

Product Ratings and Online Reviews as Drivers of Purchase Decisions on TikTok Shop

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Abstract

This study aims to examine the influence of Online Customer Reviews and Product Ratings on purchasing decisions in the TikTok Shop Marketplace among consumers in Karanganyar Village. The research employed a quantitative approach with an explanatory research design. The population consisted of residents of Karanganyar Village who had previously purchased products through TikTok Shop, while the sample comprised 96 respondents selected using purposive sampling. Data were collected through a five-point Likert-scale questionnaire. The research instruments met the validity and reliability requirements, and the data were analyzed using multiple linear regression with IBM SPSS Statistics. The findings reveal that Online Customer Reviews do not have a significant effect on purchasing decisions, with a significance value of 0.284 (>0.05). In contrast, Product Ratings have a positive and significant effect on purchasing decisions, with a significance value of 0.000 (<0.05). Simultaneously, Online Customer Reviews and Product Ratings significantly influence purchasing decisions, as indicated by an F-value of 40.008 and a significance level of 0.000. The coefficient of determination (R^2) of 0.462 indicates that both independent variables explain 46.2% of the variation in purchasing decisions, while the remaining 53.8% is influenced by other factors outside the research model. These findings suggest that consumers on TikTok Shop rely more heavily on product ratings than customer reviews when making purchasing decisions.

Keywords: online customer review, product rating, purchase decision, tiktok shop, marketplace

Introduction

Digital transformation has brought very significant changes to people's economic activities, especially in the electronic commerce sector. The rapid development of internet technology has encouraged a change in consumer behavior from conventional transactions to more practical, fast, and efficient digital transactions. This phenomenon is further strengthened by the presence of the concept of social commerce, which is an electronic commerce model that integrates social media with buying and selling activities so that consumers can obtain information, interact, and make transactions in one platform (Zhang, 2022).

One of the social commerce platforms that is experiencing rapid growth in Indonesia is TikTok Shop. This platform not only provides online transaction features, but also presents various forms of digital interaction, such as short videos, live shopping, product recommendations, to customer reviews and ratings. These advantages make TikTok Shop one of the effective digital marketing media in influencing consumer purchasing behavior. In a social commerce environment, purchase decisions are no longer only influenced by promotions

carried out by companies, but also by information generated by fellow consumers through the electronic word of mouth (e-WOM) mechanism. (Stefani, 2024).

One of the most widely used forms of e-WOM by consumers is Online Customer Review (OCR). OCR is a review written by consumers based on real experience after using a product, then published through digital platforms so that it can be a source of information for potential buyers. The information contained in the review helps consumers reduce uncertainty, evaluate product quality, and increase confidence before making a purchase (Shah & Salim, 2024).

In addition to customer reviews, Online Customer Rating (OCRt) is also an important indicator that consumers consider before buying a product. Rating is a form of quantitative evaluation provided by consumers through a star rating system. The higher the rating value a product has, the higher the perception of quality and the level of consumer trust in the product (Utami et al., 2024). Research (Damayanti et al., 2024) found that the quality of customer reviews and product ratings simultaneously improved cosmetic product purchase decisions on TikTok Shop. The higher the quality of the reviews and the higher the rating of a product, the greater the tendency of consumers to make purchases (Majid & Yasaningthias, 2024).

However, the results of previous research still show that there is a variation in the characteristics of the research object, especially in the type of product, the research area, and the characteristics of the respondents. Most of the research was conducted on consumers in urban areas and users of certain cosmetic products, while research on consumer behavior in rural communities who actively use TikTok Shop is still relatively limited. In fact, the increase in internet penetration has expanded the use of social commerce to rural areas, so the characteristics of consumer behavior need to be studied more deeply.

Karanganyar Village is one of the areas that has experienced an increase in the use of social media and marketplaces as a means of economic transactions. People, especially the productive age group, have used TikTok Shop as a medium to obtain information as well as make purchases of various daily needs. This condition shows that the Online Customer Review and Online Customer Rating features have the potential to be important factors that influence the purchasing decisions of people in the region. Therefore, this study is relevant to provide empirical evidence regarding the influence of these two variables on consumer purchasing decisions.

