An Analysis of How Online Reviews, Product Quality, and Digital Marketing Afeect Consumer Decisions to Buy on the Gunungsitoli City Tik Tok Shop Application

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Abstract

This study explores the relationship between online reviews, product quality, and digital marketing on consumer purchasing decisions on e-commerce platforms (TikTok Shop) in Gunungsitoli City. Quantitative research methods and purposive sampling techniques were used to involve 80 users of the TikTok shop application, specifically for consumers in Gunungsitoli City. The results of multiple linear regression analysis show that product quality has the most significant influence on purchasing decisions, followed by digital marketing and online reviews, which also have a considerable impact. Overall, these three variables contribute significantly to consumer purchasing decisions, with the research model able to explain most of the variation in these decisions. These findings emphasize the importance of these three aspects in the context of TikTok shop users, where product quality is the main factor influencing consumer purchasing decisions. This study's theoretical and practical implications demonstrate the importance of a multi-dimensional approach in digital marketing strategies, especially in an increasingly competitive e-commerce platform environment. This study also adds insight into the literature on consumer behavior related to modern marketing technology. It provides a strategic perspective for users of the rapidly growing TikTok shop application in Gunungsitoli City.

How to Cite

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INTRODUCTION

Product quality is often the most dominant variable in various contexts, including consumer purchasing decisions and customer satisfaction, because good quality has a direct impact on consumers' experiences and perceptions of the product. High-quality products tend to meet or exceed customer expectations, resulting in satisfaction and loyalty. Information and communication technology advances have affected almost every aspect of our lives. The way people interact is one area of life affected by information and communication technology advances. Society's communication patterns have also changed due to advances in information and communication technology. Communication in society has become more effective and practical as new communication channels continue to develop and emerge. People can interact across time and location by utilizing advances in information and communication technology, such as the increasing number of social media platforms. The growing use of devices in society coincides with the emergence of several social media platforms (Aryadi & Putri, 2022).

Social media and technological advancements have changed the way businesses promote their products. With over 1 billion active users, TikTok has emerged as one of the most popular marketing platforms. While many businesses use TikTok, little is known about how it impacts customers' purchasing decisions. As social media has proliferated, TikTok has become a powerful tool for product promotion, especially for businesses trying to connect with younger consumers. With over 1 billion monthly active users globally, TikTok presents a significant opportunity for companies to expand their customer base, build brand awareness, and increase revenue (Sarusu et al., 2025).

Based on Badan Pusat Statistik (2022), the 2022 eCommerce Survey, the trend is similar to previous years. Based on the data, 2,868,178 eCommerce companies were operating in Indonesia in 2021, up from 2,361,423 companies in 2020. The Millennial Genera-tion, namely those born between 1980 and 1995, grew up amidst the rapid development of technology in Indonesia. Currently, they are between 27 and 44 years old. In 2022, most eCommerce business actors or owners are aged 35–44 years (34.47 percent) and 25–34 years (23.37 percent). This shows that the Millennial Generation, who are very familiar with digital technology, are the main force behind the growth of the e-commerce industry in Indonesia.

Online reviews are influential because they come from various people with different backgrounds, experiences, and needs. These reviews can help other potential buyers in making decisions. The more reviews a product has, the more people will consider the product popular and valuable, so they are more interested in buying it. Customers typically look for information before purchasing a product in an online store. One way is to read reviews on blogs or articles from website owners. They want to know the details of the product, such as specifications, advantages, disadvantages, and prices, before deciding to buy (Eka Dewi et al., 2022). Often, products such as clothing or skincare are not worth the price paid, especially when purchased through online promotions. The quality usually does not match what is seen on the screen. Product competition can be adjusted for various online platforms in this digital era. A product is considered quality if it can attract attention, be purchased, used, and meet the needs or desires of consumers. Therefore, manufacturers now realize how important it is to provide high-quality goods to meet customer expectations (Aryadi & Putri, 2022).

Digital technology development has changed how consumers shop, including in Gunungsitoli City. One of the rising platforms is TikTok Shop, which combines entertainment and shopping in one application. In Gunungsitoli City, TikTok Shop offers a unique shopping experience combining entertainment and product promotion. Consumers can see impressive product videos and reviews from other users, and they can even interact directly with sellers through the live streaming

feature. This creates a more personal and engaging shopping experience, where consumers buy products and engage in a larger community.

