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The Influence of Price and Online Customer Reviews on Fashion Purchase Decisions with Product Quality as a Mediating Variable on TikTok Shop

Viniyati Maftuchach¹, Yatita Ratu Amanda², Lela Nurlaela Wati³

¹Universitas Teknologi Muhammadiyah, Jakarta, Indonesia, viniyati.maftuchach@utmj.ac.id

²Universitas Teknologi Muhammadiyah, Jakarta, Indonesia, yatitaratu99@gmail.com

³Universitas Teknologi Muhammadiyah, Jakarta, Indonesia, lela@utmj.ac.id

Corresponding Author: viniyati.maftuchach@utmj.ac.id¹

Abstract: This study aims to examine the role of product quality in mediating the influence of prices and online customer reviews on fashion product purchase decisions among TikTok Shop users in Jakarta. A quantitative approach was used in a survey method of 160 respondents who were selected using purposive sampling techniques. Data analysis was carried out using Structural Equation Modelling (SEM) with the help of SmartPLS software. The results of the study show that price has a positive and significant effect on product quality and purchase decisions. Online customer reviews have a negative and significant direct effect on purchase decisions. In addition, product quality significantly mediates the effect of price on purchase decisions. Meanwhile, product quality does not significantly mediate the influence of online customer reviews on purchase decisions.

Keywords: Price, Online Customer Reviews, Product Quality, Purchase Decision, TikTok Shop

INTRODUCTION

Technological advances have driven a shift in consumer behavior, especially in purchasing activities. The process that previously required consumers to come to the store in person can now be done online through digital devices such as mobile phones. With the support of internet access, purchase transactions can take place without space and time limitations (Amelia et al., 2023). TikTok is one of the most popular social media platforms with a variety of creative content, such as challenges and dance videos. The high number of users makes it a strategic opportunity for product promotion and sales (Dewa & Safitri, 2021).

Data released by Statista (2024) shows that Indonesia occupies the position as the country with the largest number of TikTok users in the world, reaching 157.6 million users in July 2024. This growth is driven by the high penetration of smartphones and internet access in Indonesia. Jakarta, as an urbanisation centre, is recorded as the area with the highest concentration of TikTok users, strengthening its potential as a main market for online fashion business people. Fashion is one of the most in-demand product categories on TikTok Shop, as shown by the tsurvey.id survey (2023), where fashion products account for around 75% of total purchases.

However, this high interest is also accompanied by the challenge of product quality that has not fully met consumer expectations. Many TikTok Shop users report a discrepancy between the products they receive and the descriptions or appearances that are posted online. This consumer disappointment is related to the quality of materials, size, and price compatibility with product quality.

Fashion is one of the most in-demand product categories on TikTok Shop, as shown by the tSurvey.id survey (2023), where fashion products account for around 75% of total purchases. However, this high interest is also accompanied by the challenge of product quality that has not fully met consumer expectations. Many TikTok Shop users report a discrepancy between the products they receive and the descriptions or appearances that are posted online. This consumer disappointment is related to the quality of materials, size, and price compatibility with product quality (Lestari & Patrikha, 2022).

The results of a survey by Telkomsel through tSurvey.id show that 76.75% of respondents shop at TikTok Shop because they consider the price of more affordable products. The price factor is the main consideration of consumers in determining purchasing decisions, as mentioned by (Kotler & Keller, 2016), which states that price shapes the perception of value and quality of a product. In addition, consumers on platforms like TikTok Shop are increasingly relying on Online Customer Reviews (OCR) as a reference before making a purchase. OCR has significant social influence, but its validity is often in doubt due to the potential for inaccurate or manipulative reviews (Ahn & Lee, 2024). Meanwhile, product quality plays a central role as a factor that can strengthen or weaken the influence of price and OCR on purchasing decisions.

Previous research results by A. E. Nasution & Lesmana (2018), (Gunarsih *et al.*, 2021), (Carneli & Nurwahyudi, 2025) and (Arsana *et al.*, 2025), finding that the influence of price has a positive and significant impact on purchasing decisions. However, the results of this study differ from previous studies that found that price influences do not affect purchasing decisions as the study (Dharma *et al.*, 2025), (Yani, 2025) and (Meidiastri *et al.*, 2025), specifies the statement. This inconsistency indicates that the mechanism of the relationship has not been fully explained, especially since most studies have focused only on the direct effect without considering the underlying evaluative process. Contextually, price and customer reviews shape consumers' perceptions of product quality before a purchase decision is made, so involving product quality as a mediating variable is important to explain the indirect pathway and provide a more comprehensive understanding of the consumer decision-making process. The novelty of this research is also by situating the analysis on TikTok Shop as an emerging social commerce platform, this study provides contextualized empirical evidence that advances understanding of consumer decision-making in digitally driven marketplaces.

