



HOW THE ROLE OF CUSTOMER REVIEWS AND CUSTOMER RATINGS ON PURCHASING DECISIONS ON THE TIKTOK SHOP FASHION APPLICATION AMONG UMB STUDENTS

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Article info	ABSTRACT (Time new roman 10 PT)
<p>Corresponding Author:</p> <p>Mogi Amano mogiamano08@gmail.com Department of Management University of Muhammadiyah Bengkulu</p>	<p>This study aims to analyze the role of customer reviews and customer ratings on purchasing decisions on Tiktok shop fashion application among UMB students. The success of Tiktok shop platform not only depends on product availability but is also influenced by factors such as reviews and customer ratings which play an important role in shaping consumer perceptions. This study uses a quantitative analysis method by collecting data through an online survey to Tiktok shop users among UMB students. The research sample consists of consumers who have made transactions on the platform. The collected data were analyzed using statistical techniques such as regression to explore the relationship between the variables of reviews and customer ratings with purchasing decisions. This study concludes that customer reviews and customer ratings have a big role in purchasing decisions on TikTok Shop Fashion, especially among UMB students. Customer reviews and ratings contribute significantly to shaping consumers' perceptions of products, which ultimately influence their decision to buy. These results confirm the importance of TikTok Shop management's attention to service and product quality to increase positive reviews and high ratings from customers. In addition, these findings provide valuable insights for the development of e-commerce strategies to understand and fulfill consumer needs and preferences.</p> <p>Keywords: <i>Customer Reviews, Customer Rating, Purchase Decision</i></p>
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INTRODUCTION

The development of digital technology has brought significant changes in consumer behavior, including in the world of e-commerce. One platform that has grown rapidly in recent years is TikTok Shop. TikTok Shop, which is a shopping feature within the TikTok app, allows users to purchase various products directly through videos presented by creators and brands. This feature has changed the way consumers shop, especially among the younger generation, who are more likely to shop via mobile devices and are connected to various social media platforms. TikTok Shop not only offers convenience in shopping but also presents a more interactive and entertaining shopping experience through videos, live streaming, and algorithm-based product recommendations.

One of the most popular product categories for TikTok Shop users is fashion. Fashion products, such as clothing, accessories, and shoes, are one of the commodities that are often purchased on this platform, especially by students who are a very active market segment in using social media. Students of Universitas Muhammadiyah Bengkulu (UMB), as part of the young generation who are active on social media, also utilize TikTok Shop to fulfill their fashion needs. However, although TikTok Shop offers various conveniences and conveniences in shopping, purchasing decisions are still influenced by various factors, one of which is reviews and ratings from other customers.

Customer reviews and customer ratings have become very important factors in purchasing decisions on various e-commerce platforms, including TikTok Shop. Review features such as reviews and online ratings are features that can help increase customer trust in online stores. Reviews are features that attract customer attention and influence purchasing decisions, and ratings are features that use star symbols as an expression of customers who have shopped at the store. One of Shopee's features that is claimed to increase customer trust and increase sales is the Star Seller feature, which gives appreciation to stores for having good performance and meeting the criteria. So, this research problem is how the review, rating, and star seller features impact customer trust and their purchasing decisions in online stores (Hariyanto & Trisunarno, 2020).

Along with the rise of online sales of fashion products, consumers are increasingly inclined to rely on reviews and customer ratings as a guide in making purchasing decisions. Customer reviews and ratings are important factors in shaping consumer perceptions of reliability, quality, and user satisfaction with a product or service. Customer reviews and customer ratings have a significant impact on consumer purchasing decisions. Reviews and ratings from previous consumers provide valuable additional information for potential buyers in making decisions. Consumers tend to trust the experiences of fellow consumers more than claims from the seller.

The purchase decision is a critical stage in the consumer journey. Factors such as trust, product quality, and user experience are key considerations in making purchasing decisions. Therefore, understanding how reviews and customer ratings contribute to the consumer purchase decision-making process on the tiktok shop application can provide valuable insights for sellers and the platform itself. Reviews and customer ratings have a significant role in an online marketplace environment, such as tiktok shop. These reviews and ratings provide more in-depth information about product quality, user experience, and seller reliability. Before deciding to buy a product, many consumers, including UMB students, prefer to read reviews and see product ratings to ensure that they get a quality product that meets their expectations. This trust factor is very important, because purchasing through digital platforms does not provide an opportunity for consumers to try or see the product directly.

This phenomenon raises questions about the extent to which the role of customer reviews and customer ratings influences purchasing decisions at TikTok Shop, especially in the fashion category among UMB students. Although many studies have discussed the influence of reviews and ratings on purchasing decisions, not many studies have focused on TikTok Shop as an e-commerce platform, especially among young consumers who rely heavily on social media. Therefore, this study aims to dig deeper into the influence of

customer reviews and customer ratings on purchasing decisions on the TikTok Shop application, especially on fashion products, among UMB students.

