

CUSTOMER REVIEWS AND PRICE INFLUENCE ON REPURCHASE INTENTION OF KEBAYA IN TIKTOK SHOP

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Abstract: *Repurchase intention serves as a crucial indicator for assessing consumer loyalty to a brand or product. The purpose of this study is to examine the impact of social media, online customer reviews, and price on consumers' repurchase intention toward kebaya products available on the TikTok Shop platform, with particular emphasis on the local brand Outfit Nusantara. This research applies a quantitative method, utilizing non-probability sampling through purposive sampling. The sample includes 385 respondents who have previously purchased Outfit Nusantara products via TikTok Shop. Data were obtained using questionnaires and analyzed with SPSS version 16. Findings reveal that social media, online customer reviews, and price exert a positive and significant influence on consumers' repurchase intention for kebaya products in TikTok Shop Outfit Nusantara.*

Keywords: *Online Customer Review, Price, Repurchase Intention*

INTRODUCTION

The advancement of digital technology has intensified business competition, both at the macro and micro levels. The increasing number of business actors provides consumers with a wide range of product choices according to their preferences. To compete effectively in an expanding market, companies must implement appropriate marketing strategies to attract consumer interest, which ultimately transforms into purchasing decisions.

In the fashion industry, lifestyle changes, rising purchasing power, and the growth of digital platforms significantly influence consumer behavior. One emerging phenomenon is social commerce through TikTok Shop, where consumers are not only exposed to entertainment content but are also encouraged to make purchases. Outfit Nusantara, a local brand from Ngawi, presents a modern ethnic fashion concept that combines elements of Indonesian cultural heritage with current fashion trends. Although the brand has a considerable number of TikTok followers, sales data for Outfit Nusantara show significant fluctuations, highlighting the need to analyze factors affecting consumers' repurchase intentions.

One important factor is social media. According to Putri et al. (2023), social media

has a positive and significant influence on consumer purchasing intentions because it enables direct interaction, enhances brand awareness, and strengthens customer engagement. Creative, consistent, and trend-aligned content on social media has the potential to encourage repeat purchases.

In addition, online customer reviews play a major role in influencing purchasing decisions. Farki et al. (2016) state that online reviews are part of electronic word of mouth (e-WOM) and are considered credible and objective sources of information for prospective consumers. Research by Rohmatulloh & Sari (2021) indicates that customer reviews have a significant effect on purchasing intentions, as they enhance consumer trust and confidence in a product. However, other studies (Syahrani & Utami, 2020) found that reviews do not always have a significant impact, making it interesting to investigate further in the context of TikTok Shop.

Another determining factor is price. According to Kotler & Keller (2015), price is a crucial element in the marketing mix because it directly affects company revenue and consumer purchasing decisions. Research by Prastiwi & Ningsih (2021) shows that price has a significant effect on repurchase intentions among Shopee consumers, while Kusuma et al. (2019) reported the opposite. In the context of Outfit Nusantara, although the prices offered are relatively competitive compared to competitors, this alone is insufficient to ensure consumer loyalty, so the price factor needs to be examined academically.

Based on the description above, this study is important to analyze the influence of social media, online customer reviews, and price on the repurchase intentions of kebaya products on TikTok Shop Outfit Nusantara. The results of this research are expected to provide a foundation for developing more effective digital marketing strategies for local fashion SMEs, enabling them to increase consumer loyalty and strengthen competitiveness in the digital era.

METHOD

This research employs a quantitative approach, applying classical assumption tests to ensure the validity of the regression model used in data analysis. Multiple linear regression was utilized to evaluate the extent to which each independent variable influences the dependent variable, namely consumers' repurchase intention for Outfit Nusantara kebaya products on TikTok Shop. The sampling method applied was purposive sampling, in which respondents were selected based on specific predetermined criteria, with a total of 384

participants. According to Sugiyono (2020), purposive sampling is a sampling technique conducted deliberately based on particular characteristics that align with the research objectives. In this study, the criteria included individuals residing in Indonesia, aged between 18 and 35 years, who are active social media users and have purchased Outfit Nusantara products via TikTok Shop.

