all active TikTok users who have made purchases through TikTok Shop. The targeted TikTok users are those who have accessed the TikTok platform for at least the last three months (January–March 2025). The sample was selected using a non-probability sampling method, specifically purposive sampling, which involves determining the sample based on specific criteria relevant to the research objectives. The determination of sample size refers to the guidelines proposed by Hair et al. (1998), which recommend a minimum sample size of 5 to 10 times the number of indicators used in the study (Hidayatullah et al., 2025). Based on these guidelines, the sample size used in this research is 150 respondents. Data analysis was performed using SPSS 25 to test the research instruments and hypotheses.

## RESULTS AND DISCUSSION

Based on data collected from 150 respondents, the majority fall within the 20–30 age range, totaling 101 people or 67.3%. This indicates that the most dominant users of TikTok Shop are young adults who are in their productive years and are technologically literate. Meanwhile, only 1 respondent (0.7%) is over 50 years old. Based on the frequency distribution results, out of 150 respondents, 59 (39.3%) are male, while 91 (60.7%) are female. This shows that the majority of participants in this study are women.

Regarding income distribution, 61 respondents (40.7%) have a monthly income between Rp 4,000,000 and Rp 6,000,000. This is followed by 49 respondents (32.7%) earning between Rp 2,000,000 and Rp 4,000,000. Those earning more than Rp 6,000,000 amount to 25 people (16.7%), while 15 respondents (10%) earn less than Rp 2,000,000. This suggests that most respondents have relatively strong purchasing power, making them a high-potential market for TikTok Shop purchases.

In terms of occupational background, the majority of respondents are private-sector employees, totaling 90 people or 60% of the sample. They are followed by entrepreneurs (25 people, 16.7%), civil servants (21 people, 14%), and housewives (14 people, 9.3%). This occupational distribution indicates that most respondents come from the actively working population who regularly interact with technology and social media.

Regarding social media usage duration, 68 respondents (45.3%) use social media for 4–6 hours per day, while 55 respondents (36.7%) spend 1–3 hours daily. Meanwhile, 21 respondents (14%) use social media for more than 6 hours, and only 6 respondents (4%) use it for less than 1 hour per day. This shows that most respondents have a high intensity of social media use.

The frequency of online shopping per month reflects how actively respondents engage in online purchases. Based on the distribution results, 68 respondents (45.3%) shop online 3–5 times per month. Meanwhile, 57 respondents (38%) make purchases 1–2 times per month, and 25 respondents (16.7%) shop more than 5 times per month. This indicates that most respondents are classified as active online shoppers.

**Results of Data Quality Testing**

**Table 1. Validity Test**

Variabel	Statement	r Calculated	r Table	Result
Social Media Content	X1.1	0,430	0,361	Valid
	X1.2	0,511	0,361	Valid
	X1.3	0,519	0,361	Valid
	X1.4	0,498	0,361	Valid
	X1.5	0,445	0,361	Valid
	X1.6	0,443	0,361	Valid
	X1.7	0,535	0,361	Valid
	X1.8	0,618	0,361	Valid
Influencer Marketing	X2.1	0,497	0,361	Valid
	X2.2	0,610	0,361	Valid
	X2.3	0,611	0,361	Valid
	X2.4	0,541	0,361	Valid
	X2.5	0,391	0,361	Valid
	X2.6	0,560	0,361	Valid
Customer Reviews	Y1.1	0,540	0,361	Valid
	Y1.2	0,495	0,361	Valid
	Y1.3	0,538	0,361	Valid
	Y1.4	0,674	0,361	Valid
	Y1.5	0,437	0,361	Valid
	Y1.6	0,423	0,361	Valid
	Y1.7	0,383	0,361	Valid
	Y1.8	0,571	0,361	Valid
Purchase Decision	Y1.1	0,449	0,361	Valid
	Y1.2	0,647	0,361	Valid
	Y1.3	0,405	0,361	Valid
	Y1.4	0,724	0,361	Valid
	Y1.5	0,534	0,361	Valid
	Y1.6	0,392	0,361	Valid
	Y1.7	0,384	0,361	Valid
	Y1.8	0,571	0,361	Valid

(Source: PSS Data Processing Results, 2025)

The analysis results show that all calculated *r* values exceed the critical threshold. This indicates that the instrument used is capable of accurately and consistently measuring each research variable, making the data obtained from respondents' questionnaire responses reliable.

**Table 2. Reliability Test**

Kuesioner Variabel	Cronbach's Alpha	Syarat > 0,6	Result
<i>Social Media Content</i>	0,696	0,60	Reliabel
<i>Influencer Marketing</i>	0,670	0,60	Reliabel
<i>Customer Reviews</i>	0,688	0,60	Reliabel
<i>Keputusan Pembelian</i>	0,706	0,60	Reliabel

(Source: PSS Data Processing Results, 2025)

Based on the test results presented in the table above, all variables show Cronbach's Alpha values greater than 0.60.

