

The Influence of Online Customer Reviews on the Purchase Decision of Wardah Glasting Liquid Lip Products Through the Tiktok Shop Platform

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Diserahkan tanggal 17 Maret 2026 | Diterima tanggal 20 Juli 2026 | Diterbitkan tanggal 31 Juli 2026

Abstract:

The rapid growth of social commerce has transformed how consumers evaluate products before making purchasing decisions. In this context, Online Customer Reviews (OCRs) have become an influential source of information. This study aims to examine the influence of Online Customer Reviews on consumers' purchase decisions for Wardah Glasting Liquid Lip products through the TikTok Shop platform. This study employed a quantitative approach with a causal research design. Data were collected from 100 female university students in Padang City using purposive sampling and a structured questionnaire. The data were analyzed using multiple linear regression with SPSS after passing validity, reliability, and classical assumption tests. The results show that Perceived Usefulness, Source Credibility, Valence, and Review Volume have positive and significant effects on purchase decisions, while Argument Quality has no significant effect. These findings indicate that TikTok Shop consumers rely more on the usefulness, credibility, positive sentiment, and quantity of reviews than on the depth of arguments contained in reviews. This study contributes to the literature on OCRs in social commerce and provides practical implications for cosmetic brands to enhance consumer trust through authentic review management.

Keywords: Online Customer Reviews, Purchase Decision, TikTok Shop, Social Commerce, Cosmetics.

Abstrak :

Pertumbuhan pesat perdagangan sosial (social commerce) telah mengubah cara konsumen mengevaluasi produk sebelum mengambil keputusan pembelian. Dalam konteks ini, ulasan pelanggan daring (Online Customer Reviews/OCRs) menjadi salah satu sumber informasi yang berpengaruh. Penelitian ini bertujuan menguji pengaruh Online Customer Reviews terhadap keputusan pembelian konsumen pada produk Wardah Glasting Liquid Lip melalui platform TikTok Shop. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal. Data dikumpulkan dari 100 mahasiswa di Kota Padang melalui teknik purposive sampling dan kuesioner terstruktur. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan SPSS setelah melalui uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan bahwa Perceived Usefulness, Source Credibility, Valence, dan Review Volume berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan Argument Quality tidak berpengaruh signifikan. Temuan ini menunjukkan bahwa konsumen TikTok Shop lebih mengandalkan kegunaan, kredibilitas, sentimen positif, dan jumlah ulasan dibandingkan kedalaman argumen dalam ulasan. Penelitian ini berkontribusi pada literatur OCR dalam konteks social commerce dan memberikan implikasi praktis bagi merek kosmetik untuk meningkatkan kepercayaan konsumen melalui pengelolaan ulasan yang autentik.

Kata Kunci: Ulasan Pelanggan Online, Keputusan Pembelian, TikTok Shop, Perdagangan Sosial, Kosmetik.

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INTRODUCTION

In the current era of globalization, technological advancements are developing rapidly and widely. Many companies and individuals are taking advantage of this technological development, which is leading to changes in human behavior, especially in the way people shop. In the past, to shop, one had to go directly to the store to buy the desired items. However, currently, thanks to technological advancements, we can easily order the necessary goods online using only a smartphone connected to the internet (Febriyanti & Ratnasari, 2024). This shift not only increases efficiency but also gives rise to new phenomena in the world of e-commerce.

One interesting phenomenon in the current e-commerce landscape is the presence of online customer reviews. This review has become an important part of people's shopping habits in the digital age. In the digital platform, customer reviews provide direct information and experiences from individuals who have tried specific products or services. Consumers today not only rely on information from manufacturers but also pay attention to the experiences of others through online customer reviews, which are considered more honest, relevant, and convincing because they come from real users, not persuasive advertising messages.

One platform that is now highly influential in shaping purchasing decisions is TikTok Shop, which provides an online customer review feature that can be used to help consumers make purchasing decisions. Through online customer reviews, consumers can see reviews from other customers about a product they are interested in (Khammas, 2008) as cited in Mutmainna et al. (2024).