In comparison, Shopee, one of the largest TikTok shop application platforms in Indonesia, offers various products using a more traditional system. Although Shopee also has live streaming and product review features, Shopee's shopping experience is more focused on product search and transactions. Consumers can easily compare prices, read reviews, and purchase with a few clicks. However, the social interaction offered by TikTok Shop provides its advantages, especially for the younger generation who prefer visual content and direct interaction.

The people of Gunungsitoli City, who are accustomed to shopping online, tend to choose platforms that offer products and a pleasant shopping experience. With its creative and interactive marketing approach, TikTok Shop can attract the attention of consumers looking for more than just transactions; it can also attract entertainment and relevant information. Meanwhile, Shopee remains a solid choice for consumers who prioritize convenience and speed in shopping.

This phenomenon encourages consumers to see products visually and pay attention to reviews from other users, the quality of the products offered, and the digital marketing strategies the seller uses. Online reviews are now an essential source of information before buying, while product quality and digital promotions determine the level of consumer trust and interest. Therefore, it is necessary to examine the extent to which these three factors influence consumer purchasing decisions at TikTok Shop, especially in Gunungsitoli City, to provide a real picture for business actors and researchers in the future.

METHODS

Research Design

Quantitative research aims to determine how independent variables affect dependent variables. Researchers usually collect data through various methods such as surveys, observations, interviews, assessments, and documentation to achieve this goal. The data collected is quantitative and obtained using instruments that have been proven valid and reliable (Soesana Abigail, 2023).

Population and Sample

Purposive sampling is a technique in which researchers intentionally select certain people from a population based on specific criteria considered most relevant to the research objectives (Rita Fiantika et al., 2022). The purposive sampling technique allows researchers to select the most representative samples based on specific criteria such as age, education, gender, occupation, and other demographic characteristics. This method usually produces quality samples. In this study, the population was users of the TikTok shop application, and 80 people were selected as samples using the purposive technique (Soesana Abigail, 2023). The reason for only using a sample of 80 is indirect because the population of TikTok shop users in Gunung Sitoli within 1 year is loyal and consistent and has undergone screening using purposive sampling.

Data Analysis Methods

For this research test, we used analysis techniques in the form of SPSS. SPSS is a popular statistical software, originally known as "Statistical Package for the Social Sciences." Currently, SPSS is acquired by IBM and is known as IBM SPSS Statistics. This software is used for statistical analysis, data management, and report generation.In this study, researchers used the Kolmogorov-Smirnov test to ensure that the collected data was normally distributed. Then, multiple linear regression tests were used to see if there was a relationship between several factors, such as price, product quality, and digital marketing, on consumer purchasing decisions. Previously, the data used was also tested through validity and reliability tests to ensure that the data was correct and consistent. All this was done to see how much each factor influenced consumer purchasing decisions (Soesana Abigail, 2023).

Data collection technique

Data collection is essential in scientific research to understand the phenomenon being studied. One method that is widely used in this process is a questionnaire. A questionnaire contains written questions to respondents to collect information relevant to the research topic (Amelia, 2023).

RESULTS AND DISCUSSION

Other assumptions in regression besides multicollinearity and heteroscedasticity include normality, linearity, and autocorrelation. Multicollinearity is a problem when the independent variables are highly correlated. Heteroscedasticity occurs when the residual variance is not constant. Normality means that the residual distribution follows a normal distribution. Linearity refers to a linear relationship between the independent and dependent variables. Autocorrelation occurs in time series data when the residuals are correlated.

Validity and Reliability Test

The following table will show the results of the instrument validity test for each variable and the instrument reliability test to determine how valid and reliable the instruments used by researchers in this study are.

Table 1. Validity and Reliability Test

Variables	Number of Statements	Validity Coefficient (r)	Cronbach's Alpha
Online Reviews	20	0.473	0.814
Product Quality	20	0.534	0.866
Digital Marketing	20	0.492	0.835
Consumer Purchasing Decisions	20	0.343	0.602

Source: Processed Primary Data, 2025

From the Table 1, the three variables tested show the validity and reliability of the instrument to be used in the study. The calculated r value is greater than the r table of 0.219, and the reliability of the instrument is indicated by the Cronbach's alpha score, which is more than 0.60. This means that the research instrument for the four variables is valid and reliable.

Normality Test

A normality test is conducted to determine whether the collected data follows a normal distribution. This step is essential to do before conducting parametric testing. The results of the normality test can be seen in the Table 2.

