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The Influence of Product Quality, Live Streaming, and Online Reviews in the TikTok Application on Purchase Decisions (A Study on Ponds)

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Abstract: This study aims to analyze the impact of product quality, live streaming, and online reviews on purchasing decisions on Ponds in the TikTok Application. This research is quantitative research. The population in this research is uncertain. This research used a 140 sample with a purposive sampling for analyzed. The questionnaire presents statements that respondents must choose from strongly agree to strongly disagree on a Likert scale of 1-5 points. The analysis method was carried out using partial least square through the SmartPLS 4.0 statistical software. The results of the study show that quality product has a positive and significant effect on purchasing decisions, live streaming has a positive and significant effect on purchasing decisions, and online reviews have a positive and significant effect on purchasing decisions.

Keyword: Quality Product, Live Streaming, Online Reviews, & Purchase Decisions

INTRODUCTION

In today's digital era, technology plays a crucial role in transforming the way we shop, communicate, and interact. The internet has opened new opportunities in marketing and product sales while accelerating communication processes. Consumer shopping behavior on online store applications has become a trend, providing businesses with momentum to create competitive advantages (Hamdan *et al.*, 2021). Social media has emerged as one of the most accessible online marketing platforms, enabling businesses to enter the digital realm and reach a broader target market (Pandowo *et al.*, 2024).

TikTok is one of the fastest-growing and most efficient social media platforms for businesses to enhance brand awareness and rapidly expand their customer base. TikTok has been downloaded more than 67.4 million times in Indonesia as of 2023 (databoks.katadata.co.id, 2024). Data from We Are Social (2024) indicates that 73.5% of internet users in Indonesia use TikTok. Furthermore, according to Livestream.com, 80% of consumers prefer watching live broadcasts from a brand rather than reading product descriptions.

The phenomenon of integrating social media with business continues to grow, as seen with TikTok Shop, which was launched in April 2021. This feature enables businesses to promote their products directly to TikTok users, opening doors for business growth and increased sales (Annisa *et al.*, 2024). However, in September 2023, TikTok Shop was banned from operating due to concerns about its negative impact on Indonesia's MSMEs, as lower product prices were deemed to create unfair competition (tekno.kompas.com, 2023). While TikTok Shop was temporarily closed, competitors such as Shopee Live, Instagram Live, Lazada Live, Tokopedia Live, and others continued to develop and attract consumers with similar features that allow direct interaction with sellers and real-time purchases. For instance, Shopee Live has become one of the most popular live streaming platforms for product sales, offering attractive promotions and a seamless purchasing process (Wulandari *et al.*, 2024).

When TikTok Shop was granted permission by the Ministry of Trade to resume operations, the ministry stated that this decision was made with the expectation of boosting transactions and strengthening Indonesia's e-commerce ecosystem. Additionally, in early 2024, TikTok Shop was acquired by Tokopedia, leading to a significant increase in users, particularly from TikTok users who had been anticipating the return of this feature. This phenomenon reflects a shift in how consumers interact with businesses and highlights the increasingly important role of social media platforms in shaping purchasing decisions. Online shopping is a form of communication that does not require direct face-to-face interaction but can be conducted globally via notebooks, computers, or mobile phones connected to the internet (Indrajaya *et al.*, 2024).

Pond's is one of the skincare brands actively promoting its products through live streaming on TikTok. This brand, owned by Unilever, is well known for its innovative products. However, during the period from 2020 to 2024, the sales of Pond's facial cleansing soap experienced a decline. Customers purchase Pond's facial cleansing soap due to its high product quality and positive customer reviews, which influence their purchasing decisions. Before making a purchase, consumers typically inquire about products that match their preferences and needs to ensure they make the right choice (Yermitha *et al.*, 2025).



Source: Top Brand Award (2024)
Figure 1. Pond's Facial Cleansing Soap Sales

Based on the data above, Pond's facial cleansing soap has experienced a decline in sales over the past four years, as reflected in the sales figures from 2020 to 2024.

METHOD

In this research process, it begins with identifying existing problems, collecting related data, processing data and writing report results, to presenting the overall results. This research began in April 2024 to February 2025. This research location is customers of Ponds Facial Cleansing Soap on the TikTok application platform and this research used Google Form to search for primary data.

The population in this research is unknown with certainty. This is because the population is very large, and there is no definite data or figure that can be included in this research. The sample for this study was selected using purposive sampling, meaning that respondents were chosen based on specific criteria, namely those who had previously purchased Ponds facial cleansing soap on TikTok. Referring to the statement of (Hair *et al.*, 2022), the minimum sample size should be 5–10 times the number of indicators. The sample size calculation formula by Hair is as follows:

$$\text{Sample} = N (\text{indicator}) \times 5$$

$$\text{Sample} = 28 \times 5 = 140$$

Based on the sample calculation above, the total sample used in this research is 140 respondents.