One of the standout local products on TikTok Shop is Wardah's Glasting Liquid Lip. This product has gained attention due to its glossy finish, long-lasting wear, and widespread recommendation by beauty influencers and regular users. Its popularity on TikTok Shop is fuelled by numerous video reviews showcasing the results of direct application, making consumers interested and encouraging them to buy. Glasting Liquid Lip is also part of Wardah's effort to strengthen its position as a modern, halal, and market-trend-following local cosmetic brand.

The purpose of this study is to investigate the influence of online customer reviews on purchase decisions. These two variables will influence each other in consumer decision-making. Therefore, it is important to understand how product purchasing decisions are made by business actors within institutions.

The purchasing decision is a problem-solving process that begins with the problem background, problem identification, and culminates in the formation of conclusions or recommendations. These recommendations are then used as a basis for decision-making. Consumer decisions are consumer actions in deciding on a product that is considered a solution to the consumer's needs and desires (Marlius et al., 2023) in (Tonda and Khan, 2024). One factor that can influence purchasing decisions is online customer reviews.

According to Yofina (2020) in (Mokodompit et al., 2022), online customer reviews are reviews provided by consumers regarding information about the evaluation of a product across various aspects. With this information, consumers can obtain the desired product quality from reviews and experiences written by other consumers who have previously purchased the product from online sellers. Yofina (2020) in (Mokodompit et al., 2022) notes that consumers usually seek quality information when deciding to purchase a product. With the increasing popularity of the internet, online customer reviews have become an important source sought by consumers to learn about the quality of a product.

Nevertheless, most previous studies examining online customer reviews tend to focus on conventional e-commerce platforms such as Shopee or Tokopedia, as seen in the research by Priyatin & Farisi, 2023, and Aziz & Zaini, 2024. In fact, TikTok Shop is now one of the most popular digital platforms, especially among young people, and offers a unique product review format through short video content. However, to date, there is still very little quantitative

research examining how reviews on TikTok Shop influence purchasing decisions, particularly for local cosmetic products like Wardah's Glasting Liquid Lip. This is the main research gap in this study.

This research is important because many people, especially young people and students, rely more on online reviews before making a purchase, particularly through the TikTok Shop platform. TikTok Shop is not just a place for entertainment, but also a highly influential shopping destination because it features reviews in the form of engaging and authentic videos. Data from We Are Social & Hootsuite (2024) indicates that over 70% of internet users in Indonesia search for information through online reviews before making a purchase. One of the most discussed products is Wardah's Glasting Liquid Lip. Despite the popularity of the product, there is still little research on whether these reviews actually influence people's purchasing decisions. Therefore, this research was conducted to fill the gaps in previous studies and provide evidence on whether online reviews do indeed influence purchasing decisions. The results of this research can also help Wardah and TikTok Shop in formulating better marketing strategies, as well as assist consumers in making more informed decisions when evaluating reviews before making a purchase.

RESEARCH METHODOLOGY

This study employed a quantitative research approach with a causal research design to examine the influence of Online Customer Reviews (OCR) on consumers' purchase decisions for Wardah Glasting Liquid Lip products through the TikTok Shop platform. A quantitative approach was considered appropriate because it enables researchers to measure the relationships between variables objectively using statistical analysis (Sugiyono, 2023).

The population of this study consisted of female consumers residing in Padang City who had experience purchasing Wardah Glasting Liquid Lip products through TikTok Shop. A purposive sampling technique was employed to ensure that respondents possessed relevant experience with the product and platform under investigation. The sampling criteria included: (1) female consumers aged at least 17 years; (2) consumers who had purchased Wardah Glasting Liquid Lip through TikTok Shop; (3) consumers who had used the product; and (4) consumers who had made repeat purchases of the product through TikTok Shop. These criteria were established to ensure that respondents were sufficiently familiar with the product and capable of providing informed evaluations of online customer reviews. The minimum sample size was determined using the Lemeshow formula, resulting in a minimum requirement of 96 respondents. To improve the reliability and representativeness of the analysis, data were collected from 100 respondents.

Primary data were collected using a structured questionnaire distributed online through Google Forms, with the survey link shared via WhatsApp Messenger. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The measurement items captured respondents' perceptions of the five dimensions of Online Customer Reviews—Perceived Usefulness, Source Credibility, Argument Quality, Valence, and Review Volume—as well as their purchase decisions. The use of the Likert scale is widely recommended for measuring attitudes, perceptions, and behavioural intentions in social science research (Sugiyono, 2023).