Table 2. Normality Test

Kolmogorov-Smirnov		
	Statistics	df	Sig.
Online Reviews	0.078	80	0.200
Product Quality	0.086	80	0.200
Digital Marketing	0.078	80	0.200
Consumer Purchasing Decisions	0.076	80	0.200

Source: Processed Primary Data, 2025

The normality test results using the Kolmogorov-Smirnov method showed a significance value greater than 0.05. This means that the data collected by the researcher follows a normal distribution, so parametric testing can be carried out.

t-Test Results

In the t-value test, the results obtained by the researcher showed a much higher score than the t-value contained in the table, so hypothesis testing can be carried out. Table 3 presents the results of the t-test for the variables Online Review, product quality, and digital marketing.

Based on the t-test results in Table 3, the product quality variable produces a t value = 20.620 > t table = 1.665 with a sig. A value of

Table 3. t-test Results

Variables	Unstandardized Coefficients		Standard Coefficient	t	Sig.
	B	Std. Error	Beta		
Product Quality	0.504	0.024	0.822	20.620	0.000
Online Reviews	0.060	0.022	0.088	2.688	0.009
Digital Marketing	0.137	0.024	0.228	5.645	0.000

Source: Processed Primary Data, 2025

Table 4. F-test Results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	995.009	3	331.670	303.913	0.000
Residual	82.941	76	1.091		
Total	1077.950	79			

Source: Processed Primary Data, 2025

Table 5. Determination Test

Variables	R	R^2	Adjusted R^2	Std. Error of the Estimate
Online Product Review, Product Quality, Digital Marketing	0.961	0.923	0.920	1.045

Source: Processed Primary Data, 2025

0.000 <0.05 indicates that product quality influences consumer purchasing decisions. While the Online Review variable produces a t value = 2.688 > t table = 1.665 with a sig. Value of 0.009 <0.05 indicates that Online Reviews influence consumer purchasing decisions, and the digital marketing variable produces a t value = 5.645 > t table = 1.665 with a sig. A value of 0.000 <0.05 indicates that digital marketing influences consumer purchasing decisions.

F Test Results

The F test evaluates the simultaneous influence of all independent factors on the dependent variable. This test is also known as the ANOVA test or simultaneous test, and serves to assess the significance of the regression model that has been developed.

Based on the results of the F test in Table 4, the variables online review, product quality, and digital marketing contributed the calculated F value = 303.913 > F table = 2.720

with sig 0.000. This shows that Online reviews, product quality, and digital marketing simultaneously affect consumer purchasing decisions.

Determination Test (R 2)

In this test, researchers can find out the extent of the influence of independent variables on dependent variables. A higher R2 score indicates that the prediction model of the proposed research model is improving. The determination coefficient test (R2) determines the three variables' influence percentage (Table 5).

Consumer Purchasing Decisions are proven to be 92% influenced by perceptions of Online Reviews, product quality, and digital marketing, according to the R2 Determination test. These results indicate that the variables of perception of product pricing strategy, product quality, and digital marketing can explain 92% of the variation in consumer purchasing decisions.

The results of the survey. I'd show many reasons why Indonesian users prefer to shop at TikTok Shop over other platforms. The results are mainly because the products sold at the TikTok Shop have increasingly low prices and many promos. TikTok is now developing into one of the social e-commerce platforms in the business that requires customers to buy products advertised by sellers.

This creates a huge digital marketing market in today's industry. TikTok has grown into not only a place for entertainment and creativity but also a significant e-commerce platform thanks to the "TiktokShop" feature. Through the distribution of short video content and direct shopping on TikTok accounts for group businesses or teamwork with an artist, these characteristics allow brands and sellers to develop their businesses.

Customers can make purchases directly at the Tiktok Shop without visiting the market website or downloading additional applications. All actions, from talking to sellers and viewing product catalogs to making payments, can be done in real time through the TikTok application. TikTok Shop has become the most popular social e-commerce platform and is an opportunity to change the persona of a business. The number of active users in Indonesia has encouraged many brands and merchants to use the advantages and sales capabilities of TikTok Shop and advertise their products to a broader range of consumers.

Therefore, as more and more brands use TikTok to promote and sell their products, the competition in TikTok Shop will be increasingly fierce. Merchants must find and use the correct advertising methods to attract customers to buy goods at the TikTok shop. Shop owners can use this promotional strategy by using the features provided by Tiktok, one of which is the online customer review feature.