### Results of Classical Assumption Testing

**Table 3. Data Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	.0466667
	Std. Deviation	2.31432555
Most Extreme Differences	Absolute	.069
	Positive	.057
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.076 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

(Source: PSS Data Processing Results, 2025)

Based on Table 3, the normality test results show a significance (Sig.) value of 0.076 > 0.05. Therefore, it can be concluded that the residuals are normally distributed. Thus, the normality assumption in regression analysis is fulfilled.

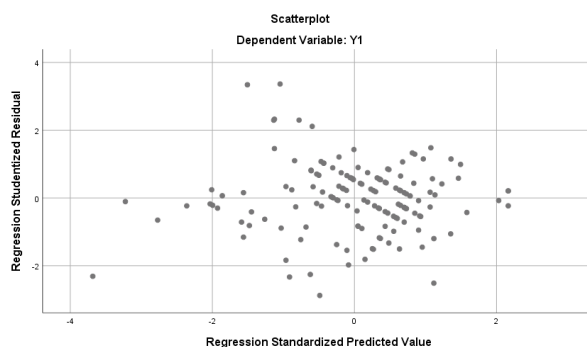
**Table 4. Multicollinearity Test**

Model		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	288.613	229.754		1.256	.211		
	X1	.356	.069	.352	5.167	.000	.633	1.580
	X2	.219	.059	.237	3.694	.000	.714	1.401
	X3	.396	.069	.357	5.750	.000	.761	1.313

a. Dependent Variable: Y1

(Source: PSS Data Processing Results, 2025)

Based on the results shown in Table 4, all independent variables in the regression model meet the requirement of being free from multicollinearity. This indicates that there is no high linear correlation among the independent variables that could affect the stability of the regression coefficients.



(Source: PSS Data Processing Results, 2025)

**Figure 3. Heteroskedasticity Test Scatterplot**

Based on Figure 3, the points on the scatterplot are spread randomly without forming any clear pattern, such as a curve, widening, or narrowing shape. This random distribution

indicates that the variance of the residuals is constant across the range of predictor values, in other words, there is no sign of heteroskedasticity in this regression model.

**Table 5. t-Test Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	288.613	229.754		1.256	.211		
Social Media Content	.356	.069	.352	5.167	.000	.633	1.580
Influencer Marketing	.219	.059	.237	3.694	.000	.714	1.401
Customer Review	.396	.069	.357	5.750	.000	.761	1.313

a. Dependent Variable: Keputusan Pembelian

(Source: PSS Data Processing Results, 2025)

(H1): It is hypothesized that there is a significant positive effect of Social Media Content on Purchase Decisions on TikTok Shop. The test results show that the significance value for the Social Media Content variable is 0.000 with a *t* statistic of 5.167. This value is less than  $\alpha = 0.05$  and  $t_{calculated} > t_{table}$  ( $5.167 > 1.976$ ). This indicates that Social Media Content has a significant positive effect on Purchase Decisions on TikTok Shop.

(H2): It is hypothesized that there is a significant positive effect of Influencer Marketing on Purchase Decisions on TikTok Shop. For the Influencer Marketing variable, the significance value is 0.000 and the *t* statistic is 3.694. Since the significance value is less than  $\alpha = 0.05$  and  $t_{calculated} > t_{table}$  ( $3.694 > 1.976$ ),  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that Influencer Marketing has a significant positive effect on Purchase Decisions on TikTok Shop.

(H3): It is hypothesized that there is a significant positive effect of Customer Reviews on Purchase Decisions on TikTok Shop. The Customer Reviews variable shows a significance value of 0.000 with a *t* statistic of 5.750. Since the significance value is less than  $\alpha = 0.05$  and  $t_{calculated} > t_{table}$  ( $5.750 > 1.976$ ),  $H_0$  is rejected and  $H_a$  is accepted. This indicates that Customer Reviews have a significant positive effect on Purchase Decisions on TikTok Shop.

**Table 6. F-Test Results**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10485223.270	3	3495074.423	65.033	.000 <sup>b</sup>
Residual	7846510.063	146	53743.220		
Total	18331733.333	149			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Customer Review, Influencer Marketing, Social Media Content

(Source: PSS Data Processing Results, 2025)

(H4): It is hypothesized that Social Media Content, Influencer Marketing, and Customer Reviews simultaneously have a positive effect on Purchase Decisions on TikTok Shop.

