



The impact of social media marketing (tiktok) and online customer reviews on product skincare purchase decisions

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ABSTRACT

This study examines the impact of TikTok-based social media marketing and online customer reviews on skincare product purchase decisions, focusing on Skintific as a case study among university students in South Sumatra. Guided by the Theory of Planned Behavior (TPB), this research explores how exposure to digital content and peer reviews influences consumer trust and behavioral intentions. Using a quantitative method, data were collected from 50 respondents through purposive sampling. The analysis involved multiple linear regression, t-test, and F-test. The results reveal that both TikTok marketing and online reviews significantly and positively affect purchase decisions. Social media marketing on TikTok increases product visibility and engagement, while online reviews enhance credibility and reduce perceived risk. Together, these variables explain 47.4% of the variation in purchase decisions. These findings emphasize the strategic importance of digital engagement and user-generated content in influencing consumer behavior in the skincare industry. The study offers insights for marketers seeking to leverage social media platforms to drive purchasing intent, particularly among younger demographics. Future research may explore additional influencing factors such as influencer credibility, product quality, and cross-platform effectiveness.

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1. INTRODUCTION

At present, the rapid advancements in technology in Indonesia are precipitating a transition to digital formats. Advancements in technology have the potential to simplify the process of starting a business and to generate new opportunities for entrepreneurship. This condition—the development of digital technology—is undergoing annual progress. Researchers are developing technology that is becoming more complex and capable of facilitating major changes that will enable all human tasks (Kusuma & Asmoro, 2020). Technological advancements have facilitated the dissemination of information, the facilitation of communication, and the enhancement of interpersonal interaction. In the contemporary business landscape, commercial activities have evolved into digital markets that have shed their physical form. Consequently, the necessity and relevance of the physical form of a business have become obsolete. The objective of social media marketing is to achieve the company's market segmentation goals by leveraging the sales function and generating targeted content. This strategy aims to capture the attention of relevant consumers, thereby facilitating the purchase of

products and services. The purchase decision is the stage of the buyer's decision-making process where the consumer actually buys the product (Rahmayanti & Dermawan, 2023).

In the social media marketing strategy, the TikTok application has become a particularly effective tool for product businesspeople at Skintific. The scientific account on TikTok has amassed a following of over 2.8 million and has received more than 15.9 million likes on its videos. Kompas dashboard displays the sales data of the top 10 skincare brands. Skintific has been recognized as the second most prominent emerging brand. As a social media company with an outsider brand identity that uses the popular video-sharing platform TikTok, Skintific stands out in its field of competitors. The company's distinctiveness is marked by a verified TikTok account and an affiliation system that connects it with several prominent young social media influencers, including Tasya Farasya, Anya Geraldine and Raline Shah. Moreover, Skintific benefits from a significant following on TikTok, where its users frequently share evaluations and experiences with the company's products, further enhancing its online visibility. Therefore, it is imperative to enhance public confidence in the scientific enterprise, with a view to persuading female students to procure products. Skintific's triumph in the skincare industry underscores the pivotal role that online customer reviews and social media marketing play in effective marketing strategies, as they possess the capacity to shape consumer decisions and mindset.

The Grand Theory underlying this research is Theory of Planned Behaviour (TPB). According to Ajzen (1985), Theory of Planned Behaviour develops the theory of planned behavior to determine consumer intentions and actual behavior. to introduce other variables besides the main variables of TPB to improve behavior prediction, because Theory of Planned Behaviour (TPB) is considered a proven theory for assessing the decision-making process in different contexts (Hidayat, 2021). TPB is a psychological theory that explains how individual behavior is guided by three core components: attitude, subjective norms, and perceived behavioral control. In the digital age particularly among the digital generation (Gen Z and Millennials) TPB offers a robust framework for understanding how online environments such as TikTok marketing and online customer reviews influence purchase decisions.