The collected data were analyzed using IBM SPSS Statistics. Prior to hypothesis testing, the measurement instrument was evaluated through validity and reliability tests to ensure its accuracy and consistency. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were subsequently conducted to verify that the regression model satisfied the required statistical assumptions. Multiple linear regression analysis was then employed to examine the influence of each Online Customer Review dimension on purchase decisions. The coefficient of determination (Adjusted R^2) was used to assess the explanatory

power of the model, while partial hypothesis testing (t-test) was performed to determine the significance of each independent variable at a 95% confidence level (Ghozali, 2018) dan (Sugiyono, 2023).

Here the statistic statement for this research:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Explanation:

Y	=	Purchase Decision
α	=	Constant
B1, B2, B3, B4, B5	=	Regression coefficients for each independent variable
X1	=	Perceived Usefulness
X2	=	Source Credibility
X3	=	Argument Quality
X4	=	Valence
X5	=	Volume of Reviews
E	=	Standard error or residual

DISCUSSION

This section will discuss the findings and discussions from the research. According to the analysis results, the main topics initially discussed were the validity and reliability of the study.

Table 1. Validity Test Results

Variable	r table	r count	Meaning	Variable	r table	r count	Meaning
Online Customer Review (X)				Purchasing Decision (Y)			
(perceived usefulness) (X1)				Stability in a product			
X1p1	0,1966	0,814	Valid	Yp1	0,1966	0,822	Valid
X1p2	0,1966	0,820	Valid	Yp2	0,1966	0,702	Valid
X1p3	0,1966	0,798	Valid	Yp3	0,1966	0,758	Valid
source credibility) (X2)				Habits in purchasing products			
X2p1	0,1966	0,680	Valid	Yp4	0,1966	0,734	Valid
X2p2	0,1966	0,778	Valid	Yp5	0,1966	0,795	Valid
X2p3	0,1966	0,774	Valid	Recommending to others to make a purchase			
(argument quality) (X3)				Yp6	0,1966	0,814	Valid
X3p1	0,1966	0,807	Valid	Yp7	0,1966	0,783	Valid
X3p2	0,1966	0,818	Valid				
X3p3	0,1966	0,622	Valid				
(valance) (X4)							
X4p1	0,1966	0,802	Valid				
X4p2	0,1966	0,789	Valid				
X4p3	0,1966	0,811	Valid				
(volume of reviews) (X5)							
X5p1	0,1966	0,628	Valid				
X5p2	0,1966	0,769	Valid				
X5p3	0,1966	0,778	Valid				

Source: result test, 2025

Based on Table 1, it can be seen that the validity test on online customer reviews with 5 dimensions, namely perceived usefulness (X1), source credibility (X2), argument quality (X3), valence (X4), and volume of reviews (X5), against Purchase Decision (Y) are all declared valid because the calculated *r* value is greater than the table *r* value, which is 0.1966. It can be concluded that the 22 statements in the questionnaire can be categorised as valid instruments for measuring the data in this study.

Table 2. Reliability Test Results

Variabel	N of Items	Cronbach's Alpha	Keterangan
Perceived Usefulness (X1)	3	0,740	Reliable
Source Credibility (X2)	3	0,612	Reliable
Argument Quality (X3)	3	0,610	Reliable
Valance (X4)	3	0,720	Reliable
Volume of Reviews (X5)	3	0,607	Reliable
Keputusan Pembelian (Y)	7	0,887	Reliable

Source: result test, 2025

From the results of the reliability testing in Table 2, it is known that all variables in this research instrument have a Cronbach's Alpha value > 0.60 . Therefore, all instruments in this study are declared reliable.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53633938
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.058
Test Statistic		.071
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	
	99% Confidence Interval	.240
		Lower Bound .229
		Upper Bound .251

Source: result test, 2025

Based on Table 3, the Kolmogorov-Smirnov normality test in this study is 0.200, which is greater than 0.05, meaning the data in this study is normally distributed. The results of the above test can also be supported by the results of the standardised normal probability plot test shown in Figure 1.



