

THE INFLUENCE OF INFLUENCER MARKETING AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS FOR SKINTIFIC PRODUCTS IN THE E-COMMERCE TIKTOK SHOP

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Abstract

This study aims to determine the influence of influencer marketing and online customer reviews on purchasing decisions for Skintific products on the TikTok Shop e-commerce platform. The background of this study is based on the increasing use of TikTok as a marketing platform and the large number of Generation Z consumers who purchase skincare products after seeing promotions from influencers and reviews from other users. The research method used is associative quantitative research with data collection techniques through distributing questionnaires to 200 respondents who are TikTok Shop users and have purchased Skintific products via WhatsApp. Data analysis was carried out using multiple linear regression with the help of SPSS software. The results show that both influencer marketing and online customer reviews have a positive and significant effect, both partially and simultaneously, on purchasing decisions. The conclusion of this study is that marketing strategies involving influencers and online reviews can influence consumer behavior, especially in purchasing decisions on digital platforms. This research is expected to provide practical contributions for business actors and academics in the development of digital marketing studies.

Keywords: Influencer Marketing, Online Customer Review, Purchasing Decision, Tiktok Shop.

Introduction

In today's digital era, technological and internet advancements have significantly transformed people's lifestyles. One of the most significant impacts of this development is the emergence of a rapidly growing e-commerce industry, which has become a trend among the public. E-commerce offers consumers convenience and a new shopping experience, making it an increasingly popular platform for purchasing a variety of products. In Indonesia, e-commerce is growing rapidly, and people are slowly shifting from traditional shopping habits to online shopping (Putri & Marlien, 2022).

Currently, various platforms play a vital role in digital marketing strategies. One of the platforms supporting digital marketing strategies is the TikTok app. Since early 2020, this music video app has gained immense popularity in Indonesia. In China, TikTok is known as Douyin. Initially, this app was used as an entertainment platform that allowed users to lip-sync to songs (Henny Utarsih, 2019). Developed by ByteDance, the TikTok app has achieved impressive success with over 2 billion downloads worldwide, both on the App Store and Google Play. This remarkable achievement was achieved just five months after TikTok surpassed 1.5 billion downloads. In the first quarter of 2020, TikTok set a record as the most downloaded app in a single quarter, with a total of over 315 million installs. According to data from Statista, at the beginning of 2020, TikTok was downloaded 30.7 million times in Indonesia, placing the country in fourth place for the most downloads, after Brazil. This figure is expected to continue to grow over time (Sultan et al., 2023). In 2023, TikTok was downloaded 67.4 million times in Indonesia, making it the most downloaded app in the country that year.

In January 2020, TikTok initially controlled a 25% market share. Following the emergence of the COVID-19 pandemic, the app saw a surge in user numbers in Indonesia of around 20% compared to the previous period. The company recognized that TikTok had become one of the most influential social media platforms of our current era. Previously used solely as an entertainment app for lip-syncing, the majority of its users now contribute to creating various types of content, ranging from educational content to culinary content and fashion content to business needs. Surveys revealed that 90% of TikTok users take some kind of action after viewing advertising content on the platform, such as clicking on an ad or visiting a brand profile (Pingki & Ekasari, 2023).

Based on data obtained, the demographic with the highest TikTok usage in Indonesia in 2024 was recorded as 18-24 year olds, accounting for 40%. Skincare product purchases are often influenced by the presence of influencers. Influencer marketing has become a highly sophisticated strategy in today's digital age. In this approach, brands utilize social media influencers as a means to promote their products or services (Christina & Riofita, 2024).

Influencer marketing can be defined as a strategy that prioritizes identifying and targeting individuals who have significant influence over potential buyers. Meanwhile, according to Wirapraja et al (2023), it is crucial to understand that the key to influencer marketing's effectiveness lies in its ability to build trust and establish authentic relationships with the target audience. In this strategy, influencers are used to promote products or services to their followers, leveraging their popularity on various social media platforms. With a

significant following, they are able to create content that is not only engaging but also authentic. In the beauty industry, influencer marketing has several distinctive characteristics, such as presenting products in tutorial and review formats, sharing personal experiences related to product use, offering beauty tips and tricks, and producing educational and inspiring content (Anggraini & Ahmadi, 2025).

