THE IMPACT OF INFLUENCER MARKETING AND ONLINE REVIEWS ON TIKTOK PRODUCT PURCHASES: THE MEDIATING ROLE OF PURCHASE INTENTION

Rahmat Arief Hidayatullah[1], Mohd Alif[2], Jusni[3], Muhammad Toaha[4]
[1,2,3,4]Universitas Hasanuddin
E-mail: rahmatakbar418@gmail.com

ABSTRACT

This study explores the impact of TikTok on consumer behavior, specifically examining how influencer marketing and online customer reviews influence purchasing decisions through the mediating role of purchase intention. The research employs a quantitative approach, utilizing literature reviews and survey questionnaires for data collection. A Likert scale format is used to gauge respondents' opinions. The survey targets Generation Z individuals aged 20 to 25 living in the Makassar region, with a sample size of 100 participants selected through purposive sampling techniques. Data analysis methods include descriptive analysis, validity testing, reliability assessment, and path analysis using the Structural Equation Modeling (SEM) method through the JASP application. Findings reveal that both influencer marketing and online reviews positively impact product purchase decisions on TikTok, with purchase intention serving as a significant mediator in this relationship. These results highlight TikTok's growing role in shaping modern consumer choices, particularly among younger audiences. The study provides insights into how social media marketing strategies and consumer feedback can effectively drive purchasing behavior in digital environments, offering practical implications for brands seeking to optimize their presence and engagement on the TikTok platform.
Keywords: Influencer Marketing, Online Customer Review, Purchase Intention, and Purchase Decision.

ABSTRAK

Studi ini mengeksplorasi dampak TikTok terhadap perilaku konsumen, khususnya meneliti bagaimana pemasaran influencer dan ulasan pelanggan daring memengaruhi keputusan pembelian melalui peran mediasi niat pembelian. Penelitian ini menggunakan pendekatan kuantitatif, menggunakan tinjauan pustaka dan kuesioner survei untuk pengumpulan data. Format skala Likert digunakan untuk mengukur pendapat responden. Survei ini menargetkan individu Generasi Z berusia 20 hingga 25 tahun yang tinggal di wilayah Makassar, dengan ukuran sampel 100 peserta yang dipilih melalui teknik purposive sampling. Metode analisis data meliputi analisis deskriptif, pengujian validitas, penilaian reliabilitas, dan analisis jalur menggunakan metode Structural Equation Modeling (SEM) melalui aplikasi JASP. Temuan mengungkapkan bahwa pemasaran influencer dan ulasan daring berdampak positif pada keputusan pembelian produk di TikTok, dengan niat pembelian berperan sebagai mediator signifikan dalam hubungan ini. Hasil ini menyoroti peran TikTok yang semakin besar dalam membentuk pilihan konsumen modern, khususnya di kalangan audiens yang lebih muda. Studi ini memberikan wawasan tentang bagaimana strategi pemasaran media sosial dan umpan balik

konsumen dapat secara efektif mendorong perilaku pembelian di lingkungan digital, menawarkan implikasi praktis bagi merek yang ingin mengoptimalkan kehadiran dan keterlibatan mereka di platform TikTok.

Kata Kunci: Pemasaran Influencer, Ulasan Pelanggan Online, Niat Pembelian, dan Keputusan Pembelian.

INTRODUCTION

The advancement of technology has significantly transformed various aspects of community life. The internet, in particular has enabled individuals to connect seamlessly without the need for physical meetings. As a result, it has become a widely utilized source for information retrieval. Furthermore, the internet serves as a platform for promotional activities, aiming to stimulate customer interest in making purchases, commonly referred to as online shopping. Online shopping is no longer restricted to e-commerce websites but has also extended to social media platforms, including TikTok.

As noted by Putri and Fikriyah (2023), TikTok is categorized as a social commerce application that features diverse video content and incorporates a shopping feature called TikTok Shop. This functionality allows users to browse, purchase, and complete transactions within a single platform. They further highlighted that the TikTok Shop feature has established TikTok as an effective marketing tool for businesses.

According to Sari (2022), technological advancements have altered consumer purchasing behaviors. Many individuals now prefer online shopping, with TikTok emerging as a popular platform. Online access to product information enables consumers to make informed decisions, influencing their purchasing behaviors. Aulia (2022) characterizes the purchase decision as a phase within the decision-making process where an individual selects to acquire or utilize a product, whether it be goods or services, based on their perception that it will fulfill their needs.

