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The Influence Of Product Quality, Price, And Online Customer Reviews On Purchase Decisions For Glad2Glow Skincare On Tiktok Shop

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Abstract

This study examines the effects of product quality, price, and online customer reviews on purchase decisions for Glad2Glow skincare products through TikTok Shop. A quantitative approach was employed using a survey of 100 respondents who had purchased Glad2Glow products through the platform. Data were collected through questionnaires and analyzed using multiple linear regression, validity and reliability tests, partial t-tests, simultaneous F-tests, and the coefficient of determination with IBM SPSS Statistics 26. The findings indicate that product quality has a positive and significant effect on purchase decisions (B = 0.441; t = 7.422; p < .001). Price also has a positive and significant effect (B = 0.427; t = 7.547; p < .001), while online customer reviews significantly influence purchase decisions (B = 0.236; t = 3.646; p < .001). Simultaneously, the three independent variables significantly affect purchase decisions (F = 70.120; p < .001) and explain 67.7% of the variance. These findings highlight the importance of integrating product quality, competitive pricing, and effective review management to strengthen consumer confidence and purchase decisions in social commerce among Indonesian TikTok Shop consumers.

Keywords: Online customer review; Price; Product quality; Purchase decision

INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior, particularly in the way consumers search for information, evaluate products, and make purchasing decisions. Social media, which was initially used primarily for communication and entertainment, has increasingly evolved into an effective marketing and commercial platform. One of the platforms that has experienced

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substantial growth is TikTok, particularly through TikTok Shop, which integrates entertainment, content, and online transactions within a social commerce environment. The development of internet technology has also changed consumers' shopping habits and encouraged the increasing adoption of online platforms for purchasing various products, including skincare products (Sholikhah, 2024). In Indonesia, TikTok Shop has become one of the most widely used e-commerce platforms, indicating its significant potential as a channel for digital marketing and online purchasing.

The growth of social commerce has coincided with the rapid expansion of the beauty and skincare industry in Indonesia. Increasing consumer awareness of personal appearance and skincare has encouraged the emergence of numerous beauty brands, resulting in increasingly intense market competition. In 2023, the Indonesian beauty industry consisted of approximately 1,080 companies, representing an increase compared with the previous year (Rhamadanty, 2023). This competitive environment requires skincare companies not only to provide attractive products but also to understand the factors that influence consumer purchasing decisions. Product quality, price, and information obtained from other consumers through online platforms are among the factors that may play an important role in shaping consumers' evaluations and purchasing decisions.

Among the growing number of skincare brands, Glad2Glow has emerged as one of the brands attracting considerable consumer attention. The brand offers a variety of skincare products, including moisturizers, serums, and clay masks, designed to address different skin concerns such as skin barrier maintenance, acne treatment, and skin brightening. Its products are generally positioned as affordable while emphasizing product quality and suitability for consumer needs. Glad2Glow has also demonstrated strong competitiveness in the Indonesian online skincare market. According to Compas Market Insight data, Glad2Glow ranked first in the beauty package category priced below IDR 150,000 in 2024, obtaining a market share of 10.1%, compared with 8.2% for its closest competitor (Compas.co.id, 2026). Furthermore, the brand has experienced increasing sales performance on TikTok Shop, reflecting substantial consumer interest in its products.

Despite its market performance, consumer experiences with Glad2Glow products are not entirely homogeneous. Reviews on TikTok Shop indicate that while some consumers report positive experiences and satisfaction with the products, others express dissatisfaction and report skin-related problems, such as acne and skin irritation. This variation in consumer experiences highlights the importance of online

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customer reviews as a source of information for prospective buyers. In an online shopping environment, consumers cannot always directly examine or test a product before purchasing it; therefore, reviews from previous customers may reduce uncertainty and assist consumers in evaluating product performance. At the same time, product quality remains an important consideration because consumers are more likely to purchase products that meet their needs, expectations, and applicable quality standards. Previous studies have also suggested that product quality can influence consumer purchasing decisions (Dwi, 2024; Khansa Saing et al., 2025).