Figure 1. Standardised Probability Plot
Source: result test, 2025

Based on Figure 1, it can be seen that the data points are scattered around the diagonal line and follow its direction. According to Ghozali (2018), if the points are scattered around the diagonal line and follow its direction, then the normality assumption is met. This pattern strengthens the results of the normality test, so it can be concluded that the regression model in this study has met the normality assumption.

Table 4. Results of the collinearity test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Perceived Usefulness</i>	0.835	1.197
	<i>Source Credibility</i>	0.666	1.502
	<i>Argument Quality</i>	0.567	1.702
	<i>Valance</i>	0.836	1.196
	<i>Volume of Reviews</i>	0.718	1.392

Source: result test, 2025

Based on Table 4, the results of the multicollinearity test show that the calculated VIF value for the Perceived Usefulness variable (X1) is $1.197 < 10$ and the tolerance value is $0.835 > 0.1$. For the Source Credibility variable (X2), the VIF value is $1.502 < 10$ and the tolerance value is $0.666 > 0.1$. For the Argument Quality variable (X3), the VIF value is $1.702 < 10$ and the tolerance value is $0.567 > 0.1$. For the Valance variable (X4), the VIF value is $1.196 < 10$ and the tolerance value is $0.836 > 0.1$. For the Volume of Reviews variable (X5), the VIF value is $1.392 < 10$ and the tolerance value is $0.718 > 0.1$. Therefore, there is no disturbance or multicollinearity in any of the variables.

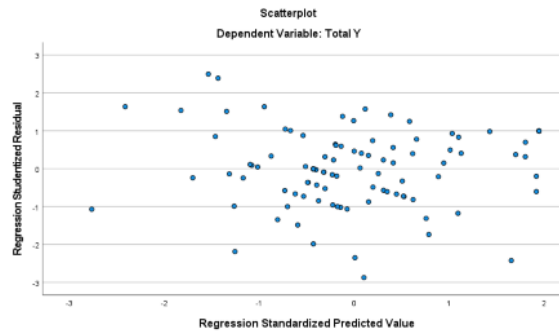


Figure 2. Heteroskedasticity Test
Source: result test, 2025

Based on Figure 2, it can be concluded that there is no clear pattern and the data distribution is scattered above and below or around the number 0, indicating that the data does not exhibit heteroskedasticity or that the heteroskedasticity test assumption has been met.

Table 5. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.160	3.255		1.278	.204
	<i>Perceived Usefulness (X1)</i>	.484	.107	.325	4.515	.001
	<i>Source Credibility(X2)</i>	.483	.100	.341	4.846	.001
	<i>Argument Quality(X3)</i>	-.264	.103	-.183	-2.559	.012
	<i>Valance(X4)</i>	.594	.096	.440	6.189	.001
	<i>Volume of Reviews (X5)</i>	.678	.102	.475	6.621	.001
a. Dependent Variable: Keputusan Pembelian						

Source: result test, 2025

Based on the results of the multiple linear regression test presented in Table 4, the following equation is obtained:

$$Y = 4.160 + 0.484 X_1 + 0.483 X_2 - 0.264 X_3 + 0.594 X_4 + 0.678 X_5 + e$$

From the explanation above, the multiple linear regression equation can be known as follows: The constant value of the regression equation is 2.848. This means that if all variables of Perceived Usefulness, Source Credibility, Argument Quality, Valence, and Volume of Reviews are 0, then Purchase Decision is estimated to be 4.160 points.

The regression coefficient for the Perceived Usefulness variable is positive at 0.484. This means that if the Perceived Usefulness variable (X_1) is increased by 1 unit, it will increase purchase decision (Y) by 0.484 points. Conversely, if Perceived Usefulness (X_1) decreases by 1 unit, then Purchase Decision will also decrease by 0.484 points. This indicates a direct relationship between Perceived Usefulness and Purchase Decision.

The regression coefficient for the Source Credibility variable is positive at 0.483. This means that if the Source Credibility variable (X_2) is increased by 1 unit, it will increase purchase decision (Y) by 0.483 points. Conversely, if Source Credibility (X_2) decreases by 1 unit, then

Purchase Decision will also decrease by 0.483 points. This indicates a direct relationship between Source Credibility and Purchase Decision.