Based on the phenomena and differences in research results, this study aims to examine the role of product quality in mediating the influence of price and Online Customer Reviews on fashion product purchasing decisions among TikTok Shop users in DKI Jakarta.

METHOD

Research Design

The research uses a quantitative approach with a survey method. The research design used causal approaches to test between the specified variables. The variables in this study consist of independent variables, related dependent variable and connected intervening variable.

Population and Sample

The population in this study is people who live in DKI Jakarta and have purchased fashion products online on the TikTok Shop platform. The determination of the number of samples in this study is calculated in the hair formula where the number of indicators is multiplied by 5-10. Based on Hair *et al.*, the number of samples taken and used is at least

multiplied by the number of research indicators, so that the number of samples used based on Hair's calculation in this study is $16 \times 10 = 160$. Based on the suggestion by (Hair *et al.*, 2010) that the sample in the SEM analysis is 100-200, to avoid errors, the sample in this study was determined to be 160 people who had purchased fashion products online on the TikTok Shop platform in DKI Jakarta Province.

Data Collection Techniques

This study uses a questionnaire data collection technique by disseminating it through a google form. A questionnaire is a tool used to collect data through a series of questions that are planned with the aim of measuring research variables (Jailani, 2023). Score measurement uses the calculation of the Likert scale, which is a scale used to assess a person's attitudes, opinions and views. The research instrument was in the form of a questionnaire using a 6-point Likert scale to measure respondents' responses to each question, which ranged from strongly disagree (1) to strongly agree (6).

Research Variables

In this study, there are three types, namely related dependent variable is the Purchase Decision, an independent variable is Price and Online Customer Review, and intervening variable is Product Quality. The variables used in the study were:

Table 1. Variables and Indicators

Variable	Indicators	Reference
Purchase Decision (Y)	- As needed	(Mewoh <i>et al.</i> , 2019)
	- Has benefits	
	- Precision in buying	
	- Buyback	
Price (X1)	- Priced	(Bakti & Setiawan, 2021)
	- Price according to product quality	
	- Prices can compete with other places	
Online Customer Review (X2)	- Perceived benefits	(Suryani <i>et al.</i> , 2022)
	- Source credibility	
	- Argument quality	
	- Valence	
	- Number of reviews	
Product Quality (Z)	- Durability	(Muhammad, 2023)
	- Reliability	
	- Product suitability	
	- Ease of use and repair	

Source: from various sources, 2025

Data Analysis

Data analysis in this study uses a structural equation model-partial least squares (SEM-PLS), the SEM model aims to test the direct and indirect influence between variables, and the relationship between indicators and latent variables.

RESULTS AND DISCUSSION

The object of this research was users of the TikTok Shop application in the DKI Jakarta area, questionnaires that were distributed as many as 160 and questionnaires that returned as many as 160 respondents. Questionnaires that met the criteria were analyzed on the characteristics of respondents by looking at respondents' answers based on the personal data submitted in the form of age, education, domicile, occupation, income and marital status.

The data shows that most users of the TikTok Shop application in DKI Jakarta fall within the age range of 18–25 years, suggesting that the platform has strong appeal among the younger

demographic. A smaller proportion of users are aged 26–32 years, and an even smaller percentage are above 32 years, indicating that the platform is predominantly used by tech-savvy youth who are well-acquainted with digital shopping platforms. This trend offers valuable insights for marketers and businesses to better segment their target audience and adapt their strategies to suit younger consumers while also identifying approaches to engage older groups. Understanding these user characteristics can guide the development of marketing strategies and product offerings that resonate more closely with the preferences of this age group, taking into account key factors such as pricing, product quality, and customer feedback that influence purchasing behavior.

Outer Model

In Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, the research results consist of evaluation of the outer model and inner model. The outer model (measurement model) aims to test the quality of the measurement instrument, namely assessing the validity and reliability of indicators in representing latent constructs.

The Validity Test is an important step in this study to ensure that the indicators used can measure the variables appropriately. The research uses Smart PLS, the results of the PLS model calculation are illustrated by the loading value of the indicator factor on each variable. The following table describes the loading values for each indicator:

Table 2. Validity Test

Variable	Indicators	Loading	Information
Price	X1.01	0.836	Valid
	X1.02	0.73	Valid
	X1.03	0.797	Valid
	X1.04	0.741	Valid
	X1.05	0.683	Valid
Online Customer Reviews	X2.01	0.745	Valid
	X2.02	0.761	Valid
	X2.03	0.75	Valid
	X2.04	0.8	Valid
	X2.05	0.663	Valid
Product Quality	Z.01	0.849	Valid
	Z.02	0.826	Valid
	Z.03	0.847	Valid
	Z.04	0.824	Valid
	Z.05	0.786	Valid
Purchase Decision	Y.01	0.762	Valid
	Y.02	0.784	Valid
	Y.03	0.811	Valid
	Y.04	0.838	Valid
	Y.05	0.799	Valid

Source: from various sources, 2025

Based on the validity test, the loading value is already above 0.5. The results of the outer loading test show that all constructs are valid. This indicates that the indicator has a high level of validity, thus meeting convergent validity.