Attitude toward the behavior definition in TPB that is the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. TikTok marketing uses short, engaging videos and influencer endorsements to create positive perceptions about a product (e.g., skincare products like Skintific). Content showcasing benefits, testimonials, product trials, or before-after transformations cultivates a positive attitude toward trying or purchasing the product. The point of view of online customer reviews is as follows positive reviews reinforce favorable product evaluations and increase perceived value. Negative reviews might alter the user's attitude and deter intention. TPB Link that is a strong positive attitude formed via visual TikTok content and credible reviews increases the likelihood of purchase behavior. This interplay between consumer attitudes and TikTok marketing strategies highlights the importance of leveraging both engaging content and authentic reviews to drive purchasing decision (Le & Ha, 2023).

Subjective norms definition in TPB that is the perceived social pressure to perform or not perform the behavior. Social influencers, friends, and viral trends create peer pressure and social validation. "Everyone is using this product" becomes a powerful norm on TikTok, especially when videos go viral. The point of view of online customer reviews is as follows Serve as electronic word-of-mouth (e-WOM) (Indrawati et al., 2023). Many reviews indicate widespread usage, further enhancing social proof. Users feel pressure to conform when most others express satisfaction. TPB Link that is the digital generation values peer input, so social norms shaped by viral content and aggregated reviews directly affect purchase intent. The interplay of attitude and subjective norms in the Theory of Planned Behavior highlights the significance of social validation in influencing consumer decision, particularly in the context of viral marketing on platform like TikTok (Arpaci, 2023).

Perceived behavioral control definition in TPB that is the perceived ease or difficulty of performing the behavior, influenced by experience and anticipated obstacles. Tutorials, unboxings, or how-to content reduce uncertainty and increase consumers' confidence in making a purchase. The

point of view of online customer reviews is as follows provide detailed user experiences that reduce perceived risk, making users feel more in control and informed. Address common concerns (e.g., product suitability for skin type), enhancing the consumer's perceived control over outcomes. TPB Link that is the more confident a digital native feels about the product (due to informative content), the higher their behavioral control and likelihood of action.

This research is based on the theory of planned behavior and aims to extend the theory to gain a better understanding of the purchase decision as a consumer decision-making process. Potential consumers usually seek information on social media before making a purchase, which increases their trust and allows them to make a purchase decision. In addition, brand experience helps strengthen trust in the brand, which encourages consumers to make a purchase decision (Harigan et al., 2021).

According to Kotler & Keller (2012), marketing refers to identifying and satisfying human and social needs. A precise and concise definition of marketing is meeting needs in a profitable way. According to Dewa & Safitri (2021), defining social media as a media platform that emphasizes the existence of users who promote it in activities and collaboration. Therefore, social media can be seen as an online medium (intermediary) that helps strengthen social ties and relationships between users. According to Kotler & Keller (2012), social media is a media category that allows consumers to share information with other consumers and companies through images, text, audio and video. Mandira & Carey (2023) emphasizes that social media functions as a means of interaction and socializing for its users. Consumer opinions after making purchases and experiences with a product or service are called online customer reviews. Amelia et al., (2021) state that reviews from consumers or customers relating to their experiences with products greatly influence consumer interest and subsequently influence their purchasing decisions. Online customer review is a form of word-of-mouth communication in online sales systems. Online customer reviews are designed to allow consumers to get feedback from other consumers who have benefited from the products they buy or use. In many cases, online reviews publish positive and negative opinions about a company's products, expressed by consumers of the products themselves (Kevin et al., 2020). Purchasing decisions are things that cannot be separated from human life. Purchasing decisions are usually made before someone buys a product. Usually, the consumer purchasing decision process begins with the awareness that needs and wants must be met, purchasing decisions can be defined as the stage in the consumer decision-making process where they actually buy, because this process is strongly influenced by consumer behavior (Kotler & Armstrong, 2016).