Typically, Consumer behavior leading to a purchase is generally preceded by the emergence of purchase interest. Purchase intention signifies the probability that a consumer will plan or demonstrate an inclination to obtain a specific product or service in the future (Martins et al., 2019). Waluyo and Yudha (2022) emphasize that consumer interest often arises from external stimuli, such as visual or promotional content, prompting them to consider buying a product.

On TikTok, influencer marketing significantly impacts consumer interest and purchase decisions. Influencer marketing involves leveraging individuals with substantial social influence, commonly known as influencers, to promote products and encourage target markets to make purchasing decisions (Lengkawati & Saputra, 2021). This strategy has become a cornerstone for many companies. Kotler and Keller (2016) highlight the pivotal role of influencers in delivering product information that shapes consumer purchase behavior.

In online sales, a key challenge is the inability of potential customers to physically examine products before purchasing. Consequently, consumers often conduct research, including reviewing online

customer feedback, to inform their decisions. Agesti (2021) describes online customer reviews as voluntary feedback provided by previous buyers, offering insights into product quality and performance.

However, Generation Z, a prominent consumer demographic on TikTok, faces challenges in assessing products' real-life attributes due to the platform's virtual nature. This limitation can influence their purchase decisions. Considering these factors, this research explores " The Impact of Influencer Marketing and Online Reviews on TikTok Product Purchases: The Mediating Role of Purchase Intention."

1.2.Problem Formulation

From the previously mentioned background, this research formulates the problem as follows:

1) Does influencer marketing affect product purchase intention on the TikTok platform?
2) Does online customer review affect product purchase intention on the TikTok platform?
3) Does influencer marketing affect product purchase decisions on the TikTok platform?
4) Do online customer reviews affect product purchase decisions on the TikTok platform?
5) Does purchase intention affect product purchase decisions on the TikTok platform?
6) Does influencer marketing affect product purchase decisions on the TikTok platform mediated by purchase intention?
7) Does online customer review affect product purchase decisions on the TikTok platform mediated by purchase intention?

2. Literature Review

1.2. Influencer Marketing

Influencers are individuals who possess a significant social media audience and proficiency in online marketing strategies, capable of swaying consumer preferences (Waluyo & Trishananto, 2022). According to Kotler and Keller (2016), influencer marketing involves leveraging these individuals to promote products and influence purchase decisions through their credibility and relationship with followers. Lengkawati and Saputra (2021) highlight that this approach has become integral to modern marketing strategies, enabling brands to connect with their target audiences effectively.

1.3. Online Customer Review

Online customer reviews refer to assessments or feedback given by prior purchasers regarding products or services, offering detailed feedback on a product's attributes, performance, and overall quality. Waluyo and Trishananto (2022) explain that such reviews help potential buyers make informed decisions by comparing stated specifications with actual product experiences. Acting as a form of electronic word-of-mouth (e-WOM), customer reviews play a pivotal role in shaping consumer trust and influencing their purchase intentions (Fauzi & Lina, 2021).

1.4. Purchase Intention

Purchase intention reflects a consumer's inclination to respond and take action toward a specific object, typically

related to the desire to buy or not buy the product or service under consideration. Martins et al. (2019) highlight that purchase intention signifies the likelihood that consumers will plan or be willing to buy certain products or services in the future. Purchase intention reflects a consumer's readiness and planning to obtain a product after evaluating its perceived benefits. Kotler and Keller (2016) define this behavior as a response to external stimuli, where attention, interest, and desire culminate in the decision to purchase. According to Lucas and Britt (2003), the indicators of the purchase intention of potential consumers are as follows:

- Attention, which is the attention of potential consumers to the products offered by the manufacturer.
- Interest, which is the interest of potential consumers in the products offered.
- Desire, which is the desire of potential consumers to have the products offered.

1.5. Purchase Decision

Decision-making is understood as a psychological construct, implying that while the decision itself is intangible, it can be inferred from observable behaviors indicating that a psychological event of "decision-making" has occurred (Santoso and Sispradana, 2021). The consumer mind, often depicted as a "black box," illustrates the interplay between stimuli, consumer characteristics, decision-making processes, and subsequent consumer responses (Kotler & Armstrong, 2016).

According to Tjiptono (2008), the purchase decision represents the final stage in the decision-making process, where consumers resolve to purchase products or services that satisfy their needs. Influencer marketing and online customer reviews emerge as key factors shaping this process, especially when influenced by purchase intention.

