



The Influence Of Digital Marketing And Online Customer Reviews On Purchasing Decisions On The Tiktok Shop Marketplace (Case Study: Economics Students, Faculty Of Economics, Universitas Negeri Makassar)

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Abstract

The development of digital technology has transformed the landscape of modern commerce, including how consumers make purchasing decisions. The TikTok Shop marketplace, as a social media-based e-commerce platform, leverages this trend to attract and retain consumers through digital marketing strategies and online customer reviews. This study aims to analyze the influence of digital marketing and online customer reviews on purchasing decisions on the TikTok Shop platform, focusing on Economics Education students, Faculty of Economics and Business, Makassar State University (FEB UNM). The research method used was quantitative with a survey approach. Data were collected through questionnaires distributed to 57 randomly selected respondents. The results showed that digital marketing has a significant influence on purchasing decisions. Aspects such as engaging content, promotions through short videos, and direct interaction with consumers through the live streaming feature on TikTok Shop positively contributed to increased interest and purchasing decisions. In addition, online customer reviews were also shown to have a significant influence on purchasing decisions. Positive reviews from previous users and high product ratings increased consumer trust and confidence in making purchases.

Keyword: Digital Marketing, Online Customer Review, Purchase Decision, TikTok Shop.





INTRODUCTION

Human life has been transformed worldwide by rapid technological advances. Online shopping in the digital era has also increased due to internet technology (Amin & Fikriyah, 2023). In marketing, the use of social media makes customers feel more comfortable and helps them find products (Andiana, 2022). The e-commerce market has grown significantly as a result of changing lifestyles, where people prefer offline shopping. E-commerce is a term that refers to electronic business transactions where customers and companies interact through computers. This convenience allows customers to compare various available products and shop with flexibility of time and place.

Nowadays, many marketplaces are gaining popularity and have become a favorite shopping destination for young people. TikTok Shop, a popular social e-commerce platform in Indonesia, allows creators and users to advertise and sell their products through an innovative social e-commerce platform where data connects sellers, buyers, and creators for a seamless, enjoyable, and convenient shopping experience. Through the delivery of short video content and real-time live shopping features on TikTok Business accounts through influencers, this feature provides sellers with the opportunity to grow their businesses. TikTok Shop offers a variety of products to make it easier for customers to choose according to their preferences, including clothing, cosmetics, and household goods.

Online shopping is largely driven by lower prices, the convenience of being able to buy anytime and anywhere—savings, and the ability to purchase unique and unusual products. Additional factors may include changes in customer habits or general trends in online shopping. Older people prefer to shop and test products in brick-and-mortar stores rather than online. Millennials also make decisions online (Budi Santoso et al., 2021). Price, quality, availability, and product trends are indicators of consumer motivation (Arda, 2021).

The influence of mobile devices is increasingly dominant in digital marketing strategies. Smith et al. (2017) emphasize that mobile marketing involves the use of mobile applications, responsive websites, and mobile-optimized advertising campaigns, effectively reaching consumers who actively use mobile devices. Furthermore, the integration of big data and analytics plays a key role in increasing the effectiveness of digital marketing strategies. Tuten and Solomon (2018) highlight the importance of digital analytics in measuring campaign performance, understanding consumer behavior, and delivering more personalized and targeted experiences through optimized content.

According to Kotler and Armstrong (Pradana et al., 2017), several factors that influence purchasing decisions are as follows: first, the decision to purchase after knowing information





about the product; second, the decision to purchase because the brand is the most preferred brand; and third, the decision to purchase because of recommendations from others. Thus, this study aims to investigate the influence of digital marketing and online customer reviews on purchasing decisions on the TikTokshop marketplace. By understanding how these factors interact with each other and influence consumer behavior, we can explore more effective marketing strategies and improve the purchasing experience for consumers on this platform.

The influence of digital marketing on purchasing decisions

One factor influencing customer choice when purchasing goods or services is digital advertising (Aji, 2021). Studies show that digital advertising can help customers choose Grab Food in the Kebon Jeruk area. This is supported by research by Magdalena and Marbun (2022), which states that digital marketing has a positive impact on purchasing decisions at Yamuna Pastry. Another study by Khoziyah & Lubis (2021) also shows that digital marketing has significant influence on purchasing decisions. However, this study also shows that digital marketing is not the sole reason why consumers make purchasing decisions; price and product quality are still stronger drivers in influencing purchasing decisions.