In addition to product quality and online customer reviews, price is an important factor influencing consumer purchasing decisions. Consumers generally evaluate whether the benefits and quality offered by a product are comparable to the price they are required to pay. In the skincare market, where consumers are presented with numerous alternatives, price can contribute to the perceived value and attractiveness of a product. Previous studies, however, have produced inconsistent findings regarding the effects of product quality, price, and online customer reviews on purchasing decisions. Khansa Saing et al. (2025) found that product quality significantly influenced purchasing decisions, whereas Febriana et al. (2025) reported that product quality did not have a significant effect. Similarly, Dwi (2024) found a significant influence of price on purchasing decisions, while Susanto (2021) reported the opposite result. In addition, Rahmawati (2021) found that online customer reviews did not significantly influence purchasing decisions, whereas other studies have suggested a significant relationship between online reviews and consumer purchase decisions. These inconsistent findings indicate the need for further investigation, particularly within the context of skincare products purchased through social commerce platforms.

Based on these considerations, this study investigates the influence of product quality, price, and online customer reviews on purchase decisions for Glad2Glow skincare products on TikTok Shop. This study is expected to contribute to the marketing literature by providing empirical evidence regarding consumer purchasing behavior in the context of social commerce. In practical terms, the findings may provide useful insights for skincare companies and marketers in developing strategies related to product quality, pricing, and the management of customer reviews in order to better respond to consumer needs and strengthen their competitiveness in the digital marketplace.

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LITERATURE REVIEW

Consumer purchase decisions in the digital marketplace can be explained through the marketing perspective, which emphasizes that consumers evaluate various alternatives before selecting and purchasing a product. The purchasing process generally involves identifying needs, searching for information, evaluating available alternatives, and making a final purchase decision. In the context of social commerce, this process has become increasingly complex because consumers can access information from product descriptions, prices, promotional content, and experiences shared by other consumers. Therefore, companies need to understand the factors that shape consumer evaluations and influence their decisions when purchasing products through digital platforms.

In this study, purchase decisions are examined through three main determinants: product quality, price, and online customer reviews. Product quality reflects the ability of a product to meet consumer needs and expectations, while price represents the value or monetary sacrifice that consumers must make to obtain a product. Meanwhile, online customer reviews represent consumer-generated information that can help prospective buyers evaluate products before making a purchase. These factors are particularly relevant in the context of skincare products sold through TikTok Shop, where consumers rely on both product-related information and other consumers' experiences when making purchasing decisions.

Product Quality and Purchase Decision

Product quality refers to the characteristics and capabilities of a product in fulfilling consumer needs and expectations. A product with good quality is expected to provide benefits and performance consistent with what consumers expect. From a marketing perspective, product quality is important because consumers tend to evaluate whether a product can perform its intended function and satisfy their needs before making a purchasing decision. Product quality can be assessed through several dimensions, including performance, durability, conformity with specifications, features, aesthetics, perceived quality, and serviceability (Kotler & Keller, 2020).

In the context of skincare products, product quality is particularly important because consumers consider the effectiveness, suitability, and benefits of products before purchasing them. Products that are perceived as capable of meeting consumer expectations may increase consumer confidence and encourage purchasing decisions. Previous studies have demonstrated a positive relationship between product quality and

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purchase decisions. Husda (2024), Lubis et al. (2025), and Amaliyah and Muhajir (2025) found that product quality significantly influences consumer purchase decisions in the context of skincare, e-commerce, and social commerce.

H1: Product quality has a positive effect on the purchase decision of Glad2Glow skincare products on TikTok Shop.

Price and Purchase Decision

Price refers to the amount of value or monetary sacrifice that consumers must provide to obtain a product or service. From the consumer's perspective, price is often used as an indicator for evaluating whether the benefits and quality received are comparable to the amount paid. Consumers may consider several aspects of price, including affordability, price-quality suitability, price competitiveness, and price-benefit suitability (Kotler & Armstrong, 2025).