The influence of social media marketing on purchasing decisions is also often associated with online customer reviews. Online customer reviews are reviews of products sold in online stores, both positive and negative. These reviews can also be assessed on third-party sites and retailers, as well as information published by consumers about goods and services (Ardianti & Widiartanto, 2019). It can be concluded that online customer review is an assessment of the product received by the buyer so that the next buyer can see the previous buyer's assessment. This research concept is in line with Nabila & Habib (2023), which states that social media marketing has a positive and significant impact on purchasing decisions. Likewise, research by Dhahak & Huseynov (2020); and Mokodompit et al., (2022), states that online consumer reviews have a positive and significant influence on customer interest in making online purchases. However, in contrast to the results of Sheren (2023), it shows that not all social media marketing indicators have a positive and significant effect on online customer reviews. Based on the phenomenon of the problems that occur and the gaps in the results of research that have been carried out by previous studies. This research is very important to conduct research again, by analyzing and exploring the influence of Social Media Marketing "TikTok" and Online Customer Reviews on purchasing decisions for skintific products with case studies on students at the University of South Sumatra.

2. RESEARCH METHOD

The research approach used in this study is a quantitative approach. There are 3 variables in this study, namely 2 independent variables consisting of social media marketing variables (X_1) and Online

Customer Review variables (X_2) and 1 dependent variable, namely the purchase decision variable (Y). The population in this study is 186 female students of the Faculty of Economics, University of South Sumatra. The sampling technique in this study was to use non-probability sampling techniques, namely purposive sampling (Mulyana et al., 2024). The criteria for the sample are having tiktok social media, having purchased skintific products via tiktok and knowing about skintific products. Because the researcher only observed the population that made the decision to purchase *Skintific products*, the sample obtained was 50 respondents from all the criteria that have been mentioned in the determination of the research sample. The data collection techniques used in this study are observation, questionnaire and documentation. In this study, statistical data analysis techniques were used which consisted of validity and reliability tests, then classical assumption tests and hypothesis testing. Classical assumption tests include normality, multicollinearity and heteroscedasticity tests, multiple linear regression tests. Meanwhile, hypothesis testing uses F-test (simultaneous) and t-test (partial) and coefficient of determination (R^2) test (Ghozali, 2018).

3. RESULTS AND DISCUSSIONS

Profile Respondent

Table 1. Age of Respondent

Age of respondent	Number of respondents	Percentage
18-22 years	29	58 %
23-29 years	21	42 %
Total	50	100 %

Source: SPSS data processing, 2024

Based on table 1, it is known that of the 50 respondents aged 18-22 years had a percentage of 58%, then 47 respondents aged 23-29 years with a percentage of 21% of the total respondents. These results indicate that students of the Faculty of Economics, University of South Sumatra, aged 18-22 years buy and use Skintific products the most.

Table 2. period of product usage

Period of product usage	Number of respondents	Percentage
1-6 month	30	60 %
6-12 month	10	20 %
>1 year	10	20 %
Total	50	100 %

Source: SPSS data processing, 2024

Based on table 2, it is known that out of 50 respondents, most of the frequency of product usage problems is for 1-6 months, which is 60%. While the problem of using the product for 6-12 months amounted to 20%. And the last is the usage period for more than 1 year by 20%. It can be concluded that most respondents from female students of the Faculty of Economics, University of South Sumatra have a usage period of 1-6 months.

Validity Test

Table 3. Result Validity Test

Variable	Item	r-count	r-table	description
Social Media Marketing (X_1)	$X_{1,1}$	0.635	0.2787	Valid
	$X_{1,2}$	0.559	0.2787	Valid
	$X_{1,3}$	0.541	0.2787	Valid
	$X_{1,4}$	0.609	0.2787	Valid
	$X_{1,5}$	0.571	0.2787	Valid
	$X_{1,6}$	0.485	0.2787	Valid
	$X_{1,7}$	0.659	0.2787	Valid
	$X_{1,8}$	0.350	0.2787	Valid
	$X_{1,9}$	0.348	0.2787	Valid
	$X_{1,10}$	0.298	0.2787	Valid
Online Customer Review (X_2)	$X_{2,1}$	0.331	0.2787	Valid