Online Customer Reviews and Purchase Decisions

Online Customer Reviews (OCRs) represent a form of electronic word-of-mouth (e-WOM) through which consumers share evaluations and experiences after purchasing or using a product. These reviews provide prospective buyers with detailed information regarding product performance, quality, and previous consumption experiences, thereby reducing uncertainty during product evaluation (Shah & Salim, 2024). In a social-commerce environment such as TikTok Shop, written reviews can support consumers in evaluating alternatives before making a purchase decision. The informational value of reviews becomes particularly relevant when consumers perceive the information as credible, useful, and reflective of actual product experiences. Consequently, favorable and credible reviews can strengthen consumers' confidence in evaluating a product and increase their likelihood of making a purchase. Based on this reasoning, the following hypothesis is proposed:

H1: Online Customer Reviews positively influence Purchase Decisions.

Product Ratings and Purchase Decisions

Product Ratings represent quantitative evaluations provided by previous consumers, commonly displayed through numerical scores or star ratings. Unlike written reviews, ratings summarize consumer evaluations into a concise and easily interpretable signal. Higher ratings generally indicate more favorable product evaluations and can strengthen consumers' perceptions of product quality and credibility (Utami et al., 2024). Because ratings condense multiple consumer evaluations into a standardized numerical cue, they reduce the amount of information consumers need to process when comparing products. In the fast-moving environment of TikTok Shop, this concise evaluative signal can facilitate product assessment and support faster purchasing decisions. Based on this reasoning, the following hypothesis is formulated:

H2: Product Ratings positively influence Purchase Decisions.

Online Customer Reviews, Product Ratings, and Purchase Decisions

Online Customer Reviews and Product Ratings represent two distinct but complementary forms of consumer-generated information. Written reviews provide qualitative and detailed descriptions of previous consumers' experiences, whereas Product Ratings provide a standardized quantitative summary of overall product evaluations. Previous studies have shown that customer reviews and product ratings jointly contribute to purchase decisions on TikTok Shop (Damayanti et al., 2024; Majid & Yasaningthias, 2024). The combination of these information cues enables consumers to obtain both descriptive evidence about product experiences and a concise summary of collective evaluations. Accordingly, the simultaneous availability of reviews and ratings can provide a more comprehensive informational basis for evaluating products and making purchase decisions than either cue considered in isolation. Therefore, the following hypothesis is proposed:

H3: Online Customer Reviews and Product Ratings simultaneously influence Purchase Decisions.

Method

This study uses a quantitative approach with the type of explanatory research. The quantitative approach was chosen because the study aimed to test the causal relationship between independent variables, namely: Online Customer Review (X_1) and Online Customer Rating (X_2), against the dependent variable, namely the purchase decision (Y) in TikTok Shop users. Explanatory research is used to explain the relationship between variables through hypothesis testing using statistical analysis (Scott, 2022).

The location of the research is Karanganyar Village, considering that people in the area have used the TikTok Shop platform as one of the transaction media in online shopping activities. The research subjects are people who have purchased products through TikTok Shop so that they have experience in utilizing online customer review and online customer rating features as considerations before making a purchase.

The population in this study is all people of Karanganyar Village who have made purchases through TikTok Shop with a population of 2,461 people, with respondent characteristics including: (1) domiciled in Karanganyar Village, (2) having internet access and the TikTok application, and (3) having made purchase transactions through TikTok Shop.

The sampling technique uses non-probability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria. The respondent criteria

include people who have bought products through TikTok Shop and have experience providing reviews and ratings for the products purchased. This technique was chosen because not all members of the population meet the characteristics that suit the research objectives.

The number of samples was determined using the Wibisono formula with a confidence level of 95% ($Z = 1.96$), a standard deviation of 0.25, and a margin of error of 5%. Based on the results of the calculation, a sample of 96 respondents was obtained, so the study involved 96 TikTok Shop users as research respondents.

The research instrument used a questionnaire with a five-level Likert scale, ranging from strongly disagree (1), disagree (2), disagree (3), agree (4), strongly agree (5). The number of statement items is 14 items.