In research, a variable is said to be quite reliable if the construct reliability value is greater than 0.6. The following is a table of reliability test results for each variable:

Table 3. Reliability Test

Variable	AVE	Composite Reliability	Information
Price (X1)	0.577	0.871	Relief
Online Customer Review (X2)	0.555	0.861	Relief
Product Quality (Z)	0.684	0.915	Relief
Purchase Decision (Y)	0.639	0.898	Relief

Source: from various sources, 2025

Based on the results of the reliability output, it can be concluded that for the Price variable, Online Customer Review, Product Quality, and Purchase Decision have a composite reliability above 0.6, so it can be concluded that the indicators used for each variable have good reliability to measure the construct or Reliable.

Inner Model

Inner model (structural model) aims to test the relationship between latent constructs, including the strength of influence (path coefficients), the significance of the relationship (t-statistics and p-values), and the predictive ability of the model (R² and Q²). Evaluation of the inner model allows researchers to draw conclusions regarding hypothesis testing and explain the extent to which independent variables influence the dependent variable in the research model.

R Square

One important indicator in this analysis is the R-Squared value (), which shows the proportion of variance in the dependent variable that can be explained by the independent variable in the model. R2Evaluation of the Goodness of Fit Model measured using predictive relevance (Q2) values. The predictive relevance (Q2) value is calculated using the following formula:

$$Q^2 = 1 - (1 - R^2t) (1 - R^22)$$

$$Q^2 = 1 - (1 - 0,418) (1 - 0,508)$$

$$Q^2 = 1 - (0,582) (0,492)$$

$$Q^2 = 1 - 0,286344$$

$$Q^2 = 0,713$$

The Q-square test above shows the model built has good predictive power and is reliable to explain the factors that influence the purchase decisions of TikTok Shop app users. A predictive relevance value of 0.713 or 71.3% is shown, while the remaining 28.7% can be explained by other variables that have not been explained in this study model.

Hypothesis Test

Hypothesis testing is to determine whether there is a significant influence between independent variables and dependent variables. In this study, the hypothesis tested is related to how the price variable, Online Customer Reviews and the quality of the product influences the purchase decision. The following table describes the hypothesis testing:

Table 4. Direct Effect Hypothesis Test

Variable	Parameter Coefficients	T statistics	P Values	Information
Price Effect => Product Quality	0.754	13.523	0.000	Significant
Price Influence => Purchase Decision	0.303	3.052	0.001	Significant
Online Customer Reviews => Product Quality	-0.105	1.693	0.045	Significant

<i>Online Customer Review</i> => Purchase Decision	0.148	2.180	0.015	Significant
Product Quality => Purchase Decision	0.336	2.974	0.001	Significant

Source: from various sources, 2025

The Effect of Price on Product Quality

The results of the study show that the price variable has a positive and significant influence on product quality, with a parameter coefficient of 0.754 with p values of 0.000 which shows that the better the product price, the better the product quality. In line with the theory of consumer behavior described by (Kotler & Keller, 2016), which states that price helps consumers judge the quality of the product. This is in accordance with the results of previous research by (Agatha, 2018), indicating that the quality of the product is higher in relation to its price. So companies must set quality prices to make customers feel satisfied.

The Influence of Price on Purchase Decisions

Price has a positive and significant influence on purchase decisions with a parameter coefficient of 0.303 and a p value of 0.001, which indicates that the higher the price of the product, the more likely consumers are to make a purchase. In accordance with the theory presented by (Cahya *et al.*, 2021), highlighting that price is one of the main factors that consumers pay attention to. This is in line with the results of the research (A. E. Nasution & Lesmana 2018), (Gunarsih *et al.*, 2021), (Carneli & Nurwahyudi, 2025) and (Arsana *et al.*, 2025), indicating that the consumer's decision to buy a product is influenced by price. When consumers feel that the price of the product is appropriate, consumers will be more likely to make a purchase.