Data were collected through an online questionnaire distributed using Google Forms. Respondents were chosen based on their activity on social media and prior purchasing experience with Outfit Nusantara. The study incorporates three independent variables Social Media, Online Customer Review, and Price dependent variable Repurchase Intention. The data analysis was conducted using IBM SPSS Statistics version 25, which aimed to examine both partial and simultaneous effects of the independent variables on consumers' repurchase intention. This methodological framework provides a comprehensive understanding of the digital marketing factors influencing consumer loyalty toward Outfit Nusantara in the context of TikTok Shop.

RESULTS AND DISCUSSION

Validity Test

A validity test serves as an assessment to determine how valid a measurement instrument is. As explained by Sugiyono (2020), an instrument is deemed valid when the computed r value exceeds the r table value. On the other hand, if the computed r value is below the r table threshold, the item is considered invalid. The validity of each indicator can be evaluated using the table presented below:

Table 1. Variable Validity Test

No	Item	r Count	r table	Description
1.	X _{1.1}	0,409	0,100	Valid
2.	X _{1.2}	0,591	0,100	Valid
3.	X _{1.3}	0,669	0,100	Valid
4.	X _{1.4}	0,629	0,100	Valid
5.	X _{2.1}	0,569	0,100	Valid
6.	X _{2.2}	0,589	0,100	Valid
7.	X _{2.3}	0,672	0,100	Valid
8.	X _{2.4}	0,711	0,100	Valid

9.	X _{2.5}	0,642	0,100	Valid
10.	X _{2.6}	0,521	0,100	Valid
11.	X _{3.1}	0,530	0,100	Valid
12.	X _{3.2}	0,547	0,100	Valid
13.	X _{3.3}	0,570	0,100	Valid
14.	X _{3.4}	0,568	0,100	Valid
15.	X _{3.5}	0,490	0,100	Valid
16.	X _{3.6}	0,542	0,100	Valid
17.	X _{3.7}	0,512	0,100	Valid
18.	X _{3.8}	0,534	0,100	Valid
19.	Y1	0,547	0,100	Valid
20.	Y2	0,569	0,100	Valid
21.	Y3	0,578	0,100	Valid
22.	Y4	0,575	0,100	Valid
23.	Y5	0,531	0,100	Valid
24.	Y6	0,559	0,100	Valid
25.	Y7	0,537	0,100	Valid
26.	Y8	0,397	0,100	Valid

Source: SPSS 25

Based on the results of the validity test in Table 1 above, all test items for each variable show valid results. This meets the requirement of the r-table value of 0.100, meaning that all questionnaire statements can be applied and are reliable in this research data.

Reliability Test

Reliability testing is a method used to assess the extent to which a questionnaire, serving as an indicator of a variable, can produce consistent results. An instrument is considered reliable if respondents' answers to the questions remain consistent or stable over different periods of time (Sugiyono, 2020). In this study, reliability testing was conducted using Cronbach's Alpha. A Cronbach's Alpha value greater than 0.60 indicates that the instrument is reliable, while a value below 0.60 indicates it is not reliable. The results show that all variables in this study have Cronbach's Alpha values exceeding 0.60.

Table 2. Reliability Test

No	Variabel	Nilai Cronbach Alpha	Angka Kritis	Keterangan
1.	Social Media	0,648	0,60	Reliable
2.	<i>Online Customer Review</i>	0,680	0,60	Reliable
3.	Price	0,647	0,60	Reliable
4.	Repurchase Intention	0,646	0,60	Reliable

Source: Processed Primary Data

Based on Table 2, it can be seen that all variables have Cronbach's Alpha values greater than 0.60, thus all questionnaires for the research variables can be declared reliable.