Table 1. Variable Operational Definition

Variable	Operational Definition	Indicator	Number of Items	Source
Online Customer Review (X1)	Online Customer Review is information in the form of reviews, comments, and consumer experiences of a product that is published through the TikTok Shop platform and used by potential consumers as a source of information in evaluating product quality before making a purchase.	1. Valensi review 2. Volume review 3. Review credibility 4. Quality of review information	5	(Shah & Salim, 2024).
Product Rating (X2)	Ratings are consumer assessments of products in the form of scores or stars that reflect the level of consumer satisfaction and are a signal of product quality and seller reputation on TikTok Shop.	1. Rating value 2. Consistency of ratings 3. Product/seller reputation	4	(Utami et al., 2024).
Purchase Decision (Y)	Purchase decisions are the actions of consumers in choosing and buying products after going through the process of identifying needs, searching for information, evaluating alternatives, and post-purchase behavior based on the information available on the TikTok Shop platform.	1. Need recognition 2. Information search 3. Alternative evaluation 4. Purchase decision 5. Post-purchase behavior	5	(Damayanti et al., 2024).

Before the analysis, the research instrument was tested through a validity test using Pearson's Product Moment correlation and a reliability test using Cronbach's Alpha coefficient. The instrument is declared valid if the value of the correlation coefficient is greater than the value of r of the table and is declared reliable if the value of Cronbach's Alpha is greater than 0.70.

The analysis model used in this study is multiple linear regression, with the following equations

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Remarks

Y = Purchase Decision

α = Constant

β_1, β_2 = Regression Coefficient

X_1 = Online Customer Review

X_2 = Product Rating

e = Error

Data analysis was carried out using the help of IBM SPSS Statistics software. The analysis stage includes descriptive statistics, classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests, then followed by multiple linear regression analysis to test the influence of Online Customer Review and Online Customer Rating on purchase decisions.

Hypothesis testing was carried out through the t-test to determine the partial influence of each independent variable, the F-test to test the simultaneous influence, and the determination coefficient (R^2) to determine the extent of the ability of the independent variable to explain the variation in purchasing decisions

Results and Discussion

Respondent Characteristics

Table 2. Gender

Yes	Gender	Quantity	Percentage (%)
1	Male	72	75%
2	Women	24	25%
Total		96	100%

Table 3. Age

Age Group	Quantity	Percentage (%)
18–25 years old	29	30,21
26–30 years	37	38,54
31–35 years old	17	17,71
36–40 years old	5	5,21
>40 years old	8	8,33
Total	96	100,00

Table 4. Occupation

Education Level	Quantity	Percentage (%)
High School/Equivalent	24	25,00
Diploma (D3)	11	11,46
S1	60	62,50
S2	1	1,04
Total	96	100,00

Based on Table 2,3,4 it shows that most of the respondents have a fairly good level of digital literacy in utilizing the features on TikTok Shop.

Validity and Reliability Test

Table 5. Validity and Reliability Test

Variable	r count	r Table	Cronbach's Alpha	Reliability Standards	Remarks
Online Customer Review	0,684 – 0,840	0,201	0,817	0,70	Valid and Reliable
Online Customer Rating	0,711 – 0,816	0,201	0,749	0,70	Valid and Reliable
Purchase Decision	0,665 – 0,756	0,201	0,741	0,70	Valid and Reliable

Based on the results of the validity and reliability test in Table 5, it is known that all statement items in the variables of Online Customer Review (X_1), Online Customer Rating (X_2), and Purchase Decision (Y) have met the validity criteria. This is evidenced by the r-value calculated on the Online Customer Review variable ranging from 0.684–0.840, Online Customer Rating of 0.711–0.816, and Purchase Decision of 0.665–0.756, all of which are greater than the r of the table of 0.201, so that all indicators are declared valid.

The results of the reliability test showed that Cronbach's Alpha value in the Online Customer Review variable was 0.817, Online Customer Rating was 0.749, and Purchase Decision was 0.741. All of Cronbach's Alpha values are greater than the reliability standard of 0.70, so each variable is declared reliable or has a good level of consistency.

Classic Assumption Test

Table 6. Multicollinearity Test

Table 3. Multicollinearity Test						
Models	Coefficient		t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standard ized Coefficients			Tolera nce	VIVID
	B	Std. Error			Beta	

1	(Constant)	7.258	1.784		4.069	.000		
	X1	.086	.080	.097	1.078	.284	.710	1.409
	X2	.747	.108	.623	6.901	.000	.710	1.409

a. Dependent Variable: Y

Based on table 6, the results of the multicollinearity test, it is known that the Online Customer Review (X1) variable has a Tolerance value of 0.710 and VIF of 1.409. Meanwhile, the Product Rating variable (X2) also has a Tolerance value of 0.710 and VIF of 1.409. The Tolerance value in both variables is greater than 0.10, while the VIF value is less than 10. These results show that there is no high correlation between independent variables in the regression model. Thus, the regression model in this study did not experience symptoms of multicollinearity.