1.6. Hypothesis

H1: Influencer marketing likely impacts product purchase intention on TikTok.

H2: Online customer reviews are presumed to influence product purchase intention on TikTok.

H3: Influencer marketing is expected to affect product purchase decisions on TikTok.

H4: Online customer reviews likely influence product purchase decisions on TikTok.

H5: Purchase intention is presumed to impact product purchase decisions on TikTok.

H6: Influencer marketing potentially influences product purchase decisions on TikTok when mediated by purchase intention.

H7: Online customer reviews are suspected to affect product purchase decisions on TikTok, mediated by purchase intention

RESEARCH METHODS

This quantitative study employed primary data collected through online questionnaires distributed to Generation Z TikTok users in the Makassar area. A purposive sampling technique was used to select 100 respondents aged 20 to 25 years. The questionnaire utilized a Likert scale to measure variables, including influencer

marketing, online customer reviews, purchase intention, and purchase decisions.

Data were analyzed using descriptive statistics, validity and reliability tests, and path analysis through the Structural Equation Modeling (SEM) method, implemented via the JASP application. This comprehensive approach ensured robust insights into the relationships among the variables under study.

RESULTS AND DISCUSSION

4.1. Normality Test

The purpose of the normality test is to determine whether the regression model of the disturbance variable (residual) follows a normal distribution.. This study uses visual statistical analysis of standardized residuals histogram and Q-Q plot standardized residuals which are reinforced with skewness and kurtosis statistics where the Z-Value must be between +/- 1.98. The following are the results obtained from conducting the normality test:

Figure 1. Standardized Residuals Histogram and Q-Q Plot Standardized Residuals.
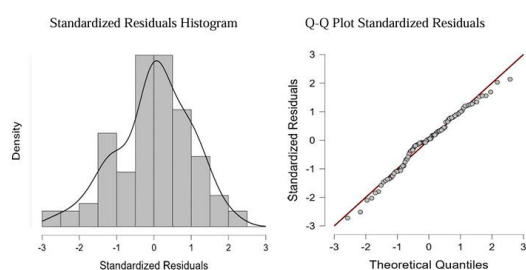
As we can see in Figure 1, The normality test results indicated that the data were normally distributed, as indicated by bell-shaped histograms and Q-Q plots aligning with theoretical expectations.

As for strengthening from the results of the normality test, the skewness and kurtosis values provide insight into the data distribution, If the skewness and kurtosis values are around the standard Z value, namely +/- 1.98, then it can be said that the data is normally distributed, as follows:

Table 1. Skewness and Curtosis

VARIABLE	SKEWNESS VALUE	KURTOSIS VALUE	STANDART Z-VALUE	INFORMATION
X1	-1.63	1.12	+/- 1.98	USUAL
X2	-0.22	-1.07	+/- 1.98	USUAL
X3	-0.73	0.15	+/- 1.98	USUAL
X4	-1.47	1.98	+/- 1.98	USUAL

Source: *JASP* (2024)

Skewness and kurtosis values fell within the acceptable range of ± 1.98, These findings support the assumption of data normality in the analysis.

4.2. Validity Test

The validity test performed in this study evaluates the alignment between the measurement tool and the intended measurement objectives. As for this study, (df) = n – 2 = 100 -2 = 98 with a significance of 0.05 or equal to 5%. If the R-Count exceeds the R-Table value, each statement item can be considered valid.

Table 2. Validity test

Variable	Items	Pearson Correlation (R-Count)	R-Table (N=100) Sig 5%	Information
Influencer Marketing (X.1)	X.1.1	0.857	0.195	Valid
	X.1.2	0.846	0.195	Valid
	X.1.3	0.878	0.195	Valid
Online Customer Review (X2)	X.2.1	0.690	0.195	Valid
	X.2.2	0.845	0.195	Valid
	X.2.3	0.742	0.195	Valid
	X.2.4	0.717	0.195	Valid
	X.2.5	0.752	0.195	Valid
Purchase Intention (M)	M1	0.745	0.195	Valid
	M2	0.832	0.195	Valid
	M3	0.805	0.195	Valid
Purchase Decision (Y)	Y.1	0.716	0.195	Valid
	Y.2	0.749	0.195	Valid
	Y.3	0.619	0.195	Valid
	Y.4	0.781	0.195	Valid

Source: *JASP* (2024)

As shown in table 2, variables X1, X2, X3, and X4 the data show a calculated R-value higher than the corresponding R table value, confirming validity, therefore each variable is declared valid.