In the skincare market, consumers tend to compare the price of a product with its perceived quality and expected benefits. A price that is considered affordable and appropriate relative to the quality and benefits offered may encourage consumers to make a purchase. Previous research by Listen Faana et al. (2025) found that price had a positive and significant effect on purchase decisions for Skintific skincare products on TikTok Shop. Similarly, Lumbantobing (2026) examined the relationship between price perception and purchase decisions in the TikTok Shop context. Based on these arguments, price is expected to influence consumers' purchase decisions.

H2: Price has a positive effect on the purchase decision of Glad2Glow skincare products on TikTok Shop.

Online Customer Review and Purchase Decision

Online customer reviews are a form of electronic word-of-mouth (e-WOM) that contains consumers' opinions, evaluations, and experiences regarding products they have purchased and used. Such reviews provide prospective consumers with additional information that may not always be available through sellers or product descriptions. Online customer reviews can be evaluated through several aspects, including argument quality, review quantity, source credibility, perceived usefulness, and review valence (Pooja & Upadhyaya, 2022).

In online transactions, consumers are generally unable to directly examine or try a product before purchasing it. Consequently, online customer reviews can serve as an important source of information and help reduce uncertainty during the decision-making

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process. Positive, informative, and credible reviews may increase consumer confidence in a product and encourage purchase decisions. Previous studies by Damayanti and Rahayu (2024), Anggarawati et al. (n.d.), and Yasaningthias (2024) found that online customer reviews positively and significantly influence purchase decisions.

H3: Online customer reviews have a positive effect on the purchase decision of Glad2Glow skincare products on TikTok Shop.

Purchase Decision

A purchase decision refers to the process through which consumers select and purchase a product that they believe can best satisfy their needs and preferences. Consumers generally consider different alternatives and relevant product attributes before making a final decision. According to Kotler and Armstrong (2024), purchase decisions result from a process of consumer consideration and evaluation rather than occurring spontaneously. In this process, factors such as product quality, price, and other available information may influence consumers' final choices.

Purchase decisions in this study are reflected through consumers' confidence in choosing a product, purchasing habits, willingness to recommend the product to others, and intention to make repeat purchases (Kotler & Keller, 2020). Theoretically, consumers are more likely to make favorable purchasing decisions when they perceive that a product offers good quality, provides benefits that are consistent with its price, and receives useful and credible reviews from other consumers. Previous research also indicates that product quality, price, and online customer reviews can jointly influence consumer purchase decisions in e-commerce and social commerce contexts. Damayanti and Rahayu (2024), for example, found that product quality, price, and online customer reviews simultaneously had a positive effect on purchase decisions. H4: Product quality, price, and online customer reviews simultaneously have a positive effect on the purchase decision of Glad2Glow skincare products on TikTok Shop.

Conceptual Framework

Based on the theoretical review and previous empirical studies, this study develops a conceptual framework to explain the relationship between product quality, price, and online customer reviews and consumers' purchase decisions. Product quality represents consumers' evaluation of a product's ability to meet their needs and expectations. Price reflects consumers' consideration of the affordability and suitability of the price in relation to the quality and benefits received. Meanwhile, online customer

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reviews provide information based on the experiences and evaluations of previous consumers, which may help prospective buyers assess a product before making a purchase decision.

In the context of purchasing Glad2Glow skincare products through TikTok Shop, consumers may consider these three factors before deciding to purchase a product. Consumers are expected to be more confident in making a purchase when they perceive the product as having good quality, offering an appropriate price, and receiving positive and credible reviews from other customers. Therefore, this study proposes that product quality, price, and online customer reviews have both individual and simultaneous effects on purchase decisions.

METHOD

This study employed a quantitative research approach with a causal associative design to examine the relationships between independent and dependent variables. The study investigated the effects of product quality (X1), price (X2), and online customer reviews (X3) on purchase decisions (Y). The research object consisted of consumers who had purchased and used Glad2Glow skincare products through TikTok Shop.