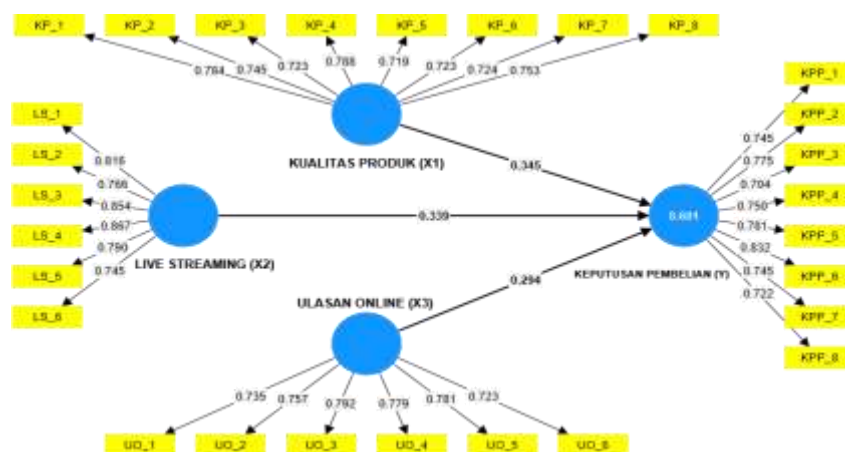
RESULTS AND DISCUSSION

This study aims to analyze the impact of three main factors: Quality Product, Live Streaming, and Online Reviews on Purchase Decisions at Ponds TikTok Application. The data collection method relies on a survey in the form of a questionnaire distributed online. The target respondents were set at 140 people and the entire data collection process was carried out through an online platform. The number of questionnaires successfully distributed was in accordance with the initial target, which reached 140 respondents who participated in this study.

Outer Model

The outer model is used to test the validity of variables and the reliability of instruments. The outer model specifies the relationship between latent variables and their indicators (Hair *et al.*, 2022). In a reflective relationship, indicators serve as reflections or manifestations of their respective latent variables. This outer model ensures that the measurements used are valid and reliable, which is a prerequisite for further structural model analysis.

Convergent Validity



Source: Data Processing (2024)

Figure 2. Results of Convergent Validity

Based on the results of the convergent validity in the figure above, it can be observed that all variable indicators meet the requirements for convergent validity, as they have a loading factor value of > 0.70 .

Discriminant Validity (Cross Loadings)

Table 1. Results of Discriminant Validity (Cross Loadings)

Indicator	Product Quality	Live Streaming	Online Reviews	Purchase Decisions
KP1	0,784	0,550	0,358	0,530
KP2	0,745	0,587	0,369	0,643
KP3	0,723	0,509	0,306	0,557
KP4	0,788	0,555	0,414	0,572
KP5	0,719	0,505	0,292	0,484
KP6	0,723	0,423	0,260	0,418
KP7	0,724	0,470	0,399	0,488
KP8	0,753	0,594	0,417	0,584
LS1	0,572	0,816	0,375	0,574
LS2	0,581	0,766	0,425	0,540
LS3	0,571	0,854	0,367	0,591
LS4	0,597	0,867	0,442	0,638
LS5	0,548	0,790	0,315	0,570
LS6	0,571	0,745	0,399	0,595
UO1	0,337	0,338	0,735	0,389
UO2	0,312	0,259	0,757	0,475
UO3	0,361	0,373	0,792	0,432
UO4	0,351	0,371	0,779	0,497
UO5	0,523	0,604	0,781	0,599
UO6	0,232	0,151	0,723	0,391
KPP1	0,649	0,642	0,417	0,745
KPP2	0,529	0,551	0,569	0,775
KPP3	0,515	0,484	0,419	0,704
KPP4	0,490	0,536	0,415	0,750
KPP5	0,546	0,543	0,476	0,781
KPP6	0,603	0,600	0,549	0,832
KPP7	0,538	0,490	0,416	0,745
KPP8	0,517	0,533	0,493	0,722

Source: Data Processing (2024)

Based on the results of the cross loading in the table above, each indicator has the highest loading factor when associated with other endogenous constructs and is declared valid.

Average Variance Extracted

Table 2. Results Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Note
Product Quality	0,556	Valid
Live Streaming	0,652	Valid
Online Reviews	0,580	Valid
Purchase Decision	0,574	Valid

Source: Data Processing (2024)

Based on the results of the in the table above, it can be seen that each variable has a value above 0.50 and is considered valid.