Normality test

Normality testing is conducted to assess whether the data of the examined variables follow a normal distribution. According to Ghazali (2018), this study employed the One Sample Kolmogorov-Smirnov Test to evaluate normality. The criterion states that if the significance value (sig) is less than 0.05, the data is considered not normally distributed.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	181.522.414
Most Extreme Differences	Absolute	.047
	Positive	.047

	Negative	-.030
Kolmogorov-Smirnov Z		.916
Asymp. Sig. (2-tailed)		.371
a. Test distribution is Normal.		

Source: Processed Primary Data

According to Ghozali (2018), residual data is considered normally distributed if the Kolmogorov-Smirnov significance value (Asymp. Sig) is greater than 0.05. Based on the Kolmogorov-Smirnov test on the residuals, the significance value obtained was 0.371 ($p\text{-value} > 0.05$), indicating that, statistically, the residual data is normally distributed.

Multicollinearity test

The multicollinearity test is conducted to assess whether there is a high correlation among the independent variables in a multiple regression model. According to Ghozali (2018), multicollinearity can be detected by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 4. Multicollinearity Test

Coefficients ^a				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	Media Sosial	0,761	1.313	No Multicollinearity Occurs
	Online Customer Review	0,684	1.462	No Multicollinearity Occurs
	Harga	0,731	1.402	No Multicollinearity Occurs

Source: Processed Data

From Table 4, it can be seen that all variables have Tolerance values greater than 0.10 and VIF values less than 10, indicating that there are no signs of multicollinearity in this regression model. Therefore, the independent variables can

be used together in the regression analysis.

Heteroscedasticity test

The purpose of the heteroscedasticity test is to detect the presence of unequal variance in the residuals within the regression model being analyzed. The method applied in this test is the Glejser approach, which involves regressing the absolute residual values (Abs_RES) against each independent variable. According to Ghazali (2018), a regression model is considered reliable if no signs of heteroscedasticity are found, indicated by Glejser test significance values exceeding 0.05.

Table 5. Heteroscedasticity Test

Variabel Independen	$\geq \alpha$	Sig	Keterangan
Social Media	0,5	0,741	No Heteroscedasticity Occurs
<i>Online Customer Review</i>	0,05	0,299	No Heteroscedasticity Occurs
Price	0,05	0,379	No Heteroscedasticity Occurs

Source: Processed Primary Data

Based on the results of the Glejser test in Table 5, it is proven that each variable used in this study has a significance value (α) > 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in this research.

Multiple linear regression

Multiple linear regression analysis is applied when a research model contains more than one independent variable, with the aim of determining the extent of influence each independent variable has on the dependent variable. This technique serves to simultaneously assess the contribution of each independent variable to the dependent variable. Thus, multiple linear regression analysis is used to examine the relationship and impact of independent variables on the dependent variable in a study.

Table 6. Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.480	1.598		7.812	.000
	Media Sosial	.243	.090	.129	2.714	.007
	Online Customer Review	.199	.052	.194	3.862	.000
	Harga	.371	.047	.391	7.964	.000
a. Dependent Variable: Minat Membeli Kembali						

Source: Processed Primary Data

Based on the results of the multiple linear regression analysis in Table 6, the data processing using SPSS 25 shows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 2.972 + 0.192X_1 + 0.474X_2 + 0.438X_3 + e$$

Explanation:

1. The constant (α) is 2.480, which indicates that if the independent variables (social media, online customer review, and price) are zero (constant), the dependent variable (repurchase intention) will have a value of 2.480.
2. The coefficient for social media (X_1) is 0.243 with a significance value of $0.007 < 0.05$, showing a positive relationship. This means that the social media variable (X_1) has a positive and significant effect on repurchase intention (Y). In other words, every one-unit increase in social media, holding other variables constant, will increase repurchase intention by 0.243 units.
3. The coefficient for online customer review (X_2) is 0.199 with a significance value of $0.000 < 0.05$, also showing a positive effect. This indicates that the online customer review variable (X_2) positively and significantly influences repurchase intention (Y). Each one-unit increase in online customer review, while other variables remain constant, will raise repurchase intention by 0.199 units

4. The coefficient for price (X3) is 0.371 with a significance value of $0.000 < 0.05$, demonstrating a positive effect. This suggests that the price variable (X3) has a positive and significant impact on repurchase intention (Y). Every one-unit increase in price, assuming other variables are constant, will increase repurchase intention by 0.371 units.