Variable	Item	r-count	r-table	description
	X _{2.2}	0.520	0.2787	Valid
	X _{2.3}	0.528	0.2787	Valid
	X _{2.4}	0.482	0.2787	Valid
	X _{2.5}	0.489	0.2787	Valid
	X _{2.6}	0.648	0.2787	Valid
	X _{2.7}	0.582	0.2787	Valid
	X _{2.8}	0.448	0.2787	Valid
	X _{2.9}	0.576	0.2787	Valid
	X _{2.10}	0.345	0.2787	Valid
	Purchase Decision (Y)	Y _{1.1}	0.599	0.2787
Y _{1.2}		0.778	0.2787	Valid
Y _{1.3}		0.338	0.2787	Valid
Y _{1.4}		0.752	0.2787	Valid
Y _{1.5}		0.329	0.2787	Valid
Y _{1.6}		0.355	0.2787	Valid
Y _{1.7}		0.380	0.2787	Valid
Y _{1.8}		0.595	0.2787	Valid
Y _{1.9}		0.731	0.2787	Valid
Y _{1.10}		0.416	0.2787	Valid

Source: SPSS data processing, 2024

From the table data above, each question item has r-count > r-table (0.2787) and is positive. So, it is declared valid.

Realibility Test

Table 4. Result Reliability Test

Variable	Cronbach's Alpha	N of Item	Description
Social Media Marketing (X ₁)	0.632	10	reliable
Online Customer Review (X ₂)	0.659	10	reliable
Purchase Decision (Y)	0.715	10	reliable

Source: SPSS data processing, 2024

Based on the table above, it can be explained the results of the instrument reliability test of each variable as follows: a) Social Media Marketing (X₁) has a Cronbach's Alpha value of 0.632, which means that the Social Media Marketing variable (X₁) is reliable. Because the Cronbach's Alpha number is 0.632 > 0.60; b) Online Custome Review (X₂) has a Cronbach Alpha value of 0.659, which means that the Online Custome Review variable (X₂) is reliable. Because the Cronbach's Alpha number is 0.659 > 0.60; c) Purchase Decision (Y) has a Cronbach's Alpha value of 0.715, which means that the Purchase Decision (Y) variable is reliable. Because the Cronbach's Alpha number is 0.715 > 0.60.

Thus, it can be concluded that the variables Social Media Marketing (X₁), Online Custome Review (X₂) and Purchase Decision (Y) are declared reliable. This is because the variable Cronbach's Alpha value is greater than 0.6 and this condition also means that all these variables can be used in further analysis.

Classical Assumption Test

Table 5. Result One Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normalitas Parameters	Mean	0.000
	Std. Deviation	2.456
Most Extreem Differences	Absolute	0.057
	Positive	0.056

	Unstandardized Residual
Negative	-0.057
Kolmogorov-Smirnov Z	
Asymp.sig (2-tailed)	0.200

Source: SPSS data processing, 2024

Based on the normality test table above, a significance value of 0.200 was obtained. This significance value > 0.05 can be concluded to be normal distributed data.

Multiple Linear Regression

Table 6. Result Multiple Linear Regression

Model	Coefficient ^a		t	Sig	
	Unstandardized Coefficient				Standardized Coefficient
	B	Std.Error			Beta
1 Constant	8.635	4.621	1.869	.068	
Social Media Marketing (X ₁)	.366	.149	.368	.017	
Online Customer Review (X ₂)	.432	.165	.391	.012	

Source: SPSS data processing, 2024

$$Y = a + b (X_1) + b (X_2) + e$$

Purchase Decision = 8.635 + 0.366 X₁ + 0.432 X₂ + e

- The constant value (a) of 8.635 means that if Social Media Marketing (X₁) and Online Customer Review (X₂) are assumed to be 0, then the value of purchase decision is (8.635).
- The regression coefficient value of the Social Media Marketing variable is 0.366, which means that every increase in social media marketing by 1 unit will increase purchase decision by 0.366, assuming other variables remain.
- The regression coefficient value of the Online Customer Review variable is 0.432, which means that every increase in online customer review by 1 unit will increase the purchase decision by 0.432, assuming other variables remain constant.
- Probability standard error. Standard error affects Y but is not included in the equation

t-Test

Table 7. Result t-Tes

Model	Coefficient ^a		t	Sig	
	Unstandardized Coefficient				Standardized Coefficient
	B	Std.Error			Beta
1 Constant	8.635	4.621	1.869	.068	
Social Media Marketing (X ₁)	.366	.149	.368	.017	
Online Customer Review (X ₂)	.432	.165	.391	.012	