The population of this study consisted of consumers of Glad2Glow skincare products on TikTok Shop. Since the exact population size was unknown, the study applied a non-probability sampling technique using purposive sampling. The sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error. The calculation resulted in a minimum sample size of 96 respondents, which was rounded to 100 respondents for the purpose of the study.

Data were collected quantitatively through an online questionnaire distributed using Google Forms to respondents who had previously purchased and used Glad2Glow skincare products through TikTok Shop. The questionnaire was distributed through social media and other online communication platforms to reach respondents who met the research criteria. The measurement items were developed based on the indicators of product quality, price, online customer reviews, and purchase decisions. All responses were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

The data were analyzed using the Statistical Package for the Social Sciences (SPSS). Instrument testing included validity and reliability tests to ensure the accuracy and consistency of the measurement instruments. Multiple linear regression analysis was subsequently employed to examine the effects of product quality, price, and online

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customer reviews on purchase decisions. Hypothesis testing was conducted using the t-test to examine the partial effects of each independent variable and the F-test to assess their simultaneous effect. In addition, the coefficient of determination (R^2) was used to evaluate the extent to which the independent variables explained variations in purchase decisions.

RESULT AND DISCUSSION

RESULT

Respondent Characteristics

The study involved 100 respondents who met the established research criteria, namely consumers who had purchased and used Glad2Glow skincare products through TikTok Shop. Respondents were classified based on their purchase frequency to provide an overview of their experience with the product and the online purchasing platform.

Table 1. Respondents Based on Purchase Frequency

Purchase Frequency	Frequency	Percentage
Once	10	9.6%
2–3 times	34	33.7%
3–4 times	30	29.8%
More than 5 times	27	26.9%
Total	100	100%

Source: Primary data processed, 2026.

As shown in Table 1, respondents who had purchased Glad2Glow skincare products two to three times represented the largest group, accounting for 34 respondents (33.7%). This was followed by respondents who had purchased the products three to four times, with 30 respondents (29.8%), and those who had made more than five purchases, with 27 respondents (26.9%). Only 10 respondents (9.6%) had purchased the products once. Overall, 90.4% of the respondents had purchased Glad2Glow products more than once, indicating that most respondents had sufficient purchasing and product experience to evaluate product quality, price, online customer reviews, and purchase decisions.

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Descriptive Analysis

Descriptive analysis was conducted to provide an overview of respondents' perceptions of the variables examined in this study, namely product quality, price, online customer reviews, and purchase decisions. The analysis was based on respondents' answers to the questionnaire items using a five-point Likert scale.

Product Quality

The descriptive analysis of product quality was conducted to identify respondents' perceptions of the quality of Glad2Glow skincare products purchased through TikTok Shop. The assessment covered the indicators used to measure consumers' evaluations of the products based on their experiences and perceptions.

Table 2. Respondents' Responses to Product Quality

Indicator/Item	Response Distribution	Description
X1.1	Data to be inserted	Based on questionnaire results
X1.2	Data to be inserted	Based on questionnaire results
X1.3	Data to be inserted	Based on questionnaire results
X1.4	Data to be inserted	Based on questionnaire results

Source: Primary data processed, 2026.

Table 2 presents respondents' perceptions of product quality based on the four measurement items used in the study. Overall, the descriptive results provide an overview of how consumers evaluate the quality of Glad2Glow skincare products. The detailed frequency and percentage values for each response category can be inserted based on the original questionnaire data.

Price

The descriptive analysis of price was conducted to examine respondents' perceptions regarding the affordability and appropriateness of the prices of Glad2Glow skincare products. Consumer perceptions of price are important because respondents may consider the relationship between the price paid, product quality, and the benefits received.

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Table 3. Respondents' Responses to Price

Indicator/Item	Response Distribution	Description
X2.1	Data to be inserted	Based on questionnaire results
X2.2	Data to be inserted	Based on questionnaire results
X2.3	Data to be inserted	Based on questionnaire results
X2.4	Data to be inserted	Based on questionnaire results

Source: Primary data processed, 2026.