By using appropriate, suitable, easy, and fast digital marketing methods, advances in information technology can be used to increase transaction accumulation and revenue. Business strategies that are able to meet market standards by utilizing various increasingly developed and advanced tools are the most relevant and able to handle the challenges of increasing market competition. Marketing uses the internet, as well as various applications and tools that support media, which enable the formation of networks or connections with various parties. Digital marketing is one component that supports purchasing decisions because it is a concept that focuses on humans (marketers), namely how they understand technology and how to use it to build relationships with other people (marketers). Digital marketing is an effort to promote products through the use of digital media, which allows consumers to connect with products in a timely, personal, relevant, and massive manner (Ryan in Diana, 2016).

While digital marketing offers many opportunities, it also comes with challenges. Privacy concerns, the rapid pace of technological change, and intense competition demand the continuous development and refinement of strategies to navigate the dynamic digital landscape. According to Eun Young Kim (2002) in Liesander (2017), he defined four dimensions of digital marketing: Cost/Transaction, Interactive, Incentive Program, Design, and Site Design. Purchasing decisions are a crucial stage in a complex consumer journey and are influenced by a number of factors. The purchasing decision process involves personal, psychological, social, and





situational factors. Personal factors, such as individual values, personality, and lifestyle, are the main foundations that shape consumer preferences (Schiffman & Kanuk, 2010). Psychologically, motivation, perception, and attitude also play a role in shaping the direction of purchasing decisions, with motivation being the primary driving force (Kotler et al., 2009).

The influence of online customer reviews on purchasing decisions

During the decision-making stage of the purchasing process, the decision to actually purchase a product is made (Cahyaningtyas & Wijaksana, 2021). Certain factors influence a buyer's decision, which leads them to be attracted to a particular product. One significant factor is the variety of product reviews that customers read both online and offline. Online customer reviews are a dedicated platform or place provided to customers and linked to reviews, containing information about evaluating various aspects of a product (Mulyati & Gesitera, 2020). In online businesses, online customer reviews are crucial. Because customers typically seek information about a product's advantages, disadvantages, and price before purchasing, according to Arbaini (2020), online customer reviews allow potential buyers to obtain information about a product from others who have purchased and benefited from it.

Online reviews are reviews provided by customers with information used to evaluate various products. With this information, customers can determine the quality of the product they are looking for based on the reviews and experiences of other customers who have purchased the product from the seller. According to Febriani (2018), indicators for measuring online customer reviews are as follows: The reviewer's ability to positively impact other products so that they are interested in purchasing the product is known as attraction. In this case, buyers who will buy have trust in the reviewer, so they can influence others to buy. In this case, the expertise of the reviewer is very important in assessing a product, both in terms of quality and price.

METHOD

The approach used in this study is a quantitative approach, which uses in-depth data analysis in the form of numbers. The subjects in this study were active students in the Economics Education Study Program, Faculty of Economics, Makassar State University, intake 2020-2023. In this study, the independent variables are Digital Marketing and Online Customer Reviews, while the dependent variable is Purchasing Decisions. The variables in this study were measured using a Likert scale. The data collection method in this study used a questionnaire.

The following will explain the research instruments used:



Table 1. Research Instruments

Variable	Indicator	Scale
Digital marketing (X1) (Kotler & Keller, 2016)	Completeness of product information	Likert
	The latest information	
	Consumer enthusiasm for the product	
Online customer review (X2) (Febriani, 2018)	Attractiveness	Likert
	Trust	
	Skill	
Purchase Decision (Y) (Pradana et al., 2017)	Purchase decision after knowing product information	Likert
	The decision to buy because it is a most preferred brand.	
	The decision to buy is because it suits what is wanted and what is needed	
	The decision to purchase was made based on recommendations from other people	

Source: Secondary Data

Multiple linear regression was used to analyze the relationship between the independent and dependent variables. Data quality was then assessed, including validity and reliability tests. Assumption tests included normality, multicollinearity, and heteroscedasticity tests. Path and Sobel analyses were also used. Hypothesis testing in this study used t-tests and F-tests with multiple regression analysis techniques using SPSS Version 25.

RESULTS AND DISCUSSION

Results

This study employed a descriptive quantitative method. Quantitative research is a type of research in which findings made through the use of statistical methods are the final results or

output. The researcher employed a questionnaire technique for data collection in this study. One aspect of the research sample used in this study that must be explained is the characteristics of the respondents. The population in this study were active students of the Economics Education Study Program, Faculty of Economics, Makassar State University, in the 2020-2023 intake. The sampling technique used in this study was probability sampling, with a sample size of 57 students. The characteristics of the survey respondents will be explained and presented below.