Partial test (T-Test)

The t-test (partial test) in multiple linear regression analysis is used to examine the significance of each regression coefficient. Its purpose is to determine whether the independent variables (social media, online customer review, and price) individually have an effect on the dependent variable (repurchase intention). According to Ghozali (2018), an independent variable is considered to have a significant effect if the significance level < 0.05 . Using a significance level of $\alpha = 0.05$, the t-table value obtained is 1.966. This t-table value is then compared with the calculated t-values presented in the following table:

Table 7. T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.480	1.598		7.812	.000
	Media Sosial	.243	.090	.129	2.714	.007
	Online Customer Review	.199	.052	.194	3.862	.000
	Harga	.371	.047	.391	7.964	.000
a. Dependent Variable: Minat Membeli Kembali						

Source: Processed Data

Based on the results of the partial test (t-test) in table 7, it can be concluded that:

1. For the social media variable (X1), the calculated t-value is greater than the t-table value, $2.714 > 1.966$, with a significance of $0.007 < 0.05$. This

indicates that H1 is accepted, meaning that partially, social media has a positive and significant effect on repurchase intention (Y). Therefore, hypothesis 1 is supported. It can be concluded that the higher the intensity and quality of social media use, the greater its impact on consumers' intention to repurchase kebaya on TikTok Shop Outfit Nusantara. In other words, engaging, interactive promotional content, along with positive reviews and testimonials on social media, can build consumer trust and encourage repeat purchases.

2. For the online customer review variable (X2), the calculated t-value is greater than the t-table value, $3.862 > 1.966$, with a significance of $0.000 < 0.05$. This means H2 is accepted, indicating that partially, online customer reviews have a positive and significant effect on repurchase intention (Y), thus supporting hypothesis 2. It can be concluded that the more positive and convincing the available online customer reviews are, the greater their influence on consumers' intention to repurchase kebaya on TikTok Shop Outfit Nusantara. In other words, honest, detailed, and positive reviews from previous customers can enhance consumer trust and encourage repeat purchase decisions.
3. For the price variable (X3), the calculated t-value is greater than the t-table value, $7.964 > 1.966$, with a significance of $0.000 < 0.05$. This indicates that H3 is accepted, meaning that partially, price has a positive and significant effect on repurchase intention (Y), thereby supporting hypothesis 3. It can be concluded that the more affordable and appropriately valued the price is, the greater its effect on consumers' intention to repurchase kebaya on TikTok Shop Outfit Nusantara. In other words, competitive pricing that matches product quality and consumer expectations can enhance loyalty and drive repeat purchases.

Coefficient of determination test

The coefficient of determination is used to measure the extent to which variations in the dependent variable can be explained by the presence of independent variables in a regression model. According to Ghazali (2018), the R^2 value ranges from 0 to 1, where a value closer to 1 indicates that the independent

variables have a greater influence on the dependent variable. In other words, the higher the R^2 value, the greater the ability of the regression model to explain changes or variations in repurchase intention. The results of the coefficient of determination test in this study are presented in the table below.

Table 8. Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587a	.345	.340	182.236
a. Predictors: (Constant), Harga, Media Sosial, Online Customer Review				

Source: Processed Data

Based on the table above, the results of the coefficient of determination test show that the R Square value is 0.345. This indicates that the regression model built with the variables of social media, online customer reviews, and price is able to explain 34.5% of the variation in repurchase intention. In other words, these independent variables contribute significantly to explaining changes in the dependent variable, while the remaining 65.5% is influenced by other factors not included in this study's model.