Analysis of the Influence of Online Reviews on Consumer Purchasing Decisions on the TikTok Shop Application in Gunungsitoli City

Online customer reviews and feedback are opinions they give based on their personal experiences when using a product or service. Nowadays, consumers tend to be more careful and have better knowledge, making it easier to consider various options before buying. As a result, online reviews have become an essential information source influencing purchasing decisions (Baihaqki et al., 2024). Customers are used to searching for information before purchasing online shopping sites. One method of searching for information is to look at available information, such as blog reviews or articles written by website owners about a product. This includes the specifications, benefits, drawbacks, and product price (Sembiring & Suwendra, 2024).

Based on the results of the t-test, the Online Review variable produces a t value = 2.688 > t table = 1.665 with a sig. Value of 0.009 <0.05 indicates that Online Reviews affect consumer purchasing decisions. In other words, the more positive or informative the reviews given online, the more likely consumers will be encouraged to purchase. This is because consumers tend to consider reviews before making a final decision in purchasing a product or service. The results of the study conducted by Niken A.S & Waris (2024)prove that online customer reviews (OCRs) have a positive and significant influence on consumer decisions in purchasing products, as consumers feel helped by clear and easy-to-digest information. However, not all reviews give a deep impression, but are different from the results of other studies (Syafa'at et al., 2024), showing that online customer reviews do not significantly affect consumer purchasing decisions at TikTok Shop.

Although the reviews are positive, they are not strong enough to influence consumers' purchasing decisions; this difference in results shows the importance of understanding specific consumer behavior in each situation or region. In addition, the effectiveness of online reviews is also greatly influenced by the quality of the review content, the platform's reputation, and how consumers process information. Therefore, companies need to collect reviews

and ensure their quality and credibility so that reviews impact purchasing decisions.

Analysis of the Influence of Product Quality on Consumer Purchasing Decisions on the TikTok Shop Application in Gunungsitoli City

Product quality is one of the main things prospective buyers consider when buying goods or using services. Therefore, a business must offer quality products to be more attractive than its competitors. If the product quality is good, it will meet consumers' needs and expectations when choosing the products to be purchased.(Aghitsni & Busyra, 2022)

Products sold online are not necessarily completely trustworthy. Many buyers complain that the items they receive do not match what they ordered, and they are often disappointed. This shows that fraud is still rampant in online transactions, harming honest sellers. When promoting, through live broadcasts or videos, sellers should convey the product's condition honestly so as not to cause disappointment. Although the products on TikTok Shop are pretty diverse, their availability is often unstable—they run out quickly, are empty, or the products sent differ from those displayed, and sometimes do not function properly. As a result, consumer expectations are not met. (Rahayu, 2024)

Based on the t-test results, the product quality variable produces a value of t = 20.620 > t table = 1.665 with a sig. A value of 0.000 < 0.05 indicates that product quality influences consumer purchasing decisions. Product quality is a very important factor in consumer purchasing decisions. This means that if the product quality is good, consumers will be more likely to buy the product.

This study's results align with (Prihadini et al., 2023), product quality having a positive and significant effect on Generation Z's purchasing decisions on Skincare. Customers' tendency to buy increases along with the perception of product quality, indicating the importance of focusing on formula quality and product excellence in skincare marketing

tactics targeting Generation Z. Other research results by (Anggraini et al., 2024)showing that product quality and promotion factors have a significant influence simultaneously on purchasing decisions, as evidenced by the results of the F test of 127.915 <F table 3.10 with a significance value of 0.000 <0.05.

Analysis of the Influence of Digital Marketing on Consumer Purchasing Decisions on the TikTok Shop Application in Gunungsitoli City

Digital marketing uses electronic technology to promote a brand to consumers, often via the internet. It includes various advertising formats, such as social media posts, online videos, and banner ads. For businesses, digital marketing is beneficial because they can more easily meet and satisfy the needs and wants of potential customers. On the other hand, digital marketing makes it easier for consumers to find information about products without having to go to a physical store. (Amrin et al., 2024).

Today, consumers can quickly make purchases, compare prices, read reviews, and easily get information about products and services. With these developments, digital marketing has become an essential tool for companies that want to influence customer purchasing decisions (Baharsah & Munawaroh, 2025).

Based on the t-test results, the digital marketing variable produces a t value = 5.645 > t table = 1.665 with a sig. A value of 0.000 <0.05 indicates that digital marketing affects consumer purchasing decisions. This means that digital marketing is having a significant impact on consumer purchasing decisions. In other words, the better the digital marketing strategy is implemented, the more likely consumers are to decide to buy a product.