The regression coefficient for the Argument Quality variable is negative, at -0.264, meaning this variable has a significant but negative effect on Purchase Decision. In other words, an increase in the Argument Quality variable Regression coefficient for the variable.

The Valance value is positive at 0.594. This means that if the Valance variable (X_4) is increased by 1 unit, it will increase purchase decision (Y) by 0.594 points. Conversely, if Valance (X_4) decreases by 1 unit, purchase decision will also decrease by 0.594 points. This indicates a direct relationship between Valance and Purchase Decision.

The regression coefficient for the variable "Volume of Reviews" is positive at 0.678. This means that if the "Volume of Reviews" variable (X_5) is increased by 1 unit, it will increase purchase decisions (Y) by 0.678 points. Conversely, if "Volume of Reviews" (X_5) decreases by 1 unit, purchase decisions will also decrease by 0.678 points. This indicates a direct relationship between "Volume of Reviews" and "Purchase Decisions".

Table 6. Results of R-squared

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586 ^a	0.344	0.309	2.603

Source: result test, 2025

Based on the results presented in Table 6, the coefficient of determination (Adjusted R Square) value is 0.309. This indicates that purchase decisions can be explained by five independent variables: Perceived Usefulness, Source Credibility, Argument Quality, Valance, and Volume of Reviews, accounting for 30.9%.

The remaining 69.1% (100% - 30.9%) is explained by other variables not included in this regression model.

Table 7. Results of the t-test

Hypotesis	t count	t table	Sig.	Alpha	sign
H1 (<i>Perceived Usefulness</i>) $\rightarrow$ Y	4,515	1,986	0,001	0,05	accepted
H2 (<i>Source Sredibility</i>) $\rightarrow$ Y	4,846	1,986	0,001	0,05	accepted
H3 (<i>Argument Quality</i>) $\rightarrow$ Y	-2,559	1,986	0,012	0,05	rejected
H4 (<i>Valance</i>) $\rightarrow$ Y	6,189	1,986	0,001	0,05	accepted
H5 (<i>Volume of Reviews</i>) $\rightarrow$ Y	6,621	1,986	0,001	0,05	accepted

Source: result test, 2025

Based on Table 5 above, and based on the results of the t-test (Hypothesis) above (Table 7), the following information was obtained:

1. The Effect of Perceived Usefulness on Purchase Decisions Based on the calculated t-value for the Perceived Usefulness variable (X_1) which is 4.515, while the t-table value is 1.986. It can be concluded that $4.515 > 1.986$ and the significance value is $0.001 <$

- 0.05, meaning that Perceived Usefulness significantly affects purchase decisions with a confidence level of 95%. Therefore, hypothesis (H1) is accepted.
2. The Influence of Source Credibility on Purchase Decisions Based on the calculated t-value for the Source Credibility variable (X_2) which is 4.846. Meanwhile, the value of t-table is 1.986. It can be concluded that $4.846 > 1.986$ and the significance value is $0.001 < 0.05$, meaning that Source Credibility significantly influences purchase decisions with a confidence level of 95%. Therefore, hypothesis (H2) is accepted.
 3. The Influence of Argument Quality on Purchase Decisions Based on the calculated t-value for the Argument Quality variable (X_3), which is -2.559. The t-table value is 1.986. It can be concluded that $-2.559 > 1.986$ and the significance value is $-2.559 > 0.05$, meaning that Argument Quality does not significantly influence purchase decisions with a 95% confidence level. Therefore, hypothesis (H3) is rejected.
 4. The Influence of Valence on Purchase Decisions Based on the calculated t-value for the Valence variable (X_4), which is 6.189. The t-table value is 1.986. It can be concluded that $6.189 > 1.986$ and the significance value is $0.001 < 0.05$, meaning that Valence significantly influences purchase decisions with a 95% confidence level. Therefore, hypothesis (H4) is accepted.
 5. The Influence of Review Volume on Purchase Decisions Based on the calculated t-value for the Review Volume variable (X_5), which is 6.621, while the t-table value is 1.986. It can be concluded that $6.621 > 1.986$ and the significance value is $0.001 < 0.05$, meaning that Review Volume significantly influences purchase decisions with a confidence level of 95%. Therefore, hypothesis (H5) is accepted.