As presented in Table 3, respondents' answers describe their perceptions of the price of Glad2Glow skincare products. The results reflect the extent to which consumers consider the product prices to be appropriate in relation to their purchasing ability, product quality, and expected benefits.

Online Customer Reviews

The descriptive analysis of online customer reviews was conducted to examine respondents' perceptions of customer-generated information available on TikTok Shop. Online reviews may provide useful information for consumers when evaluating products and reducing uncertainty before making a purchase.

Table 4. Respondents' Responses to Online Customer Reviews

Indicator/Item	Response Distribution	Description
X3.1	Data to be inserted	Based on questionnaire results
X3.2	Data to be inserted	Based on questionnaire results
X3.3	Data to be inserted	Based on questionnaire results
X3.4	Data to be inserted	Based on questionnaire results

Source: Primary data processed, 2026.

Table 4 presents respondents' perceptions of online customer reviews related to Glad2Glow skincare products on TikTok Shop. The responses indicate how consumers perceive the usefulness and relevance of reviews from previous customers when considering whether to purchase a product.

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Purchase Decision

The descriptive analysis of purchase decisions was conducted to provide an overview of respondents' decisions regarding the purchase of Glad2Glow skincare products through TikTok Shop. This variable reflects consumers' confidence and willingness to select and purchase the products.

Table 5. Respondents' Responses to Purchase Decision

Indicator/Item	Response Distribution	Description
Y1	Data to be inserted	Based on questionnaire results
Y2	Data to be inserted	Based on questionnaire results
Y3	Data to be inserted	Based on questionnaire results
Y4	Data to be inserted	Based on questionnaire results

Source: Primary data processed, 2026.

As shown in Table 5, the responses provide an overview of consumers' purchase decisions regarding Glad2Glow skincare products. The detailed distribution of responses can be used to describe the level of respondents' agreement with each indicator of purchase decisions.

Instrument Testing

Validity Test

A validity test was conducted to determine whether each questionnaire item was capable of accurately measuring the intended research variable. The test was performed using the Pearson Product-Moment correlation method. With a sample size of 100 respondents, the degree of freedom was calculated as 98, resulting in an r-table value of 0.1966 at a significance level of 5%. An item was considered valid when its calculated correlation coefficient exceeded 0.1966.

Table 6. Results of the Validity Test

Variable	Item	r-calculated	r-table	Result
Product Quality	X1.1	0.913	0.1966	Valid
	X1.2	0.883	0.1966	Valid

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Variable	Item	r-calculated	r-table	Result
	X1.3	0.914	0.1966	Valid
	X1.4	0.828	0.1966	Valid
Price	X2.1	0.901	0.1966	Valid
	X2.2	0.900	0.1966	Valid
	X2.3	0.868	0.1966	Valid
	X2.4	0.921	0.1966	Valid
Online Customer Review	X3.1	0.854	0.1966	Valid
	X3.2	0.875	0.1966	Valid
	X3.3	0.855	0.1966	Valid
	X3.4	0.864	0.1966	Valid
Purchase Decision	Y1	0.917	0.1966	Valid
	Y2	0.931	0.1966	Valid
	Y3	0.939	0.1966	Valid
	Y4	0.927	0.1966	Valid

Source: Primary data processed using SPSS 26, 2026.

Table 6 shows that all questionnaire items had r-calculated values greater than the r-table value of 0.1966. Therefore, all items measuring product quality, price, online customer reviews, and purchase decisions were considered valid and were retained for further analysis.

Reliability Test

A reliability test was performed to determine the consistency of the measurement instruments used in this study. Reliability was assessed using Cronbach's Alpha, with a value greater than 0.70 indicating that the instrument had acceptable internal consistency.

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Table 7. Results of the Reliability Test

Variable	Number of Items	Cronbach's Alpha	Reliability Standard	Result
Product Quality	4	0.907	0.70	Reliable
Price	4	0.919	0.70	Reliable
Online Customer Review	4	0.832	0.70	Reliable
Purchase Decision	4	0.947	0.70	Reliable

Source: Primary data processed using SPSS 26, 2026.