According to research by Rahmawati (2021), highly credible influencers can forge deep emotional connections with their audiences. This not only strengthens the bond but can also drive purchase intentions. Research shows that many respondents are more likely to purchase a product after seeing an influencer's review. When shopping online, consumers generally seek additional information about the products they intend to purchase. This minimizes risks, such as the possibility of purchasing counterfeit goods. One common method is to check ratings or reviews to determine the reputation of the store selling the product. Skincare is a series of skin treatments used to maintain skin health, enhance beauty, and increase skin attractiveness.

Based on data obtained from [kompas.co.id](https://www.kompas.co.id), Skintific, as a global beauty brand, successfully ranked first in beauty package sales in Indonesia throughout the Q1 2024 period, achieving sales of more than 70 billion rupiah. Facial treatments that focus on repairing the skin's protective layer have won the hearts of skincare lovers in Indonesia, as evidenced by the seven major awards brought home in one year. Among these awards are "Best Moisturizer" from the TikTok Live Awards 2022, Female Daily, Sociolla, and Beautyhaul. Skintific 360 Crystal Massager Lifting Eye Cream, an eye care product, was also awarded "Best Eye Care Condition" at the Sociolla Awards. Furthermore, Skintific was recognized as "Best New Brand 2022" by the Sociolla & TikTok Live Awards in the same year (Fatya et al., 2024).

Literature Review

Influencer Marketing

Influencer marketing is a strategy that leverages an individual's influence to promote products or services to their audiences across various social media platforms. With their credibility, authority, and established relationships with their followers, these influencers have the ability to significantly influence consumer purchasing decisions (Adellia, 2024).

Online Customer Review

Online customer reviews reflect buyers' overwhelmingly positive and negative views of products sold in online stores. These reviews are a valuable source of information for hearing about the products and services offered, both by the website itself and by third parties (Ardianti & Widiartanto, 2019). On the other hand, online customer reviews can be considered a diverse source of information about products. Generally, website visitors have a strong desire to read these reviews when making purchasing decisions (Latief & Ayustira, 2020).

Purchasing Decision

Purchasing decision behavior can be defined as the actions taken by customers, both individuals and households, in purchasing products to meet their personal consumption needs (Kotler p et al., 2016). Consumer purchasing decisions are a crucial element in customer behavior that examines how individuals, groups, or organizations select, purchase, and use products. This process includes understanding how various types of products, whether goods, services, ideas, or experiences, can fulfill the needs and desires of buyers (Kotler p et al., 2016). Consumers who feel satisfied and happy with their previous purchasing decisions are likely to make repeat purchases.

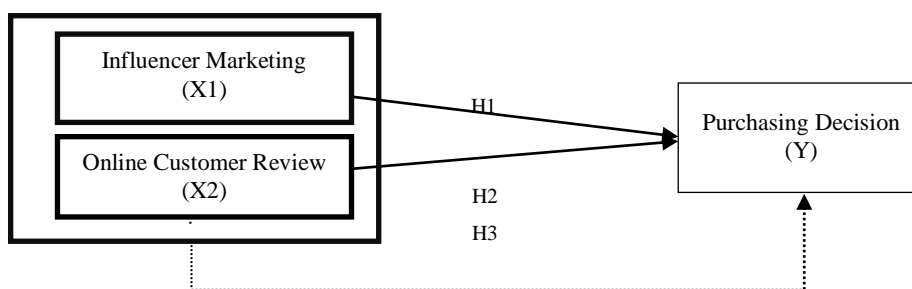


Figure 1. Framework

Methods

This study uses quantitative data. The primary objective of this approach is to describe the existing phenomenon and test the proposed hypotheses. Data were collected through the distribution of electronic questionnaires developed using Google Forms. To understand the relationship between the independent and dependent variables, quantitative analysis was conducted. The primary focus of this study was to uncover the influence of influencer marketing and online customer reviews on purchasing decisions. The method employed in this study was to provide respondents with a series of closed-ended questions assessed using a