Based on the analysis results, the significance (Sig.) value is 0.000, the *F* statistic is 65.033, and the *F<sub>table</sub>* value is 2.67 at the 5% significance level ( $\alpha = 0.05$ ). Since the

significance value is less than  $\alpha$  ( $0.000 < 0.05$ ) and  $F_{calculated} > F_{table}$  ( $65.033 > 2.67$ ),  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that Social Media Content, Influencer Marketing, and Customer Reviews simultaneously have a significant positive effect on Purchase Decisions on TikTok Shop.

**Table 7. Coefficient of Determination Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.572	.563	231.82584

a. Predictors: (Constant), Customer Review, Influencer Marketing, Social Media Content

b. Dependent Variable: Keputusan Pembelian

(Source: PSS Data Processing Results, 2025)

Based on the data processing results shown in the Model Summary table, the coefficient of determination (R Square) is 0.572. This indicates that 57.2% of the variation in Purchase Decisions can be explained by the three independent variables: Social Media Content, Influencer Marketing, and Customer Reviews. Meanwhile, the remaining 42.8% is explained by other factors outside this research model.

**Table 8. Multiple Linear Regression Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	288.613	229.754			1.256	.211		
Social Media Content	.356	.069	.352		5.167	.000	.633	1.580
Influencer Marketing	.219	.059	.237		3.694	.000	.714	1.401
Customer Review	.396	.069	.357		5.750	.000	.761	1.313

a. Dependent Variable: Keputusan Pembelian

(Source: PSS Data Processing Results, 2025)

Based on the multiple linear regression analysis results, the regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 288.613 + 0.356X_1 + 0.219X_2 + 0.396X_3 + 229.754$$

From these three regression coefficients, it can be concluded that all independent variables have a positive relationship with Purchase Decisions. This means that the better the Social Media Content, Influencer Marketing, and Customer Reviews, the higher the consumer Purchase Decisions on TikTok Shop.

**The Effect of Social Media Content on Purchase Decisions on TikTok Shop**

The test results show that the Social Media Content variable has a positive and significant effect on Purchase Decisions, with a significance value of 0.000 ( $< 0.05$ ) and a t-value of 5.167 ( $> t$ -table 1.976). This indicates that the more engaging, relevant, and informative the social media content presented by sellers on TikTok Shop, the greater the likelihood that consumers will make a purchase decision. This finding is consistent with the

study by (Setia Pratama et al., 2024). which demonstrates that social media content is a key factor significantly influencing purchase decisions.

This effect may occur because informative and visually appealing social media content that aligns with consumer needs can build positive perceptions of the product. Visual support, creative short-video formats, and interactive features such as comments and live broadcasts on TikTok enable content to effectively shape consumer perceptions of a product. Moreover, these results are also consistent with the research by (Hidayatullah et al., 2025), which states that social media marketing plays an important role in building brand awareness.

This suggests that consumer exposure to engaging and informative content can increase their interest in buying. Theoretically, these results support the concept in the digital promotion mix that visual content and information on social media play a major role in influencing consumer perception, interest, and actions. TikTok's interactive features and its algorithm that tailors content to user preferences also strengthen the persuasive effect of social media content on purchase decisions.

### **The Effect of Influencer Marketing on Purchase Decisions on TikTok Shop**

Statistical tests show that the Influencer Marketing variable also has a positive and significant effect on Purchase Decisions, with a significance value of 0.000 and a t-value of 3.694 ( $>$  t-table 1.976). This indicates that Influencer Marketing has a positive and significant impact on purchase decisions on TikTok Shop. The results suggest that the presence of influencers in product promotions on TikTok can increase consumer interest in making purchases.

Influencers who have credibility, a persuasive communication style, and emotional closeness with their audience can influence consumers' perceptions and preferences toward a product. This aligns with the findings of (Al-Sous et al., 2023), which state that the trust and quality of information delivered by influencers contribute significantly to consumer attitudes and purchase intentions. However, these results differ from the findings of (Setia Pratama et al., 2024) and (Azzahra et al., 2024), which suggest that individually, influencer marketing does not have a significant effect on purchase decisions. Such differences may be due to the platform used and the characteristics of TikTok's users, who are more easily influenced by trends and relevant influencers. TikTok, as a short-video-based medium, facilitates more persuasive message delivery through storytelling, endorsements, and unboxings conducted by influencers.

### **The Effect of Customer Reviews on Purchase Decisions on TikTok Shop**

Statistical analysis shows that the Customer Reviews variable has a positive and significant effect on Purchase Decisions, with a significance value of 0.000 and a t-value of 5.750 ( $>$  t-table 1.976). This indicates that the more numerous and positive customer reviews a product has, the higher the likelihood that consumers will make a purchase. Customer reviews play an important role as a neutral information source based on real user experiences.