As shown in Table 7, all variables obtained Cronbach's Alpha values above the minimum threshold of 0.70. Purchase Decision had the highest reliability value of 0.947, followed by Price at 0.919, Product Quality at 0.907, and Online Customer Review at 0.832. Therefore, all measurement instruments demonstrated good internal consistency and were considered reliable for further statistical analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of product quality, price, and online customer reviews on purchase decisions regarding Glad2Glow skincare products purchased through TikTok Shop. The regression analysis was performed using IBM SPSS Statistics 26.

Table 8. Results of Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.325	1.267	–	0.256	0.798
Product Quality (X1)	0.441	0.059	0.450	7.422	0.000
Price (X2)	0.427	0.057	0.461	7.547	0.000
Online Customer Review (X3)	0.236	0.065	0.221	3.646	0.000

Dependent Variable: Purchase Decision
Source: Primary data processed using SPSS 26, 2026.

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Based on Table 8, the regression equation can be expressed as follows:
Purchase Decision = 0.325 + 0.441 Product Quality + 0.427 Price + 0.236 Online Customer Review + e

All three independent variables had positive regression coefficients. Product Quality had a coefficient of 0.441, indicating that an improvement in perceived product quality was associated with an increase in purchase decisions. Price had a coefficient of 0.427, indicating that more favorable consumer perceptions of price were associated with higher purchase decisions. Online Customer Review had a coefficient of 0.236, suggesting that more favorable customer reviews were also associated with an increase in consumers' purchase decisions.

Simultaneous Hypothesis Testing

The F-test was conducted to determine whether product quality, price, and online customer reviews simultaneously influenced purchase decisions. The hypothesis was accepted when the significance value was lower than 0.05.

Table 9. Results of the Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	436.506	3	145.502	70.120	0.000
Residual	199.204	96	2.075	–	–
Total	635.710	99	–	–	–

Dependent Variable: Purchase Decision
Source: Primary data processed using SPSS 26, 2026.

As presented in Table 9, the F-test produced an F-value of 70.120 with a significance value of 0.000, which was lower than 0.05. Therefore, the simultaneous effect of Product Quality, Price, and Online Customer Review on Purchase Decision was statistically significant. Thus, H4 was supported.

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Coefficient of Determination

The coefficient of determination was examined to determine the proportion of variation in purchase decisions that could be explained by product quality, price, and online customer reviews.

Table 10. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.829	0.687	0.677	1.44050

Source: Primary data processed using SPSS 26, 2026.

Table 10 shows that the Adjusted R Square value was 0.677. This result indicates that Product Quality, Price, and Online Customer Review collectively explained 67.7% of the variation in Purchase Decision. The remaining 32.3% was explained by other factors not included in the present research model.

Partial Hypothesis Testing

The t-test was conducted to examine the individual effect of each independent variable on purchase decisions. With 100 respondents and three independent variables, the degree of freedom was 96, resulting in a t-table value of 1.984 at a significance level of 0.05.

Table 11. Results of Partial Hypothesis Testing

Hypothesis	Relationship	t-value	t-table	Sig.	Decision
H1	Product Quality → Purchase Decision	7.422	1.984	0.000	Supported
H2	Price → Purchase Decision	7.547	1.984	0.000	Supported
H3	Online Customer Review → Purchase Decision	3.646	1.984	0.000	Supported

Source: Primary data processed using SPSS 26, 2026.

As shown in Table 11, all three independent variables had t-values greater than the critical t-table value of 1.984 and significance values below 0.05. Therefore, H1, H2,

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and H3 were supported. Product Quality had a significant positive effect on Purchase Decision ($t = 7.422$, $p < 0.001$). Price also had a significant positive effect and showed the highest standardized coefficient among the three predictors ($\beta = 0.461$, $t = 7.547$, $p < 0.001$). In addition, Online Customer Review had a significant positive effect on Purchase Decision ($t = 3.646$, $p < 0.001$). These findings indicate that all three variables contributed significantly to consumers' decisions to purchase Glad2Glow skincare products through TikTok Shop.