Likert scale. The questionnaire was distributed via Google Form to respondents who had used synthetic products and shopped through the e-commerce platform TikTok Shop. After the data collection process was completed, a descriptive analysis was conducted to clarify the results and provide a deeper understanding of the significant influence of influencer marketing and online customer reviews on skincare product purchasing decisions. To explore this, a Likert scale was used as a measuring tool to assess responses to each item in the questionnaire. The goal was to understand the attitudes, views, and perceptions of individuals or groups regarding the social phenomenon being studied. Data analysis was performed using SPSS

Results and Discussion

The dominant age group was 21-24 years old, with a percentage of 72.5%. Combining the gender data, it can be concluded that the respondents were predominantly young adult women, and based on generational group, the majority were Generation Z. The results of the questionnaire from a total of 200 respondents stated that from all the indicators of the Influencer Marketing variable, the total average score was 900, in this case the value explains that the Influencer Marketing variable is included in the score criteria in the range of 840 - 1000 with a very high category and from the six indicators the highest score was obtained by the indicator "I know about skintific products through influencers on Tiktok Shop" with a score of 917. From a total of 200 respondents, it was stated that from all the Online Customer Review variable indicators, the total average score was 906. In this case, this value explains that the Online Customer Review variable is included in the score criteria in the range of 840-1000 with a very high category and from the six indicators, the highest score was obtained by the indicator "I get the benefit of scientific product review information on the TikTok platform" with a score of 918. The results of the questionnaire from a total of 200 respondents stated that from all indicators of the Purchasing Decision variable, the total average score was 860, in this case the value explains that the Purchasing Decision variable is included in the score criteria in the range of 840 - 1000 with a very high category and from the six indicators the highest score was obtained by the indicator "I feel satisfied with the skintific product on the TikTok platform because it suits my needs" with a score of 891.

According to Janna & Herianto (2021), the validity of a measuring instrument is determined using a validity test. In this context, the questions in the questionnaire serve as the measuring tool. A question is considered valid if it is able to represent or measure the aspect it is intended to measure. This is done by examining the relationship between the overall construct score and the score for each item indicator. If the significance value is 0.05, this indicates that the data is considered authentic. A validity test can be considered valid if the significance value is less than 0.05 or 5%. The calculation results indicate that all indicator significance values are less than 5%, based on data from all indicators applied in this study. This indicates that each indicator used to measure the variables in this study meets validity requirements. Therefore, it can be said that all indicators in this study are reliable. Referring to the results listed in the table, a variable is declared reliable if the Cronbach's Alpha value exceeds 0.60. Based on the table, all variables in this study, namely Influencer Marketing, Online Customer Reviews, and Purchasing Decisions, showed valid Cronbach's Alpha values, namely above 0.60, so all three can be declared reliable. This finding indicates that the instrument used to measure these variables has high internal reliability. Therefore, it can be concluded that all variables examined in this study meet reliability standards, so they can be relied upon for use in further analysis.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, a significance value (Asymp. Sig. 2-tailed) of 0.200 was obtained. This value is greater than 0.05, so it can be concluded that the residual data is normally distributed. Thus, the regression model in this study meets the normality assumption, which means the data is suitable for use in further regression analysis. A multicollinearity test is performed to determine whether there is a correlation or relationship between each independent variable in the regression model. A good regression model does not combine independent variables, resulting in more accurate and unbiased estimation results. The tolerance value and variance inflation factor (VIF) can be used to identify multicollinearity. If the tolerance value exceeds 0.1 and the VIF is below 10, the regression model can be concluded to be free from multicollinearity. The test results yielded the following values:

A. Based on the analysis, the Influencer Marketing variable (X1) has a tolerance value of 0.926, exceeding 0.1, and a VIF value of 1.080, still below 10. These findings indicate that the variable is free from multicollinearity, meaning it does not have a strong linear relationship with other independent variables, making it suitable for use in the testing model.