4.3. Reliability Test

The reliability test evaluates the consistency and stability of questionnaire responses as indicators for overall variables. A questionnaire is deemed reliable if responses remain consistent over time. A variable achieves reliability when Cronbach's Alpha is greater than 0.60. The following are the test results:

Table 3. Reliability test

Variable	Cronbach's Alpha	Reliability Standards	Information
Influencer Marketing (X.1)	0.824	0.60	Reliable
Online Customer Review (X.2)	0.803	0.60	Reliable
Purchase Intention (M)	0.704	0.60	Reliable
Purchase Decision (Y)	0.705	0.60	Reliable

Source: *JASP* (2024)

As shown in Table 2, variables X1, X2, X3, and X4 have a Cronbach's Alpha greater than the reliability standard > 0.60, therefore each variable is declared reliable.

4.4. Path Analysis Test

This study was carried out to examine the potential influence of independent variables on dependent variables. To measure the impact of the dependent variable on independence, the p-value is analyzed. When the p-value is below 0.05, the variable is considered to have a significant influence.. The following is a table of SEM analysis processed using the JASP program application:

Table 4. Direct Effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
X1 -> Y	0.283	0.082	3.464	<.001	0.123	0.444
X2 -> Y	0.184	0.068	2.697	0.007	0.050	0.318

Source: *JASP* (2024)

The direct effect of X1 (influencer marketing) can be observed in the table presented above on Y (purchase decision) has a p < value of 0.001 where it is less than 0.05, Based on these findings, it can be concluded that the variable X1 (influencer marketing) significantly influences Y (purchase decision) with an estimated value of 0.283 or 28.3%. As for the variable X2 (online customer review) on Y (purchase decision) has a p value of 0.007 where it is less than 0.05 Similarly, the data shows that the variable X2 (online customer review) significantly affects Y (purchase decision) with an estimated value of 0.184 or 18.4%.

Table 5. Indirect Effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
X1 -> M -> Y	0.134	0.045	2.978	0.003	0.046	0.222
X2 -> M -> Y	0.145	0.042	3.430	<.001	0.062	0.229

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Source: *JASP* (2024)

The table also highlights the indirect effect of X1 (influencer marketing) on Y (purchase decision) through M (purchase intention) has a p value of 0.003 where it is less than 0.05, Consequently, it can be inferred that the variable X1 (influencer marketing) indirectly impacts Y (purchase decision) through M (purchase intention) with an estimated value of 0.134 or 13.4%. As for the variable X2 (online customer review) through M (purchase intention) has a p value < 0.001 which is less than 0.05,

Likewise, the indirect effect of variable X2 (online customer review) on Y (purchase decision) can also be observed through M (purchase intention) with an estimated value of 0.145 or 14.5%.

Table 6. Path Coefficients

					95% Confidence Interval	
	Estimate	Std. Error	z-value	p	Lower	Upper
M -> Y	0.606	0.142	4.269	<.001	0.328	0.884
X1 -> Y	0.283	0.082	3.464	<.001	0.123	0.444
X2 -> Y	0.184	0.068	2.697	0.007	0.050	0.318
X1 -> M	0.221	0.053	4.157	<.001	0.117	0.326
X2 -> M	0.240	0.042	5.759	<.001	0.158	0.322

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Source: *JASP* (2024)

The table above is a combination of direct and indirect influences or the results of path analysis. The influence of the M variable (purchase intention) on Y (purchase decision) is evident that is the p value < 0.001 since the p-value is less than 0.05, it indicates that the M variable (purchase intention) significantly affects the Y variable (purchase decision) with an estimated value of 0.606 or 60.6%.

Table 7. Total Effect

					95% Confidence Interval	
	Estimate	Std. Error	z-value	p	Lower	Upper
X1 -> Y	0.417	0.082	5.082	<.001	0.256	0.578
X2 -> Y	0.330	0.064	5.124	<.001	0.204	0.456

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.
Source: *JASP* (2024)

The total effect value of variable X1 (influencer marketing) on variable Y (purchase decision) is visible in the table above and has a value of p < 0.001 which is less than 0.05 and has an estimated value of 0.417 or 41.7%. This suggests that the cumulative influence of the X1 variable (influencer marketing) significantly impacts the Y variable (purchase decision) with 41.7%. The total effect value for variable X2 (online customer review) against variable Y (purchase decision) has a value of p < 0.001 which is less than 0.05 and has an estimated value of 0.330 or 33% Similarly, the total effect of variable X2 (online customer review) confirms its influence on the Y variable (purchase decision) with 33%.