The Influence of Online Customer Reviews on Product Quality

Online Customer Reviews has a significant negative influence on product quality with a parameter coefficient of -0.105 and a p value of 0.045, indicating that Online Customer Reviews Bad can lower the perception of product quality. This is in accordance with the theory outlined by (Ulyati, 2023), explaining that online customer reviews are essential to provide an idea of the quality of products that consumers have purchased before. In line with the results of the research (Nafingatunisak & Hirawati, 2022), indicating that negative consumer reviews can significantly influence purchasing decisions, indirectly indicating the impact on product quality assessments. This shows the importance for companies to actively monitor consumer reviews online and deal with negative feedback so as not to negatively impact the quality image of its products.

The Influence of Online Customer Reviews on Purchase Decisions

Online Customer Reviews has a positive and significant impact on purchasing decisions with a parameter coefficient of 0.148 and a p value of 0.015, indicating that Online Customer Reviews positive can improve purchasing decisions. This is in accordance with the presentation (Rahmawati & Sentana, 2021), which confirms that online consumer reviews serve as an important source of information for potential buyers, when the reviews are positive will increase consumer confidence and influence consumer decisions in making purchases. This is in line with research (Pratiwi & Curatman, 2023), which emphasizes that positive reviews can boost consumer confidence. Good reviews are a strong recommendation for consumers in choosing a product, so it is important for companies to maintain the reputation of the product.

The effect of product quality on purchase decisions

Product quality has a positive and significant effect on purchasing decisions with a parameter coefficient of 0.336 and a p value of 0.001, which shows that a good product will encourage consumers to make a purchase. This is in line with the theory (Feriyansyah & Venanza, 2021), which asserts that meeting consumer expectations of product quality can directly influence purchasing decisions and consumer loyalty. High-quality products encourage repurchases, consumers tend to choose items that meet or exceed expectations. In accordance with the results of the research by (Alyani, 2025), (Matondang & Risal, 2025), (Haque, 2020) and (Feriyansyah & Venanza, 2021), where there is an influence between product quality and purchase decisions.

Table 5. Indirect Effect Hypothesis Test

Variable	Parameter Coefficients	T statistics	P Values	Information
Price Influence => Product Quality => Purchase Decision	0.253	3.066	0.001	Significant
Online Customer Reviews => Product Quality => Purchase Decision	-0.032	1.483	0.001	Insignificant

Source: from various sources, 2025

The influence of price on purchase decisions through product quality

The results of the indirect study showed that there was a positive and significant influence with a parameter coefficient of 0.253 and a p value of 0.001, which shows that proper pricing is very important to improve the perception of product quality and encourage consumer purchase decisions. This is in line with the presentation (Mulyadi, 2022), which states that prices can affect consumers' judgment on product quality in choosing products, higher prices are associated with better quality. Research results (Sari & Prihartono, 2021), reinforcing these findings by showing that high-quality, affordable prices can boost consumer confidence. Indicates that it is necessary to consider proper pricing to attract consumers and improve the perception of product quality.

The Influence of Online Customer Reviews on Purchase Decisions through Product Quality

While Online Customer Reviews On the purchase decision through product quality was not significant with a parameter coefficient of -0.032 and a p value of 0.069, which suggests that online reviews from other customers do not necessarily significantly affect the perception of product quality, and ultimately do not have a strong impact on purchasing decision-making. This is contrary to previous research (Ulyati, 2023) and (Pramesti & Abdillah, 2024), which states that Online Customer Reviews influence purchasing decisions through product quality. Indicates that product quality and consumer perception of online reviews can vary depending on the product, market and consumer characteristics.

Research Implications

These findings provide business people, especially those operating in e-commerce, with new insights or knowledge. First, a pricing strategy must be considered to attract customers and improve the perception of quality. By using the right discounts or promotions, the buying interest can increase without reducing the value of the product. Second, companies should actively encourage positive reviews from customers. This can be done through a commitment program or rewards for reviews. Positive reviews not only increase the appeal of the product but also serve as an effective marketing tool. Third, companies must ensure that the products sold are truly of high quality. Conducting strict quality control and listening to customer

feedback can help find areas where products can be improved. Companies on the TikTok Shop platform can increase competitiveness and help customers make better purchasing choices by looking at prices, customer reviews and overall product quality.

CONCLUSION

The study concluded that proper pricing can increase customers' perception of product quality, while positive customer reviews increase customer confidence when deciding to buy something. Therefore, if companies want to make better consumer purchasing decisions, they must consider all three factors at the same time. The research provides new insights into the relationship between price, Online Customer Reviews and product quality on fashion purchases on TikTok Shop.

The next study is suggested to expand the sample by involving consumers from various regions that have not been covered in this study which are only in the Jakarta area. It can explore other variables that influence purchasing decisions, as well as incorporate in-depth methods and interviews for a deeper understanding. Can repeat the study at a specific time to compare the results and see changes in purchasing decisions and influencing factors. Researchers can then analyze the influence of demographic factors on purchasing decisions.

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