B. Based on the calculation results, Online Customer Review (X2) has a tolerance value of 0.926, exceeding 0.1, and a VIF value of 1.080, less than 10. This indicates that the variable is free from multicollinearity and is adequate for use in regression analysis.

Heteroscedasticity testing is carried out to see whether in the regression model there is inequality in residual variance between one observation and another. According to the scatterplot results, the points in the image are evenly and randomly distributed above and below the zero line of the Y-axis. This condition indicates that heteroscedasticity is not present in any particular pattern. In other words, this regression model meets the assumption of homoscedasticity and is eligible to proceed to the next phase of analysis. Based on the multiple linear regression equation, the following can be interpreted:

1. The coefficient value of $X_1(\beta) = 0.657$, indicating a positive sign on Purchasing Decisions. This means that Influencer Marketing has a positive influence on Purchasing Decisions for Skintific products on TikTok. In other words, if each unit increase in variable (X_1) increases the purchasing decision by 0.657, the estimated increase is 0.657.
2. The coefficient value of $X_2(\beta) = 0.288$, indicating a positive sign on Purchasing Decisions. This means that Online Customer Reviews have a positive influence on Purchasing Decisions for Skintific products on TikTok. In other words, if variable (X_2) is increased by one unit, the purchase decision will increase by 0.288.

The F test aims to assess whether the independent variables (Influencer Marketing and Online Customer Reviews) simultaneously have a significant impact on the dependent variable (Purchase Decision). It can be seen that the Sig. value ($0.000 < 0.05$), then the hypothesis H1 and H2 are rejected and the alternative hypothesis (H3) is accepted. This means that Influencer Marketing and Online Customer Reviews simultaneously have a significant effect on purchasing decisions. Thus, the research hypothesis H3, namely Influencer Marketing and Online Customer Reviews have a significant effect simultaneously on purchasing decisions, is accepted. The t-test was conducted to determine the partial influence of each independent variable on the dependent variable, in this case to determine whether the Influencer Marketing (X_1) and Online Customer Review (X_2) variables had a significant influence on Purchasing Decisions (Y). The Influencer Marketing variable (X_1) has a regression coefficient value of 0.657 with a calculated t value of 10.904 and a significance value of 0.000. Because the significance value is smaller than 0.05, it can be concluded that the Influencer Marketing variable has a positive and significant effect on Purchasing Decisions. The Online Customer Review variable (X_2) shows a regression coefficient value of 0.288, a calculated t value of 4.241 and a significance value of 0.000. Just like before, this significance value is smaller than 0.05, so it can be concluded that the Online Customer Review variable also has a positive and significant effect on Purchasing Decisions. Based on the comparison of the Level between the significance of the P-Value above, it can be seen that the dominant variable influencing purchasing interest (Y) is the Influencer Marketing variable (X_1) with a significance value of 0.00 and the highest calculated t value of 10.904.

In regression analysis, the coefficient of determination (R^2) is a measure of how much of the variation in the dependent variable (Y) can be explained by the independent variable (X). The R^2 value ranges from 0 to 1, and the higher the number, the better the independent variable explains the variation in the dependent variable. After analyzing the data using SPSS

1. R (Correlation Coefficient) = 0.678, which indicates that the relationship between the independent variables (Influencer Marketing and Online Customer Reviews) and the dependent variable (Purchase Decision) is relatively strong.
2. The R-square value is 0.460, meaning that 46% of the variation or change in purchasing decisions can be explained by two independent variables, namely Influencer Marketing and Online Customer Reviews, together. The remaining 85.8% is explained by other factors outside this model.
3. The Adjusted R Square value of 0.454 is the R^2 value adjusted for the number of variables and data, and is used to provide more accurate estimates for models with more than one predictor. This value is close to the R^2 , indicating that the model is quite good and there is no overfitting.