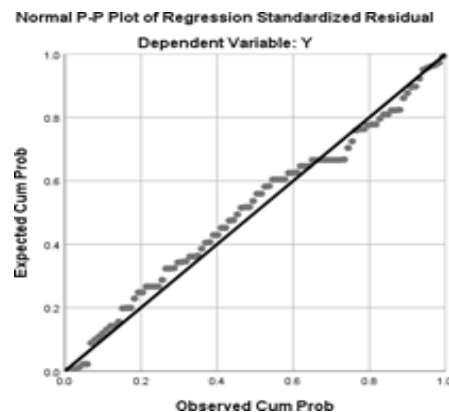


Figure 1. Normality Test Results Probability Plot

Based on Figure 1, the probability plot test above shows the points spreading and approaching around the diagonal line so that it can be concluded that the data is normally distributed.

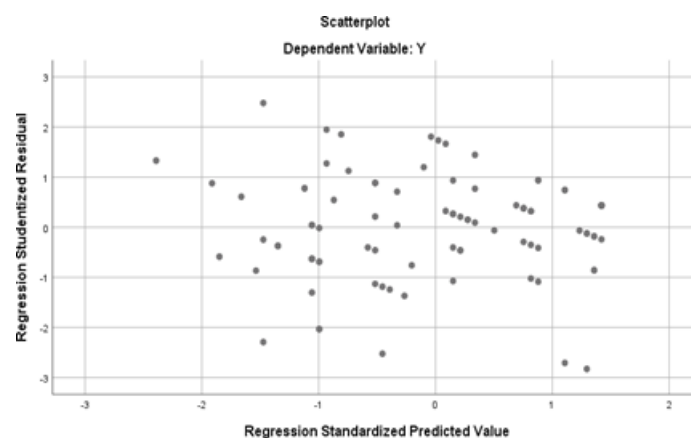


Figure 2. Heteroscedasticity Test Results (Scatterplot Graph)

Based on the Scatterplot graph in Figure 2, it can be seen that the residual points are randomly scattered above and below the zero on the Y axis (Regression Studentized Residual).

In addition, the spread of points does not form a specific pattern, such as a wavy pattern, a conical pattern (funnel), or a widening pattern. The dots also do not gather on one specific section, but rather are spread randomly across the entire area of the chart.

This condition shows that the residual variance is relatively constant at each prediction value. Thus, the regression model in this study did not experience symptoms of heteroscedasticity, so it has met one of the classical assumptions of multiple linear regression.

Table 7. Multiple Linear Regression

		Coefficient			t	Sig.
Models		Unstandardized Coefficients		Standardize d Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.258	1.784		4.069	.000
	X1	.086	.080	.097	1.078	.284
	X2	.747	.108	.623	6.901	.000

a. Dependent Variable: Y

Based on the results of multiple linear regression analysis, the following equations were obtained:

$$Y=7.258+0.086X1+0.747X2$$

A constant value (α) of 7.258 indicates that if the variables of Online Customer Review (X1) and Product Rating (X2) are considered constant or have a value of zero, then the value of the Purchase Decision (Y) is estimated to be 7.258.

The regression coefficient of the Online Customer Review (X1) variable of 0.086 indicates that every one unit increase in the Online Customer Review variable will increase the Purchase Decision value by 0.086 units, assuming the Product Rating variable is fixed. However, based on a significance value of 0.284 (> 0.05), the effect was not statistically significant.

The regression coefficient of the Product Rating variable (X2) of 0.747 indicates that every one unit increase in the Product Rating variable will increase the Purchase Decision value by 0.747 units, assuming the Online Customer Review variable is fixed. A significance value of 0.000 (< 0.05) indicates that the influence is positive and significant on the Purchase Decision.

Table 8. Test Results t

		Coefficient			t	Sig.
Models		Unstandardized Coefficients		Standardiz ed Coefficient s		
		B	Std. Error	Beta		
1	(Constant)	7.258	1.784		4.069	.000
	X1	.086	.080	.097	1.078	.284
	X2	.747	.108	.623	6.901	.000

a. Dependent Variable: Y

Based on the results of the partial test, the Online Customer Review (X1) variable obtained a t-value of 1.078 with a significance value of 0.284. Since the significance value is greater than 0.05, it can be concluded that Online Customer Reviews do not have a significant effect on the Purchase Decision.