This research is particularly relevant given the high penetration of social media use among university students, as well as the growing importance of e-commerce platforms in meeting their needs. TikTok Shop, with its interactive features and ease of shopping, offers great potential to understand how reviews and ratings from previous consumers can influence shopping behavior. By understanding the influence of customer reviews and customer ratings, we hope to provide deeper insights into the dynamics of purchasing decisions in the digital era, as well as provide recommendations for businesses in optimizing their marketing strategies on the TikTok Shop platform.

The problem of this research is how customer reviews and customer ratings influence consumer purchasing decisions on the Shopee Fashion online marketplace in Indonesia. Therefore, this study aims to identify and analyze the extent to which reviews and customer ratings influence consumer purchasing decisions. The success of Shopee Fashion as an online marketplace is not only seen from the number of transactions, but also from the level of customer satisfaction which can be reflected in reviews and customer ratings. Therefore, understanding the factors that influence purchasing decisions through reviews and customer ratings can be the basis for effective marketing strategies for Shopee Fashion and other e-commerce industry players. This study aims to analyze customer reviews and customer ratings on consumer purchasing decisions at the Shopee Fashion online marketplace in Indonesia.

METHOD

This research uses quantitative descriptive research methods to examine and solve problems by analyzing data. The data collected was then processed using the spss 25 for windows program. The data collection techniques used in this study include interviews and observations, and questionnaires. Independent variables (reviews and ratings) and dependent variables (purchasing decisions) are measured using a Likert scale to assess customer attitudes and preferences.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to understand the relationship between one dependent variable (response variable) and two or more independent variables (predictor variables). The purpose of this analysis is to model the linear relationship between these variables. Multiple linear regression can be used to predict the value of the dependent variable based on the values of the independent variables.

Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.552	4.550		.781	.446
	Costumer reviews	.631	.183	.639	3.452	.003
	Costumer rating	.347	.124	.171	1.382	.007

a. Dependent Variable: purchase decision

Based on computer calculations, the regression equation made with SPSS is as follows: $Y = 3.552 + 0.631 (X1) + 0.347 (X2)$

The following is an economic explanation of these numbers.:

1. The constant value is 3.552 which is a positive value. This means that if the variable value of customer reviews (X1), customer rating (X2), is considered the same or nonexistent, the value of the purchase decision will increase or increase, namely 3,552.
2. The coefficient value of the customer reviews variable (X1). With a positive value of 0.631, the purchasing decision value will increase by 0.631 if the customer reviews increase by one unit, assuming the customer rating variable (X2) remains.
3. The coefficient value of the customer rating variable (X2). is 0.347 with a positive value, which means that if there is an increase in structuring by one unit, the purchasing decision value will increase by 0.347 units, assuming the value of the customer reviews variable (X1) does not change.

1. Hypothesis T test

The T test is used to determine the effect of each independent variable on the dependent variable by checking the probability value. to find out whether the customer review (X1) and customer rating (X2) attributes have a large or small effect on the purchasing decision variable (Y). At the 0.05 (5%) significance level, the calculated t value is compared with the t table value after being obtained using SPSS statistical software.

T Test Results			
Coefficients ^a			
	Model	t	Sig.
1	(Constant)	.781	.446
	Customer reviews	3.452	.003
	Customer rating	1.382	.007
a. Dependent Variable: purchase decision			

F Test

The suitability of the research model to determine whether the independent variables-social media marketing (X1) and product innovation (X2)-affect the dependent variable, namely purchase intention (Y), is shown through the following f test results. The statistical software SPSS version 25 was used to determine the f value, and the significance level of 0.05 (5%) was used to compare the f value in the table. There were 20 participants in this study, and overall, there were 3 variables (k):

F Test Results			
ANOVA ^a			
Model		F	Sig.
1	Regression	6.134	.000 ^b
	Residual		
	Total		
a. Dependent Variable: purchasing decision			
b. Predictors: (Constant), customer reviews, customer rating,			

Based on the table above, we find that the independent variables customer rating (X1) and customer rating (X2) have a positive and significant effect on the dependent variable, purchase decision (Y). The significance value of 0.00 is less than 0.05, and the calculated F value of 6.134 is greater than the F table of 3.55.

CONCLUSION

This study concludes that customer reviews and customer ratings have a major role in purchasing decisions at TikTok Shop Fashion, especially among UMB students. Customer reviews and ratings contribute significantly to shaping consumers' perceptions of products, which ultimately influence their decision to buy.

These results confirm the importance of TikTok Shop management's attention to service and product quality to increase positive reviews and high ratings from customers. In addition, these findings provide valuable insights for the development of e-commerce strategies to understand and fulfill consumer needs and preferences.

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