Cronbach Alpha's and Composite Reliability

Table 3. Results of Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Note
Product Quality	0,886	0,909	Reliabel
Live Streaming	0,892	0,918	Reliabel
Online Reviews	0,856	0,892	Reliabel
Purchase Decision	0,894	0,915	Reliabel

Source: Data Processing (2024)

The table above shows that the results indicate satisfactory values, as all latent variables have values ≥ 0.7 and are therefore deemed reliable.

Inner Model

The inner model is a model development process based on concepts and theories to analyze the relationship between exogenous and endogenous variables, which have been elaborated within the conceptual framework. The steps for testing the inner model are as follows:

R-Square

Table 4. Results of R-Square (Coefficient of Determination)

	R-Square	Note
Purchase Decision	0,681	Moderate

Source: Data Processing (2024)

Based on the table above, the R-Square (coefficient of determination) value for the purchase decision variable of Ponds (Y) is 0.681 or 68.1%, indicating a moderate model.

F-Square

Table 5. Results of F-Square

	Purchase Decision
Product Quality → Purchase Decision	0.176
Live Streaming → Purchase Decision	0.169
Online Reviews → Purchase Decision	0.199

Source: Data Processing (2024)

The table above shows that the F-Square values indicate that the product quality variable has a moderate effect on purchase decisions with a value of 0.176. Similarly, the live streaming variable has a moderate effect on purchase decisions with a value of 0.169, and the online review variable has a moderate effect on purchase decisions with a value of 0.199.

Predictive Relevance

Table 6. Results of Q² (Predictive Relevance)

	SSO	SSE	Q ²
Product Quality	1120.000	1120.000	0,357
Live Streaming	840.000	840.000	
Online Reviews	840.000	840.000	
Purchase Decision	1120.000	720.350	

Source: Data Processing (2024)

Based on the Q² (predictive relevance) in the table above, the predictive relevance value for the purchase decision variable of Ponds is $0.357 > 0$. This indicates that the model used in this study has an acceptable predictive relevance value.

Hypothesis Test

Table 7. Results of Hypothesis Test (Bootstrapping)

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>t Statistic</i>	<i>P Values</i>	<i>Note</i>
Product Quality → Purchase Decision	0,345	0,340	0,083	4,138	0,000	Positive and Significant
Live Streaming → Purchase Decision	0,339	0,319	0,100	3,385	0,000	Positive and Significant
Online Reviews → Purchase Decision	0,294	0,313	0,082	3,606	0,000	Positive and Significant

Source: Data Processing (2024)

Based on the results of hypothesis testing shown in Table 10, it can be explained as follows:

1. The Influence of Product Quality on Purchase Decision

Based on this hypothesis test in this study, it shows that product quality has an original sample value of 0.345, it is considered positive. Additionally, it has a t-statistic value of $4.138 > 1.658$ and a p-value of $0.000 < 0.05$, making it statistically significant. Therefore, H1 is accepted.

H1: Product Quality has a positive and significant effect on purchase decisions.

2. The Influence of Live streaming on Purchase Decisions

Based on this hypothesis test in this study, it shows that live streaming has an original sample value of 0.339, it is considered positive. Additionally, it has a t-statistic value of $3.385 > 1.658$ and a p-value of $0.000 < 0.05$, making it statistically significant. Therefore, H2 is accepted.

H2: Live streaming has a positive and significant effect on purchase decisions.

3. The Influence of Online Reviews on Purchase Decisions

Based on this hypothesis test in this study, it shows that online reviews has an original sample value of 0.294, it is considered positive. Additionally, it has a t-statistic value of $3.606 > 1.658$ and a p-value of $0.000 < 0.05$, making it statistically significant. Therefore, H3 is accepted.

H3: Online reviews have a positive and significant effect on purchase decisions.

CONCLUSION

Based on the results of the research conducted by the author, it can be concluded as follows:

1. Product quality has a positive and significant influence on purchasing decisions, meaning that the better the quality of Ponds products offered to consumers purchasing through the TikTok application, the stronger the encouragement for consumers to make a purchasing decision for Ponds facial cleansing soap. Conversely, if the offered product has low quality and does not meet consumer expectations, purchasing decisions will decline.
2. Live streaming has a positive and significant influence on purchasing decisions, meaning that the presence of interactive features in live streaming, such as Q&A sessions and product demonstrations presented on the TikTok application, can encourage consumers

to make a purchasing decision for Ponds facial cleansing soap. Conversely, if these interactive features are not available, purchasing decisions will decline.

3. Online reviews have a positive and significant influence on purchasing decisions, meaning that the more positive online reviews regarding Ponds facial cleansing soap available on the TikTok application, the stronger the encouragement for consumers to make a purchasing decision. Conversely, if the given online reviews tend to be negative, purchasing decisions will decline.

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