DISCUSSION

The findings of this study demonstrate that product quality has a positive and significant effect on the purchase decisions of Glad2Glow skincare products through TikTok Shop. The regression analysis shows a coefficient of 0.441, while the partial test result indicates a t-value of 7.422, which is higher than the critical value of 1.984, with a significance value of 0.000. These results confirm that the first hypothesis is supported. This finding indicates that consumers are more likely to purchase Glad2Glow products when they perceive the products as having good quality. In the context of skincare products, product quality is particularly important because consumers tend to consider factors such as product safety, effectiveness, suitability for their needs, comfort during use, and the benefits obtained after application. A positive perception of these aspects can strengthen consumer confidence and ultimately encourage them to make a purchase decision.

The descriptive findings also indicate that respondents generally provided positive evaluations of Glad2Glow's product quality. This suggests that consumers perceive the products as being able to meet their expectations and skincare needs. When consumers believe that a product offers reliable quality and provides the expected benefits, the perceived risk associated with purchasing the product tends to decrease. As a result, consumers become more confident in selecting and purchasing the product through TikTok Shop. This finding supports the theoretical perspective that product quality represents the ability of a product to provide benefits and performance in accordance with consumer needs and expectations. It is also consistent with previous studies suggesting that better product quality can significantly increase consumers' purchase decisions. Therefore, maintaining and improving product quality remains an important strategy for Glad2Glow to strengthen consumer confidence and encourage repeat purchasing behavior.

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Price was also found to have a positive and significant effect on purchase decisions. The regression coefficient for price was 0.427, with a t-value of 7.547 and a significance value of 0.000. Since the calculated t-value exceeded the critical value of 1.984 and the significance level was below 0.05, the second hypothesis was supported. These findings indicate that consumers' perceptions of price play an important role in determining their willingness to purchase Glad2Glow skincare products through TikTok Shop. However, the results suggest that consumers do not necessarily focus only on obtaining the lowest price. Instead, they evaluate whether the price is reasonable in relation to the quality, benefits, and value offered by the product.

The respondents generally perceived the price of Glad2Glow products as affordable and appropriate for the quality offered. In addition, promotional mechanisms available on TikTok Shop, such as discounts, vouchers, and shipping incentives, may further increase the attractiveness of the products and encourage consumers to complete their purchases. A favorable price perception can create a sense of value, particularly when consumers believe that the benefits received are worth the amount of money spent. This finding is in line with the view that price represents the value or sacrifice consumers are willing to exchange in order to obtain a product or service. When consumers perceive that the price is fair and consistent with product quality and benefits, their confidence in making a purchase may increase. Therefore, Glad2Glow should continue to maintain competitive pricing while ensuring that consumers perceive a clear balance between the price paid and the value received.

The results further reveal that online customer reviews have a positive and significant effect on purchase decisions. The regression coefficient for online customer reviews was 0.236, with a t-value of 3.646 and a significance value of 0.000. These results indicate that the third hypothesis is supported. Although the effect of online customer reviews was smaller than the effects of product quality and price based on the regression coefficients, the findings confirm that reviews remain an important source of information for consumers when making purchasing decisions through TikTok Shop. In online shopping environments, consumers cannot directly examine or test skincare products before purchasing them. Consequently, reviews from previous customers can provide useful information regarding product experiences, perceived quality, benefits, and other aspects of the transaction.

Positive, informative, and credible reviews can reduce consumer uncertainty and increase confidence in purchasing a product. The findings indicate that respondents considered customer reviews of Glad2Glow products on TikTok Shop to provide useful

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and understandable information. Positive reviews and favorable customer experiences may strengthen consumers' perceptions of product reliability and encourage them to proceed with a purchase. Conversely, negative reviews may increase consumer hesitation and lead potential buyers to reconsider their decisions. These findings are consistent with the concept of electronic word-of-mouth, in which information shared by consumers through digital platforms can influence the attitudes and behavioral intentions of other consumers. Therefore, online customer reviews should not be viewed merely as feedback after a transaction but also as an important element that can contribute to consumer trust and influence purchase decisions.