Meanwhile, the Adjusted R Square value of 0.340 indicates that after accounting for the number of independent variables used in the model, 34% of the variation in repurchase intention can still be explained by these three independent variables. Since the Adjusted R Square is very close to the R Square, it can be concluded that the regression model used is adequate and feasible for predicting the repurchase intention of kebaya on the TikTok Shop Outfit Nusantara application.

Discussion

The Influence of Social Media on Repurchase Interest

Based on the t-test results, the Social Media variable has a positive and significant effect on the repurchase intention of kebaya products on TikTok Shop Outfit Nusantara. The t-count value exceeds the t-table, indicating that the higher the quality and intensity of social media usage, the greater the likelihood that consumers will make repeat purchases. Therefore, the first hypothesis of this study

is accepted. These findings are in line with the research of G. A. Putri et al. (2023) and Amin et al. (2021), which suggest that social media plays a crucial role in increasing repurchase intention, especially when supported by trust and customer experience.

The influence of digital promotion through social media is also proven to be significant on consumers' repurchase intentions for kebaya products at TikTok Shop Outfit Nusantara. The more effective the promotion carried out through digital platforms, the higher the consumer interest in making repeat purchases. Accordingly, the second hypothesis of this study is accepted. This result aligns with Nabillah et al. (2023), which shows that engaging and credible digital promotions can shape positive consumer perceptions and enhance their willingness to repurchase.

The Influence of Online Customer Reviews on Repurchase Intention

Based on the t-test results, the Online Customer Review variable has a positive and significant effect on the repurchase intention of kebaya products on TikTok Shop Outfit Nusantara. The t-count exceeds the t-table, indicating that the more positive and convincing the online reviews from consumers are, the higher the likelihood that consumers will make repeat purchases. Therefore, the second hypothesis of this study is accepted. These findings are consistent with the research of Sibgatullah et al. (2023) and Perkasa & Wardhani (2023), which state that customer reviews play a crucial role in increasing repurchase intention, especially when supported by trust and the quality of information.

Credible customer reviews provide a realistic overview of the product, including material quality, size, and seller service, allowing consumers to feel more confident in making repeat purchases. These results are also supported by the studies of Mulyati & Gesitera (2020).

Effect of Price on Repurchase Intention

Based on the t-test results, the Price variable has a positive and significant effect on the repurchase intention of kebaya products at TikTok Shop Outfit Nusantara. The t-count value exceeds the t-table, indicating that the more consumers perceive the price as fair and aligned with product quality, the higher the likelihood of repeat purchases. Therefore, the third hypothesis in this study is accepted. These

findings are consistent with the studies by Anjellia & Herawati (2022) and Abhista & Prijati (2024), which emphasize that competitive pricing and good product quality play a crucial role in building consumer loyalty and repurchase intention.

Consumers' perception that the price reflects the product's benefits and quality encourages satisfaction and long-term loyalty. Shoppers tend to feel more confident and satisfied if they believe they are receiving maximum value for their money. This is further supported by Manurung & Hadian (2022).

CONCLUSION

Based on the results of the analysis and discussion, this study concludes that Social Media, Online Customer Review, and Price each have a partial positive and significant influence on the repurchase intention of Outfit Nusantara kebaya products on TikTok Shop.

SUGGESTION

For future research, it is recommended that the following be considered:

1. Additional variables that may also influence repurchase intention, such as brand awareness, product quality, or consumer trust. These variables could provide a more comprehensive understanding of the factors that drive repurchase intention for Outfit Nusantara on TikTok Shop.
2. Apply a mixed-method approach by combining quantitative and qualitative techniques, for example incorporating in-depth interviews, to better capture consumer motivations and perceptions related to social media, online customer reviews, and price.
3. Conduct comparative studies involving other fashion brands or in different regions, to identify whether the factors influencing repurchase intention in Outfit Nusantara consumers are consistent across markets or specific to the TikTok Shop ecosystem.

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