2.2.Discussion

Based on the results of the research that has been described through several tests such as statistical analysis of SEM, influencer marketing, and online customers on purchase decisions mediated by purchase intention. The following is explained about the explanation of the answer to the research hypothesis:

The Influence of Influencer Marketing on Purchase Intention

The data analysis results indicate that influencer marketing holds a positive value, demonstrating its significant impact on purchase intention. If influencer marketing increases, purchase intention will also increase. This can give an idea that influencer marketing is able to encourage interest in buying products when influencers promote products on the TikTok application. This finding aligns with the research conducted by Qonitah Iffah et al. (2022), who concluded that influencer marketing positively affects purchase intention. The more popular and integrity an influencer is, the more likely it

will be able to increase the buying interest of consumers who tend to want to have similarities with influencers (Waluyo and Trishananto, 2022). Therefore, the first hypothesis presented in this study is supported.

The Influence of Online Customer Reviews on Purchase Intention

The data analysis results also reveal that online customer reviews show a positive value, indicating their influence on purchase intention. This suggests a direct proportional relationship between online customer reviews and purchase intention An increase in online customer reviews is likely to result in a corresponding increase in purchase intention. This finding highlights the ability of online customer reviews to provide valuable information to consumers related to the assessment and evaluation of a product so that it can increase buying interest from consumers if the review results are getting better. It aligns with the research conducted by Ichsan et al. (2018), which confirmed a significant relationship between online customer reviews and purchase intention. Consequently, the second hypothesis proposed in this study is accepted.

The Influence of Influencer Marketing on Purchase Decisions

The data analysis results confirm that influencer marketing positively influences purchase decisions. This indicates that influencer marketing is directly proportional to the purchase decision. If influencer marketing has increased, then purchase decision will also increase. This gives an idea that influencer marketing activities by utilizing influencers who have many

followers in promoting products able to influence their followers to make product purchase decisions. This aligns with research by Fathurrahman et al. (2021), who emphasized that using influencers as a marketing strategy effectively influences the target market to make purchase decisions. Hence, the third hypothesis is supported.

The Influence of Online Customer Reviews on Purchase Decisions

Data analysis also shows that online customer reviews positively impact purchase decisions. This suggests a direct relationship, where improved online customer reviews lead to better purchase decisions. When online customer reviews increase, purchase decisions are likely to follow suit. This gives an idea that with many good and positive reviews from previous consumers on the purchase of a product, This illustrates the capacity of reviews to encourage potential buyers to finalize their purchasing decisions Such findings are consistent with research conducted by Mahendra and Edastama (2022) which found that positive information in online customer reviews able to help potential consumers and increase the trust of potential consumers in the products offered by a brand so that it can influence purchase decisions. Therefore, the fourth hypothesis is validated.

The Influence of Purchase Intention on Purchase Decisions

The data further shows that purchase intention significantly impacts purchase decisions. This indicates that purchase intention is directly proportional to the purchase decision. If purchase intention increases, purchase decisions will also

increase. This gives an idea that when the interest for that arises in Someone to buy a product becomes more and more likely to make consumers decide to buy the product. This observation aligns with the research findings of Istiqomah and Usman (2021), who noted that higher consumer interest in a product results in increased purchase decisions. Thus, the fifth hypothesis is confirmed.

The Influence of Influencer Marketing on Purchase Decisions Mediated by Purchase Intention

The analysis also highlights that influencer marketing indirectly influences purchase decisions through purchase intention as a mediator. This indicates that influencer marketing is directly proportional to the purchase decision. If influencer marketing increases, purchase decisions will also increase. This suggests that influencer marketing can inspire followers to consider buying a promoted product and indirectly drive purchasing decisions. These results are in line with Waluyo and Trishananto's (2022) findings, which established that influencers positively affect purchase decisions through buying interest, where the more famous and quality influencers are, the more likely they are to increase consumer buying interest which will make supports consumers in deciding to purchase products. As a result, the sixth hypothesis is supported.