Source: SPSS data processing, 2024

The significance value of social media marketing (X₁) is 0.017, while the t-count value is 2.464, as shown in the t-test results. Because the significance value < 0.05 and the t-count value is more than the t-table 2.011. Then it can be accepted. Therefore, it is concluded that social media marketing (X₁) has a significant positive effect on skintific purchasing decisions. It is concluded that good social media marketing in conveying information will influence consumer purchasing decisions. This research is in line with research Nassruddin et al., (2023) which states that social media marketing has a positive and significant effect on purchasing decisions. The results of this study are also reinforced by research (Firdaus & Jumhur, 2021), which shows that social media marketing valriables have a partial and significant effect on purchasing decisions.

According to Haryadi et al., (2023); and Ayub (2022) social media marketing is an advertising strategy in which social media is used to familiarize people who use social media with a flagship product or service to inform them of the product's existence and arouse their interest in buying it. In

addition, Skintific's strategy in using TikTok as a tool to carry out this promotion can attract consumers, especially female students. So that consumers know the products advertised, this can increase consumer purchasing decisions for Skintific products. It is also known that TikTok social media marketing influences Skintific purchasing decisions for students of the Faculty of Economics, University of South Sumatra, because it has a high influence on the four indicators that influence purchasing decisions through TikTok social media marketing which provides information on recognizing Skintific products. So, it can be concluded that this research is accepted.

The significance value of Online Customer Review (X_2) is 0.012, while the t-count value is 2.617, as shown in the t-test results. Because the significance value < 0.05 and the t-count value is more than the t-table 2.011. Then it can be accepted. Therefore, it is concluded that social media marketing (X_2) has a significant positive effect on skintific purchasing decisions therefore the number of reviews or ratings is positive on the TikTok Skintific account, the greater the relationship of influence on consumer purchasing decisions. This research is in line with research Syafitri et al., (2022); Salsabilla & Handayani, (2023); and Hasanah & Kosasih, (2022) they found the results of his research that online customer reviews have a partial and significant effect on purchasing decisions. According to Andriana (2023), found that the research results for online customer reviews (t-count is greater than t-table) so that it means that the relationship is positive and significant. The popularity of Skintific products can be inferred from previous consumer reviews. Consumers are more confident to make a purchase if the reviews are mostly positive. They assume that the Skintific products they buy match the seller's description. Therefore, the purchasing decision of female students of the Faculty of Economics, University of South Sumatra on Skintific products is also significantly influenced by online customer reviews. So, it can be concluded that the hypothesis in this study is accepted.

F-Test

Table 8. Result F-Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.859	2	144.929	23.039	.000 ^b
	Residual	295.661	47	6.291		
	Total	585.520	49			

Source: SPSS data processing, 2024

Based on the statistical analysis of the F test obtained, the value is 23.039 and 3.20, so the value f-count is greater than the f-table ($23.039 > 3.20$) with a significance value of 0.000 smaller than 0.05, which means α 0.000 is smaller than 0.05. Therefore, it can be concluded that social media marketing and online customer reviews together influence purchasing decisions. Thus, social media marketing, TikTok, and online customer reviews affect the level of purchasing decisions. Social media marketing can be used to motivate consumers to increase their favorable views about the products or services offered and publish them on social networks on the internet. The knowledge of consumers who reply to people's comments or opinions about the Skintific products offered can increase online customer reviews. Therefore, these reviews are likely to influence consumer purchasing decisions. So, it can be concluded that the hypothesis in this study is accepted.