Discussion

The Influence of Influencer Marketing on Skintific Product Purchase Decisions on the E-Commerce Tiktok Shop

Based on the results of the partial test (t-test), it was found that Influencer Marketing has a significant impact on purchasing decisions for Skintific products on the TikTok Shop e-commerce platform. This is evidenced by the results of a multiple linear regression analysis, which shows that Influencer Marketing (X_1) has a regression coefficient B of 0.657, a calculated t-value of 10.904, and a significance value of 0.00, which is less than the α limit of 0.05. These results support the research conducted by Faturrahman et al (2021), which stated that Influencer Marketing has a positive and significant impact on purchasing decisions. These results were also supported by Chandradewi & Saefudin (2024), who found that Influencers play a significant role in influencing purchasing decisions.

The Influence of Online Customer Reviews on Purchasing Decisions for Skintific Products on the E-Commerce TikTok Shop

The results of this study indicate that online customer reviews have a significant influence on purchasing decisions for Skintific products on the TikTok Shop e-commerce platform. This is based on the results of a multiple linear regression analysis, which indicates that online customer reviews (X_2) have a partially significant influence on purchasing decisions for Skintific products on the TikTok Shop e-commerce platform. This is indicated by a regression value of 0.288, a calculated t-value of 4.241, and a significance level of 0.00, which is less than the minimum significance level of 0.05. In other words, online customer reviews have a positive and highly significant influence on purchasing decisions. The results of this study align with research conducted by Chandradewi & Saefudin (2024), who found a positive relationship between customer reviews and consumer purchasing decisions. Furthermore, their study found that the more

positive reviews, the stronger the purchasing decision. This finding is also supported by (Thakur, 2018), who stated a positive relationship between online reviews and customer satisfaction, which in turn can encourage other consumers to make purchasing decisions.

The Simultaneous Influence of Influencer Marketing and Online Customer Reviews on Purchasing Decisions

The findings of this study indicate that Influencer Marketing and Online Customer Reviews simultaneously or concurrently have a significant influence on purchasing decisions for Skintific products on the TikTok Shop E-Commerce. Based on the results of multiple linear regression analysis, the calculated F value is 83.760 with a significance level of 0.000 (<0.05). This indicates that H1 and H2 are rejected and H3 is accepted. The results of this study indicate that influencer marketing and online customer reviews have a significant influence on purchasing decisions for Skintific products on the TikTok Shop platform, both partially and simultaneously. This finding is in line with research conducted by Wahyudi & Mulyati (2023) which shows that influencer marketing has a positive influence on purchasing decisions through the trust and credibility built by influencers towards the products being promoted. Similarly, these two studies both emphasize the important role of credibility and influencer attractiveness in shaping consumer purchasing decisions. However, the difference lies in the platform used. Wahyudi & Mulyati (2023) research focused on Shopee, while this study focuses on TikTok Shop, which has a different and more dynamic interaction pattern visually and algorithmically. Furthermore, the results of this study are also supported by research by Agata & Evelina (2024), who found that online customer reviews on TikTok have a positive and significant impact on purchasing decisions for Skintific moisturizers. The difference lies in the research object. Agata & Evelina (2024) examined moisturizer products on the TikTok Shop marketplace, while this study focuses on all Skintific products on TikTok Shop.

Conclusion

Based on the research conducted, it can be concluded that influencer marketing and online customer reviews have a positive and significant impact on purchasing decisions for Skintific products on TikTok Shop, both separately and together. Influencer marketing with credibility, attractiveness, expertise, and relevance to the product has been proven to influence consumers in making purchasing choices. On the other hand, high-quality, trustworthy, and numerous online customer reviews can increase consumer confidence and encourage purchase intention. These findings indicate that the combination of influencer marketing and online customer reviews is an effective strategy in influencing consumer purchasing decisions on the TikTok Shop platform

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