Meanwhile, the Product Rating variable (X2) obtained a calculated t value of 6.901 with a significance value of 0.000. Because the significance value is less than 0.05, it can be concluded that the Product Rating has a positive and significant effect on the Purchase Decision.

Table 9. Test F

	Models	Sum of Squares	df	Mean Square	F	Sig.
1	Regression n	180.809	2	90.405	40.008	.000b
	Residual	210.149	93	2.260		
	Total	390.958	95			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Based on the results of the F test in Table 9, an F value of 40.008 was obtained with a significance value (Sig.) of 0.000. The significance value is smaller than the significance level of 0.05 ($0.000 < 0.05$). Thus, H_0 is rejected and H_a is accepted, which means that the variables Online Customer Review (X1) and Product Rating (X2) simultaneously have a significant effect on the Purchase Decision (Y).

These results show that the two independent variables together are able to explain changes in the purchase decision variables. In other words, the better the Online Customer Reviews and Product Ratings, the more it will affect consumers' decisions in making purchases through the Tiktok Shop Marketplace.

Table 10. Coefficient of Determination

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680a	.462	.451	1.50322
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Based on the results of the analysis in Table 10, an R value of 0.680 was obtained. This value shows that there is a fairly strong relationship between the variables of Online Customer Review (X1) and Product Rating (X2) and the variable of Purchase Decision (Y). The R Square (R^2) value of 0.462 indicates that 46.2% variation in the Purchase Decision variable can be explained by the Online Customer Review and Product Rating variables together. Meanwhile, the remaining 53.8% is explained by other factors outside the research model that were not studied, such as price, product quality, promotion, consumer trust, ease of use of applications, service quality, and other variables that can influence purchase decisions. In addition, the

Adjusted R Square value of 0.451 shows that after adjusting for the number of independent variables and the number of samples, the regression model is still able to explain 45.1% variation in the Purchase Decision variable.

Discussion

The Influence of Online Customer Reviews on Purchase Decisions in the Tiktok Shop Marketplace on the People of Karanganyar Village

Based on the results of the partial test, a calculated t-value of 1.078 with a significance value of 0.284 was obtained. Because the significance value is greater than 0.05 ($0.284 > 0.05$), it can be concluded that Online Customer Reviews do not have a significant effect on purchase decisions in the TikTok Shop marketplace among the people of Karanganyar Village. Thus, the first hypothesis is rejected.

This result indicates that variations in Online Customer Reviews do not independently explain variations in Purchase Decisions among the respondents when Product Rating is included in the regression model. In other words, written reviews are not a sufficiently strong independent predictor of the respondents' purchasing decisions. Online Customer Reviews contain detailed consumer experiences that require potential buyers to read, evaluate, and interpret the information before using it as a basis for decision-making. Therefore, the availability of review information does not necessarily mean that it will directly translate into a purchase decision. The results of this study are supported by research conducted by Hidayat and Nugroho (2023) entitled "The Influence of Online Customer Reviews, Prices, and Promotions on Purchase Decisions on the TikTok Shop Marketplace". The study shows that Online Customer Reviews do not have a significant effect on purchase decisions.

This finding is also consistent with Dwidienawati et al. (2020), who found that customer reviews did not significantly influence purchase intention. However, different results were reported by Chen et al. (2022), who found that online reviews contributed to consumers' purchase intentions, while Li and Liang (2022) demonstrated that review credibility and reviewer-related information can influence purchasing responses. Qiu and Zhang (2024), through a meta-analysis, also confirmed that several characteristics of online reviews are associated with purchase intention. The difference in findings shows that the influence of Online Customer Reviews is not uniform across consumer and platform contexts. In this study, the insignificant effect indicates that written review information alone does not provide a sufficiently strong cue to change the Purchase Decisions of TikTok Shop consumers in Karanganyar Village.

The Effect of Product Ratings on Purchase Decisions in the Tiktok Shop Marketplace in the Karanganyar Village Community.