Determinant Coefficient Test (R^2)

Tabel 9. Result (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.704 ^a	.495	.474	2.508

a. Predictor: (constant), Social Media Marketing, Online Customer Review

b. Dependent variable: Purchase Decision

Source: SPSS data processing, 2024

Table 9 shows the Adjust R Square value of 0.474 or 47.4%. In this study, the independent variables social media marketing and online customer reviews can be seen to explain 47.4% of the purchasing decision variable. The remaining 0.526 or 52.6% is influenced by other variables not used in this study.

4. CONCLUSION

The findings of this study affirm that both TikTok-based social media marketing and online customer reviews significantly influence consumers' purchasing decisions—specifically among university students who are actively exposed to digital content and peer feedback. These results validate the framework of the Theory of Planned Behavior (TPB), highlighting how behavioral intention is strongly shaped by information exposure, subjective norms, and perceived behavioral control, all of which are reflected in modern consumer interactions on social platforms. From a practical standpoint, TikTok's role as a marketing medium goes beyond mere brand visibility. Its algorithmic design facilitates viral content that directly engages the user through short-form, relatable videos. Skintific's success in utilizing TikTok influencers, interactive content, and product demonstrations contributes to a psychological impact that shortens the decision-making cycle of potential buyers. This reinforces the idea that contemporary marketing strategies must pivot toward platforms that allow for creative, visual storytelling combined with real-time engagement. On the other hand, online customer reviews act as social proof that deeply affects consumer trust. In digital ecosystems where consumers are inundated with choices, peer-generated feedback especially in the form of testimonials, ratings, and shared experiences functions as a critical determinant of perceived product reliability and efficacy. Positive reviews not only build brand trust but also reduce perceived risk, which is essential in skincare products where personal compatibility is crucial. Statistical analysis in this study revealed that 47.4% of the variance in purchasing decisions can be explained by the combination of social media marketing and customer reviews. This leaves a noteworthy proportion 52.6% to be influenced by other variables such as brand loyalty, pricing strategy, product quality, or consumer demographics. Therefore, while digital marketing and peer influence are vital, they must be integrated into a broader, multidimensional marketing approach. The findings suggest that businesses, especially in the skincare industry, should prioritize optimizing their social media presence particularly on TikTok and encourage satisfied customers to leave authentic reviews. The findings of this study reinforce the strategic relevance of integrating TikTok-based social media marketing and online customer reviews as influential drivers of purchasing decisions, particularly among digitally engaged university students. These results underscore the applicability of the Theory of Planned Behavior (TPB), wherein attitude formation, subjective norms, and perceived behavioral control collectively shape consumer behavioral intention in digital ecosystems. For new skincare brands that have yet to gain major exposure, the study provides a practical marketing blueprint. By cultivating favorable attitudes through engaging and informative TikTok content, leveraging social norms via peer influence and influencer collaborations, and enhancing perceived behavioral control through transparent product information and customer testimonials, emerging brands can effectively stimulate purchase intention. Ultimately, the study affirms that for brands aiming to thrive in the competitive skincare industry, especially those entering the market, adopting a TPB-informed digital strategy that prioritizes creative, trust-building, and community-driven approaches on platforms like TikTok is not only relevant but essential. As consumer decisions continue to be shaped by interactive and socially validated content, the alignment of psychological drivers with platform-specific tactics represents a critical path toward sustainable growth and consumer loyalty. These strategies could substantially increase conversion rates and consumer loyalty. Future research is encouraged to explore the mediating roles of brand trust and e-WOM (electronic word-of-mouth) on other social media platforms, as well as to assess similar effects in diverse demographic segments beyond the academic setting. Looking forward, this study provides a foundational reference for marketers and business strategists aiming to optimize their digital campaigns. The results also open opportunities for further research into moderating variables such as emotional attachment, influencer credibility, or the role of aesthetic appeal in TikTok content. Future studies may also explore cross-platform

comparisons, including Instagram Reels or YouTube Shorts, and assess their comparative effectiveness in shaping consumer behavior in various product categories. In conclusion, in an era where digital interactivity governs consumer perception, the strategic integration of social media marketing and authentic customer reviews is not merely a trend it is a necessity for brands seeking to thrive in a competitive marketplace.

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