Consumer trust in customer reviews becomes a determining factor in the alternative evaluation process before making a decision. This is reinforced by the findings of (Azzahra et al., 2024), which state that online customer reviews significantly affect perceived value and purchase intentions. However, these results contradict the study by (Dwidienawati et al., 2020), which argues that customer reviews do not have a significant direct effect on purchase intentions.

This difference could be due to the credibility of the reviews presented. In the context of TikTok Shop, the presence of reviews in the form of comments, testimonial videos, and live streaming features strengthens consumer perceptions of product credibility. Consumers tend to trust other users' experiences because they are seen as more relevant. Easy access to

testimonials and direct evaluations from other consumers provides additional information that is considered more objective than advertisements or official promotions. This makes customer reviews one of the key factors in reducing purchase risk and increasing consumer confidence in product quality.

### **The Simultaneous Effect of Social Media Content, Influencer Marketing, and Customer Reviews on Purchase Decisions on TikTok Shop**

Based on the F-test results, the three independent variables Social Media Content, Influencer Marketing, and Customer Reviews have a simultaneous and significant effect on Purchase Decisions. The obtained significance value is 0.000 ( $< 0.05$ ), and the F-value of 65.033 is greater than the F-table value of 2.67. This means that these three variables together can explain variations in consumer purchase decisions on TikTok Shop.

The coefficient of determination (R Square) value of 0.572 indicates that 57.2% of purchase decisions can be explained by the combination of these three variables, while the remaining 42.8% is influenced by other factors outside this research model, such as price, product quality, promotions, brand image, or personal needs.

These results are consistent with the findings of (Anggoro Wilis & Faik, 2022), which state that the three factors social media content, customer reviews, and influencer promotions collectively play an important role in influencing purchase decisions. In the digital era, consumers no longer rely on a single source of information but instead integrate various sources from content and testimonials to public figure opinions to make purchase decisions.

The interaction among these three variables forms a complementary digital marketing ecosystem. Engaging social media content can increase interest, influencers provide emotional appeal and trust, while customer reviews offer rational validation from fellow consumers. This combination of emotional and cognitive factors strengthens the overall effect on purchase decisions.

## **CONCLUSION**

Based on the results of the study, it can be concluded that *Social Media Content* has a positive and significant influence on purchasing decisions. This aligns with previous findings. The more engaging, informative, and relevant the social media content presented by sellers on TikTok Shop, the higher the likelihood that consumers will make a purchase. Content in the form of short videos, appealing visuals, and interactive features can strengthen positive perceptions of the product. The varied findings in prior research regarding the influence of Social Media Content are further clarified by this study.

*Influencer Marketing* also has a positive and significant effect on purchasing decisions. The presence of influencers who possess credibility, persuasive communication styles, and closeness with their audience can enhance consumer trust and encourage purchase intention. Inconsistencies in previous studies regarding the effectiveness of Influencer Marketing can be addressed through the findings of this research.

Likewise, *Customer Reviews* have a positive and significant impact on purchasing decisions. Positive reviews from other customers help prospective buyers evaluate products more objectively. Reviews in the form of comments, videos, or live streams provide a high perception of credibility. Although some previous studies have mentioned that the influence of Customer Reviews is not always significant, this research finds that Customer Reviews do have a positive impact on purchasing decisions.

Simultaneously, all three independent variables (Social Media Content, Influencer Marketing, and Customer Reviews) significantly affect purchasing decisions. Together, these variables explain 57.2% of the variation in purchasing decisions on TikTok Shop.

This study proves that Social Media Content, Influencer Marketing, and Customer Reviews are important factors that influence purchasing decisions on the TikTok Shop platform. Differences in user behavior across regions are also acknowledged as contextual factors that may influence research outcomes. Therefore, these findings can serve as a reference for business practitioners to adapt their digital marketing strategies on TikTok Shop.

It is recommended that TikTok Shop sellers continue to develop creative, informative, and audience-relevant content. Utilizing TikTok features such as live streaming, tutorials, or storytelling can increase engagement and boost the likelihood of purchases. Businesses should collaborate with influencers who align with their brand image and maintain a strong connection with their followers. Credibility and authenticity in communication are essential in influencing purchasing decisions. Encouraging customers to provide honest reviews can increase both the quantity and quality of testimonials. Positive responses to reviews can also foster good relationships with consumers and enhance product reputation.

Future studies could explore other variables that may influence purchasing decisions on TikTok Shop, such as price, product quality, or consumer psychological factors, to develop a more comprehensive research model. Additionally, studies could be expanded to other digital platforms to observe differences in consumer behavior across platforms.

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