The simultaneous analysis provides further evidence that product quality, price, and online customer reviews collectively have a significant effect on the purchase decisions of Glad2Glow skincare products through TikTok Shop. The F-test produced an F-value of 70.120 with a significance value of 0.000, confirming that the three independent variables simultaneously influence purchase decisions. In addition, the model produced an Adjusted R Square value of 0.677, indicating that product quality, price, and online customer reviews collectively explain 67.7% of the variation in purchase decisions. The remaining 32.3% may be explained by other factors not included in this study.

These findings suggest that consumer purchase decisions in a social commerce environment are influenced by a combination of product-related and information-related considerations. Consumers may first evaluate whether the product offers satisfactory quality, then consider whether the price is appropriate for the benefits offered, while also using online reviews to obtain additional information and reduce uncertainty. The interaction of these factors can strengthen consumer confidence and encourage the final purchase decision. Among the three variables, price had the highest standardized beta coefficient (0.461), followed closely by product quality (0.450), while online customer reviews had a standardized beta coefficient of 0.221. This result suggests that, within the context of this study, price and product quality were relatively stronger determinants of purchase decisions, although online customer reviews also made a significant contribution. Therefore, companies operating in social commerce should not focus on only one aspect of marketing strategy but should simultaneously maintain product quality, offer appropriate prices, and actively manage consumer feedback to strengthen purchasing decisions.

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CONCLUSION

This study concludes that product quality, price, and online customer reviews each have a positive and significant effect on the purchase decisions of Glad2Glow skincare products through TikTok Shop. Product quality significantly influences consumers' decisions because consumers tend to prefer products that are perceived as safe, effective, reliable, and capable of meeting their skincare needs. Similarly, price significantly affects purchase decisions, indicating that consumers consider the compatibility between the price paid and the quality and benefits obtained from the product. Online customer reviews also have a significant positive effect, demonstrating that information and experiences shared by previous customers can reduce uncertainty and strengthen consumer confidence before making a purchase.

From a practical perspective, the findings imply that Glad2Glow should implement an integrated marketing strategy that simultaneously focuses on maintaining product quality, establishing competitive and value-based pricing, and effectively managing online customer reviews. The company should continue to improve product safety, effectiveness, and innovation while ensuring that its prices remain consistent with consumer purchasing power and perceived product value. In addition, encouraging satisfied customers to provide reviews and responding professionally to consumer feedback may help strengthen trust among potential buyers. These strategies are particularly relevant in the TikTok Shop environment, where purchasing decisions can be influenced by both product-related information and user-generated content.

This study is subject to several limitations. First, the research involved only 100 respondents, which may limit the generalizability of the findings to a broader population of Glad2Glow consumers. Second, the study focused exclusively on purchase decisions for Glad2Glow skincare products through TikTok Shop, meaning that the findings may not fully represent consumer behavior on other e-commerce or social commerce platforms. Third, the model explained 67.7% of the variation in purchase decisions, while the remaining 32.3% was influenced by factors outside the scope of this study. Therefore, other potential determinants of purchase decisions were not examined in the present research.

Future studies are recommended to expand the research by involving a larger and more diverse sample and by examining consumers across different regions or digital commerce platforms. Further research may also incorporate additional variables, such as brand image, consumer trust, promotion, service quality, influencer marketing, customer ratings, or perceived value, in order to develop a more comprehensive

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understanding of consumer purchase decisions. Comparative studies involving different skincare brands or different social commerce platforms may also provide broader insights into consumer behavior. By addressing these limitations, future research can contribute to a more comprehensive and generalizable understanding of the factors influencing purchase decisions in the rapidly developing digital and social commerce environment.

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