The results of another study by Aryadi & Putri (2022)showed that digital marketing carried out by PT Lemonilo Indonesia Sehat through the TikTok application influences purchasing decisions for Lemonilo's healthy noodle products. Specifically, digital marke-

ting on TikTok contributed 28.5% to purchasing decisions. The results of another study by (Ikhsan Iriadi et al., 2024)revealed that digital marketing promotions on the TikTok Shop application significantly impact increasing consumer buying interest that is impulsive in Kendari City. This process follows the AIDDA theory's five stages: attention, interest, desire, decision making, and purchasing action. Promotions such as free shipping and discounts are key factors that influence consumer satisfaction and encourage them to buy products.

Analysis of the Influence of Online Reviews, Product Quality, and Digital Marketing on Consumer Purchasing Decisions on the TikTok Shop Application in Gunungsitoli City

Online customer reviews have a significant influence on a product's purchasing decision. These positive or negative reviews provide insight into the consumer's experience when purchasing goods in an online store. With this review feature, consumers can easily share their opinions, attracting potential buyers' attention and influencing their decision to buy.(Istinawati & Nurlinda, 2024) Various factors, including product quality, influence consumer purchasing decisions. This factor is crucial because consumers choose goods they consider of good quality and meet their expectations. Research shows that product quality significantly impacts purchasing decisions, as consumers are more likely to repurchase or recommend products that they perceive to have high quality standards.(Ong & Pratminingsih, 2025).

Based on the results of the F test, the variables online review, product quality, and digital marketing contributed the calculated F value = 303.913 > F table = 2.720 with sig 0.000. This shows that Online reviews, product quality, and digital marketing simultaneously affect consumer purchasing decisions. Based on the R2 results, consumer purchasing decisions are proven to be 92% influenced by the perception of online reviews, product quality, and digital marketing. These findings emphasize the importance of companies focusing on

managing online reviews, improving product quality, and implementing effective digital marketing strategies to influence consumer purchasing decisions positively. Other research results by Ong & Pratminingsih (2025) show that product quality, price, and advertising positively and significantly influence purchasing decisions. Product quality is the most influential factor, followed by price and advertising, which have a positive impact. This study emphasizes the importance of companies maintaining high product quality, setting competitive prices, and using effective advertising strategies, especially on platforms such as TikTok Shop, to attract and retain consumers.

Other research results by Sarusu et al (2025)showed that factors such as content quality, user interaction, and influencer recommendations also have significant contributions. The study also concluded that TikTok's marketing has proven effective in increasing brand awareness and purchasing decisions. Therefore, it is recommended that companies focus more on creating innovative content, involving influencers, and regularly evaluating marketing strategies to achieve maximum results.

CONCLUSION

From the analysis, Online Reviews, product quality, and digital marketing significantly influence consumer purchasing decisions on the TikTok Shop application in Gunungsitoli City. Online customer reviews serve as an essential source of information that influences purchasing decisions, where the more positive the reviews given, the more likely consumers are to make a purchase. Product quality is also a key factor, where high-quality products are more likely to attract consumer interest. In addition, an effective digital marketing strategy contributes significantly to influencing purchasing decisions, with easy access to information and attractive promotions. Overall, 92% of consumer purchasing decisions can be explained by perceptions of these three factors, confirming companies' importance in

managing and improving these aspects in their marketing strategies.

Based on the findings of this study, several suggestions that can be given are as follows: (1) Product Quality Improvement. Must continue to strive to improve the quality of the products offered to meet consumer expectations and reduce the risk of disappointment. This can be done through more stringent product testing and consumer feedback; (2) Online Reviews Management. Be active in managing online reviews, both positive and negative. Encouraging customers to leave reviews and responding quickly to feedback can improve reputation and consumer trust; (3) Creative Digital Marketing Strategy. Developing innovative and engaging marketing content on the TikTok platform and engaging relevant influencers can help attract consumer attention and increase purchasing interest; (4) Strategy Evaluation and Adaptation. Routinely evaluate the effectiveness of implemented marketing strategies, including analysis of changes in consumer behavior and market trends, to adapt quickly and remain relevant; and (5) Consumer Education. Providing clear and transparent product information, including specifications and benefits, can help consumers make better decisions and reduce the risk of disappointment.

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