The Influence of Online Customer Reviews on Purchase Decisions Mediated by Purchase Intention

The data analysis indicates that online customer reviews indirectly influence purchase decisions, with purchase intention serving as a mediator. This observation underscores the positive role of online reviews in shaping consumer choices are directly proportional to with purchase decisions. If online customer reviews increase, purchase decisions will also increase. This gives an idea that if consumers give a better assessment, it will make potential buyers increase their buying interest which will indirectly make these potential consumers decide to buy products. The finding aligns with Istiqomah and Usman's (2021) study, which confirmed a positive effect of online customer reviews on purchase decisions mediated by buying interest, the more positive response reviews given by previous customers, the more customers will buy. Therefore, the seventh hypothesis is accepted.

CONCLUSION AND SUGGESTIONS
Conclusion

Based on the discussion and analysis of data through hypothesis testing of the research problem raised regarding the study examines the influence of influencer marketing and online customer reviews on purchase decisions on the TikTok platform, with purchase intention acting as a mediating factor as previously explained in the earlier chapter, the following conclusions can be drawn from the study:

1. Influencer marketing variables affect purchase intention. With influencer marketing, it is able encourage consumers' buying interest in the products being promoted.
2. The online customer review variable has a significant effect on purchase intention. These reviews, which provide evaluations and assessments of

products or review of a product able to make consumers encourage their interest in buying the product if the review shows positive results.

3. Influencer marketing variables affect purchase decisions. With influencer marketing, it is able encourage consumers to buy the promoted products.

4. The online customer review variable affects the purchase decision. Reviews containing evaluations or feedback on a product can influence consumers to decide to purchase the product, particularly when the reviews are favorable.

5. The purchase intention variable is also shown to affect purchase decisions significantly. The interest that arises from a person can determine the decision to make a purchase.

6. Influencer marketing variables affect purchase decisions mediated by purchase intention. This means that influencer marketing activities on the TikTok platform using influencers who have many followers are the right strategy in product marketing and able to influence the target market, namely Generation Z in the Makassar area to encourage consumer buying interest as well as being able to make consumers make product purchase decisions.

7. The variable of online customer reviews has an effect purchase decisions mediated by purchase intention. This gives an idea that the number of online customer reviews on TikTok that are positive from consumers who have purchased

products is able to increase trust and encourage potential consumers, namely Generation Z in the Makassar area, to encourage consumer buying interest as well as being able to make consumers make purchase decisions.

The findings affirm the hypotheses, demonstrating that both influencer marketing and online customer reviews significantly impact purchase intentions and decisions. Influencers enhance purchase intention by promoting products in relatable ways, aligning with previous research by Qonitah et al. (2022). Similarly, online reviews bolster consumer trust, consistent with Mahendra and Edastama (2022). The mediating role of purchase intention highlights its importance in translating promotional efforts into actual purchase behavior.

Suggestion

Based on the analysis discussion and conclusions drawn from this study, several suggestions can be provided to achieve improved outcomes:

- For companies, According to Databoks (2023), Indonesia ranks second globally in the category of countries with the highest number of TikTok users. In this case, there is an opportunity for the company to target a potential target market on TikTok with a very large number of markets. One of them Companies can utilize influencer marketing as means to market products. This is because marketing activities using influencer marketing able to influence purchasing decisions, and this presents a significant opportunity for companies to leverage for business

gains. According to an online shopping survey conducted by Data Indonesia (2022), it is easy to compare prices between online store owners is one of the factors why consumers choose to shop online. After comparing the prices of products or services from several online stores, usually potential consumers will also check online customer reviews. According to Lee, et al. (2008) online customer reviews can help potential consumers in identifying whether an online store is trustworthy or not which ultimately affects the purchase decision. Companies are encouraged to capitalize on the potential of the online customer review feature on TikTok to maximize sales.

• For the next researcher, on this study, the subjects used by the researcher are generation Z in the Makassar area. It is hoped that researchers will further expand their future research should consider subjects from the millennial and alpha generations to enhance the quality and relevance of research findings.

Declaration of AI and AI-assisted technologies in the writing process (if author[s] utilize AI)

During the preparation of this work, the authors used **JASP Application** in order to **counting the data**. After using this tool/service, the authors reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

BIBLIOGRAPHY

Agesti, N., & Ridwan, M. S., & Budiarti, E. 2021. The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City. *International Journal of Multicultural and Multireligious Understanding* (Online), Vol. 8, No.3.