Table 2. Respondent Characteristics

Respondent Characteristics		Frekuensi	Percentage (%)
Gender :			
	L	21	36,8
	P	36	63,2
	Total	57	100
Force :			
	2020	10	17,5
	2021	22	38,6
	2022	10	17,5
	2023	15	26,3
	Total	57	100
Shopping on TikTok Shop in a month :			
	1-3 Times	34	59,6
	4-6 Times	16	28,1
	7-9 Times	7	12,3
	Total	57	100

Source: Data Processing Results (2026)

Based on the table above, it can be seen that the respondents in this study were dominated by women with a total of 63.2% or a total of 36 respondents, compared to male respondents who numbered 21 respondents with a total of 36.8%. Furthermore, it can be seen that the respondents in this study were dominated by respondents from Class 21 with a total of 22 respondents with a level of 38.6% of 57 respondents. The number of respondents from Class 2023 was 15 respondents with a percentage of 26.3%. While the lowest number of respondents

were respondents from Class 2020 and 2022, each of which was 10 people with a percentage of 17.5%. Finally, it is known that in this study, the number of respondents' purchases at TikTok Shop in a month can be seen. Respondents with purchases 1-3 times a month were 3-4 respondents with a percentage of 59.6%. Respondents with shopping 4-6 times a month were 16 respondents with a percentage of 28.1%, finally respondents with shopping 7-9 times a month were 7 respondents with a percentage of 12.3% with a total number of respondents of 58 respondents.

Multiple Linear Regression Equation

The following are the results of multiple linear regression as follows:

Table 3. Multiple linear regression test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.776	2.511		3.495	.001
	Digital Marketing (X1)	.531	.178	.398	2.986	.004
	Online customer review (X2)	.013	.164	.010	2.178	.939

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Processed data, 2026

The results of the data analysis obtained a regression model or function for the influence of digital marketing (X1) and online customer reviews (X2) on purchasing decisions (Y) as independent variables, then the following regression function was obtained:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 = 8,776 + 0,531X_1 + 0.013X_2$$

Description:

Y = Purchase Decision

a = Constant

b1,b2 = Regression Coefficient
 X1 = Digital Marketing
 X2 = Online Customer Review

The regression function produces several conclusions, as follows:

- The regression coefficient of digital marketing influence (X1) of 0.531 indicates that digital marketing has a positive effect on customers' decisions to purchase goods online at TikTok Shop. Therefore, the influence of digital marketing increases customers' decisions to purchase goods on the TikTok Shop app.
- As indicated by the regression coefficient of online customer reviews influence (X2) of 0.013, the influence of online customer reviews has a positive impact on customers' choice to purchase online at TikTok Shop. Therefore, the more online customer reviews influence customers' decisions to purchase on the TikTok Shop app, the better.

Determinant Coefficient Test (R²)

The following are the results of the determination coefficient test (R²) as follows:

Table 4. Results of the Determinant Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.161	.130	1.766
a. Predictors: (Constant), Total_X2, Total_X1				
b. Dependent Variable: Total_Y				
Source: Processed data, 2026				

Based on the results of data processing in the table above, it is known that the correlation coefficient (R) value is 0.401 or 16.1%, which means that the level of relationship between Digital marketing (X1), online customer reviews (X2) and purchasing decisions (Y) is strong. The determinant coefficient R² (R Square) of 0.161 means that purchasing decisions (Y) are influenced by 16.1%, while the rest is influenced by other variables outside this study.

Simultaneous Test (F Test)

The following are the results of the F test as follows:

Table 5. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.371	2	16.186	5.187	.000 ^b
	Residual	168.506	54	3.120		
	Total	200.877	56			
a. Dependent Variable: Y						
a. Predictors: (Constant), X2, X1						
Source: Processed data, 2026						

The influence of X1 and X2 on Y, based on the results of the F ANNOVA test, the sign value is $0.000 < 0.05$ and the calculated F value is $5.1872 > 3.16$ F table, so it can be concluded that the independent variables of digital marketing and online customer reviews simultaneously influence purchasing decisions. So this regression can be used for purchasing decisions (Y).

Partial Test (t-Test)

The following are the results of the t-test as follows:

Table 6. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.776	2.511		3.495	.001
	Total_X1	.531	.178	.398	2.986	.004
	Total_X2	.013	.164	.010	2.178	.939
a. Dependent Variable: Total_Y						
Source: Processed data, 2026						

To determine the partial relationship, the calculated t-value must be compared with the t-table. The t-table value can be found by determining the degree of freedom, so the t-table value is 2.004.



- a. H_0 : Partially, there is a significant influence between the independent variable (X_n) and online purchasing decisions (Y).
- b. H_a : Partially, there is a significant influence between the independent variable (X_n) and online purchasing decisions (Y).