Based on the results of the regression analysis, a calculated t-value of 6.901 was obtained with a significance level of 0.000, so that the value was smaller than 0.05. This shows that Product Ratings have a positive and significant effect on purchasing decisions. The regression coefficient of 0.747 shows that the higher the rating a product has, the higher the consumer's tendency to make a purchase. Ratings are an indicator of product quality that is easy for consumers to understand so that they can increase trust in the products offered.

Compared with written reviews, Product Ratings provide information in a more concise and standardized form through numerical or star indicators. This allows consumers to obtain an overall evaluation of a product without having to process detailed textual information. A

higher star rating provides an immediate summary of previous consumers' evaluations, thereby simplifying product assessment before a purchase decision is made. This characteristic helps explain why Product Rating emerges as a significant predictor of Purchase Decisions, whereas Online Customer Review does not show a significant partial effect in this study.

The results of this study are in line with the research of Latief and Ayustira (2020) entitled "The Influence of Online Customer Reviews and Ratings on Cosmetic Product Purchase Decisions at Sociolla". The results of the study show that product ratings have a positive and significant effect on purchase decisions, because consumers trust products that have high star ratings. The finding is also consistent with Qiu and Zhang (2024), who identified rating information as an important online evaluation cue related to consumers' purchase intentions. At the same time, Wang et al. (2021) showed that consumers can respond differently to various forms of online product information, particularly when available information cues are not fully consistent.

The Effect of Online Customer Reviews and Product Ratings Simultaneously on Purchase Decisions in the Tiktok Shop Marketplace in the Karanganyar Village Community.

Based on the results of the simultaneous test (F Test), an F value of 40.008 was obtained with a significance value of 0.000. Because the significance value is less than 0.05, it can be concluded that Online Customer Reviews and Product Ratings simultaneously have a significant effect on Purchase Decisions. In addition, the results of the determination coefficient test showed an R Square value of 0.462, which means that 46.2% of the variation in purchase decisions can be explained by the variables of Online Customer Review and Product Rating, while the remaining 53.8% is influenced by other variables outside the study.

The simultaneous result indicates that Online Customer Reviews and Product Ratings collectively provide relevant information for explaining Purchase Decisions, even though Online Customer Reviews do not show a significant partial effect. The two variables represent different forms of consumer-generated information: Online Customer Reviews provide descriptive information about previous consumers' experiences, whereas Product Ratings provide a concise numerical summary of consumer evaluations. Their combined contribution demonstrates that qualitative and quantitative forms of online consumer information can jointly form part of the information considered in purchasing decisions. This is consistent with Qiu and Zhang (2024), who showed that different characteristics of online reviews and ratings collectively contribute to consumer purchase responses. Ngo et al. (2024) similarly emphasized that the effectiveness of electronic word-of-mouth depends on how consumers evaluate and adopt the information available in digital environments.

The results of this study also supported by research conducted by Latief and Ayustira (2020) which states that online customer reviews and product ratings together have a significant effect on purchasing decisions. The study explained that the combination of information in the form of consumer reviews and product ratings was able to increase consumer confidence before making a transaction.

Conclusion

The findings demonstrate that Online Customer Reviews do not significantly influence Purchase Decisions among TikTok Shop users in Karanganyar Village, whereas Product Ratings exert a positive and significant effect. This pattern indicates that Product Ratings represent a more salient purchasing cue than Online Customer Reviews within the context of

this study. Although both variables jointly have a significant effect on Purchase Decisions, Product Ratings show a stronger independent contribution, suggesting that respondents place greater weight on concise evaluative signals than on detailed written reviews when assessing products on TikTok Shop. The model explains 46.2% of the variance in Purchase Decisions, indicating that a substantial proportion of consumer decision-making remains attributable to factors beyond the scope of the present model.

This study is limited by its focus on a single village context and by the inclusion of only two predictors of Purchase Decisions. Accordingly, the findings should be interpreted within the characteristics of the respondents and the specific TikTok Shop setting examined. Future research should extend the analysis to more diverse geographical and demographic groups, compare purchasing behavior across different social-commerce platforms, and incorporate additional theoretically grounded determinants of Purchase Decisions. Further investigation could also examine whether the relative influence of Online Customer Reviews and Product Ratings varies across product categories, levels of consumer involvement, or user characteristics, thereby offering a more nuanced understanding of how consumer-generated information shapes purchasing behavior in social-commerce environments.

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