Amalia, K., & Nurlinda, R. A. (2022). The influence of influencer marketing and online customer reviews on purchase intention through the perceived value of somethinc serum products. *Sibatik Journal: Scientific Journal in the Social, Economic, Cultural, Technology, and Education Fields, 1*(11), 2383-2398.

Aulia, A. S. 2022. *The Influence of Online Customer Review, Online Customer Rating, and Online Vlogger Review on Purchase Decisions on the Shopee Application during the Covid-19 Pandemic* (Case Study on the Millennial Generation of Shopee Users in Purwokerto). The thesis was not published. Purwokerto: Undergraduate Program of the Faculty of Islamic Economics and Business, UIN Prof. K. H. Saifuddin Zuhri. Customer Rating on Consumer Buying Interest in E-Commerce. *Journal of Muhammadiyah Business Management* (Online), Vol. 2, No. 1.

Databox. 2023. Top 10 Countries with the Most Tiktok Users in the World in January 2023. Accessed on 24/3/2023, from Indonesia Won Second Position as the Country with the Most TikTok Users in the World in Early 2023 (katadata.co.id).

DataIndonesia. 2022. 2022 Online Shopping Survey Report. Retrieved on 24/3/2023, from the 2022 Online Shopping Survey Report (dataindonesia.id)

Fathurrahman, M. M., Triwardhani, D., & Argo, J. G. 2021. The Influence of Influencer Marketing and Viral Marketing on Bittersweet by Najla's Purchase Decision. *Proceedings of the National Seminar on Research Results and Community Service* (Online), 2808-3199.

Ichsan, M., Jumhur, H. M., & Dharmoputra, S. (2018). The Influence of Consumer Online Rating and Review on Consumer Buying Interest in the Tokopedia Marketplace in the DKI Jakarta Area. *eProceedings of Management*, 5(2).

Istiqomah, L., & Usman, U. (2021). The influence of online customer reviews, trust, and risk perception on purchase decisions with buying interest as intervening variables (Study on students using online market platforms). *Journal of Accounting, Economics and Business Management*, 1(1), 76-88.

Kotler, P., & Keller. 2016. *Marketing Management*, 12th Edition Volumes 1 & 2. Jakarta: PT. Index. Lee, J., & Park. D.Y., & Han, I. 2008. The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View. *Electronic Commerce Research and Applications* (Online), Vol. 7, No. 3.

Lemeshow, S., & Hosmer. D. W., & Klar, J., & Lwange, S. K. 1997. *Sample Size in Health Research*. Yogyakarta: Gadjah Mada University.

Lengkawati, A. S., & Saputra, T. Q. 2021. The Influence of Influencer Marketing on Purchase Decisions (Study on Elzatta Hijab Garut). *Prismakom* (Online), Vol. 18, No. 1.

Lucas, D. B. and Steuart H. Britt. (2003). Advertising Psychology and Research.McGraw- Hill. York.

Mahendra, S., & Edastama, P. 2022. The Influence of Online Customer Reviews, Ratings, and Influencers on Casual Clothing Purchase Decisions on the Marketplace. *Journal of Management and Accounting Students* (Online), Vol. 1, No. 2.

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. Journal of Business Research, 94, 378-387.

Putri, I. A. D., & Fikriyah, K. 2023. The Influence of Influencers and Online Customer Reviews on Impulse Purchases on Halal Cosmetic Products on TikTok Shop. *Edunomika Journal* (Online), Vol. 07, No. 01.

Qonitah Iffah, R., Farouk, U., & Nugroho, J. (2022). Influence of Influencer Marketing Strategy and Online Customer Reviews on Purchase Intention of Sociolla Customer (Case Study on AB Students at Polines 2018–2019). *JOBS Journal*, 8(2).

Santoso, A., & Sispradana, A. R. (2021). Analysis toward purchase decision determinant factors. *Asian Management and Business Review*, 155-164.

Sari, E. 2022. *The Effect of Free Shipping*

Promotion, Online Customer Review and Online Customer Rating on Purchase Decisions on Shopee Marketplace (Study on Management Study Program Students of HKBP Nommensen University Medan). The thesis was not published. Medan: Undergraduate Program of the Faculty of Economics, HKBP Nommensen University.

Tjiptono, F. 2008. Marketing Strategy, Third Edition. Yogyakarta: Andi.

Waluyo, A., & Trishananto, Y. (2022). Customer reviews and influencers on purchase decisions with the variable of buying interest as an intervening variable. *Journal of Islamic Economics and Banking,* 1(2), 103-112.