The partial influence of the independent variable on the dependent variable is as follows:

- a. Partially, the calculated t value for the Digital Marketing variable (X_1) is 2.986, and the t value for the Table is 2.004, so the calculated t value is greater than the t value for the Table, namely $2.986 > 2.004$. Therefore, it can be concluded that in this study, Digital Marketing (X_1) is partially a factor that significantly influences purchasing decisions (Y).
- b. Partially, the calculated t value for the Online Customer Review variable (X_2) is 2.178, and the t value for the Table is 2.004, so the calculated t value is greater than the t value for the Table, namely $2.178 > 2.004$. Therefore, it can be concluded that in this study, the Online Customer Review variable (X_2) is also partially a factor that influences purchasing decisions (Y).

DISCUSSION

The Influence of Digital Marketing on Purchasing Decisions

Based on the research that has been conducted, researchers can conclude that digital marketing elements have a significant influence on consumer purchasing decisions. "The Influence of Digital Marketing on Purchasing Decisions at Matahari Department Store Manado Town Square" by Fransilia Marsilina Mewoh, Johny R. E. Tampi, and Danny D.S. Mukuan (2019) is a previous study. The results of this study, with a determination coefficient of 0.094, indicate that E-Commerce has a very low influence on consumer purchasing decisions at Matahari Department Store in Manado Town Square. In addition, a positive regression coefficient was obtained from the simple linear regression analysis used. This indicates that the relationship between variable X and variable Y is positive (Mewoh et al., 2019).

An additional study by Siti Khoziyah and Evawani Elysa Lubis (2021) entitled "The Influence of Digital Marketing on Purchasing Decisions of Followers of the Online Shop Instagram @KPOPCONNECTION." The results of the study show that the coefficient value of $Y = 6.037 + 0.840 X$, with a significance level of 0.000 below $\alpha = 0.05$. In addition, the T_{count} value is greater than the Table, which indicates that the hypothesis H_a is accepted and H_0 is rejected. Thus, it can be concluded that digital marketing simultaneously influences purchasing choices (Khoziyah & Lubis, 2021). "The Influence of Digital Marketing on Purchasing Decisions at Kadatuan Kopi" is an additional study by Chandra Elbahar and Syahputra (2021). Based on the results of the





hypothesis between the Xi variable and the Y variable, the Ttable value is 1.968 and the Tcount is 17.067, with a significance of $0.000 < 0.005$. Because the calculated T value is greater than the T table value, this indicates that digital marketing has a significant influence on consumer purchasing decisions. Furthermore, the coefficient of determination test for variable X compared to variable Y also shows a value of 45.6% (Elbahar & Syahputra, 2021).

"Analysis of the Influence of Digital Marketing on GrabFood Purchasing Decisions in Kebon Jeruk District" is a follow-up study by Kelvin Bayu Aji, Bernadin Dwi, and Heni Nastiti (2021). This study found that search engine marketing, social media, and online public relations significantly influence consumers' decisions to purchase GrabFood products in the Kendari region. Based on the coefficient of determination obtained, these variables have an influence of 0.446, or 44.6%, on consumers' decisions to purchase GrabFood products.

The Influence of Online Customer Reviews on Purchasing Decisions

Based on the results of the above study, researchers can conclude that online customer reviews have a direct and significant influence on purchasing decisions. Several previous studies have shown that customer reviews are one of the factors influencing purchasing decisions for Sociolla brand cosmetic products (Latiefz & Ayustira, 2020). Similarly, Wulandari's (2021) study explains the influence of online customer reviews and customer ratings on the decisions of millennials in Indonesia to purchase products on e-commerce sites. Nuraeni & Irawati's (2021) study also explains the influence of online customer reviews on online purchasing decisions in marketplaces.

Based on the opinions presented above, this study explains that online customer reviews are customer reviews that provide positive or negative information about products and recommendations from the customer's perspective, which are important for other customers before making an online purchase. Previous research indicates that a study (Sarmis, 2020) explains that online customer reviews and ratings impact customer trust and purchase intentions in Sialang Jaya Village. They used criteria such as credibility, expertise, and enjoyment to explain online customer reviews. Harli et al. (2021) used motivation, source, and content indicators to explain online customer reviews. Similarly, Rinaja et al.'s (2022) study used indicators of perceived usefulness, source credibility, argument quality, valence, and review volume. According to Aprianty & Basuki (2019), customer evaluation indicators consist of intensity, positivity, valence, and platform assistance.





CONCLUSION

Digital marketing has a significant influence on purchasing decisions. Aspects such as engaging content, promotions through short videos, and direct interaction with consumers through the live streaming feature on TikTok Shop contribute positively to increased interest and purchasing decisions. Furthermore, online customer reviews have also been shown to significantly influence purchasing decisions. Positive reviews from previous users and high product ratings increase consumer trust and confidence in making purchases.

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