The Effect of Perceived Usefulness on Purchase Decisions

The findings indicate that Perceived Usefulness has a positive and significant influence on purchase decisions. This suggests that consumers perceive online customer reviews as valuable sources of information that reduce uncertainty before purchasing cosmetic products through TikTok Shop. Consumers tend to use reviews to evaluate product quality, colour suitability, durability, and overall product performance before making a purchase decision. The greater the perceived usefulness of these reviews, the stronger consumers' confidence in purchasing the product.

This finding is consistent with previous studies by (Latief & Ayustira, 2020), (Priyatin & Farisi, 2023) and (Martines Toji & Sukati, 2024), which reported that useful online reviews positively influence consumer trust and purchasing decisions. Within the context of social commerce, useful reviews function as electronic word-of-mouth (e-WOM), helping consumers minimize perceived risk while increasing confidence in product selection. For cosmetic products, where consumers cannot physically test the product before purchase, informative reviews become particularly influential in shaping purchase decisions.

The Effect of Source Credibility on Purchase Decisions

The results also reveal that Source Credibility significantly influences purchase decisions. Consumers are more likely to trust reviews written by reviewers perceived as genuine users who provide authentic experiences and balanced evaluations. In TikTok Shop, credibility is strengthened through video demonstrations, verified purchases, and user-generated content, making consumers believe that the information reflects actual product performance.

This finding supports previous research conducted by (Mokodompit & Lapijan, 2022), (Damayanti, P. P. S. Atmaja & Manek, 2023) and (Martines Toji & Sukati, 2024) which concluded that credible reviewers increase consumer confidence and significantly encourage purchasing behaviour. These results are also consistent with source credibility theory, which

suggests that information originating from trustworthy and expert sources is more persuasive than information from unknown or less credible sources.

The Effect of Argument Quality on Purchase Decisions

Unlike the other dimensions, Argument Quality was found to have no significant effect on purchase decisions. This indicates that consumers do not necessarily evaluate the logical strength or completeness of review arguments before deciding to purchase Wardah Glasting Liquid Lip products. Instead, purchasing decisions appear to be influenced more by practical information and visual impressions than by detailed textual explanations.

One possible explanation is the distinctive nature of TikTok Shop as a social commerce platform. Consumers are frequently exposed to short-form videos emphasizing visual demonstrations rather than comprehensive written reviews. Consequently, consumers rely more on immediate visual evidence, reviewer credibility, and overall review sentiment than on carefully analysing the quality of arguments.

This finding differs from studies by (Hibah, 2023) and (Sukirman et al., 2023), which found that review quality significantly affected purchase decisions in conventional e-commerce platforms. The discrepancy may be explained by differences in platform characteristics. Unlike Shopee or Tokopedia, TikTok Shop emphasizes visual interaction and entertainment, encouraging consumers to make quicker, more intuitive purchasing decisions.

The Effect of Valence on Purchase Decisions

The results demonstrate that Valence positively and significantly affects purchase decisions. Consumers tend to interpret predominantly positive reviews as indicators of product quality and customer satisfaction, thereby increasing their intention to purchase. Positive review sentiment also reduces uncertainty regarding product performance and reinforces favourable product perceptions.

This finding is consistent with previous studies conducted by (Virawanti, A. C. & Sudarwanto, 2023) and (Damayanti, P. P. S. Atmaja & Manek, 2023) which concluded that positive online reviews significantly increase consumers' willingness to purchase products through digital platforms. In the beauty industry, positive reviews accompanied by before-and-after demonstrations and user testimonials further enhance consumer confidence because they provide tangible evidence of product effectiveness.

The Effect of Review Volume on Purchase Decisions

Among all Online Customer Review dimensions, Review Volume exhibits the strongest positive influence on purchase decisions. A larger number of reviews creates the perception that the product is popular, widely accepted, and trusted by many consumers. This phenomenon reflects the principle of social proof, where individuals tend to follow the behaviour of the majority when making decisions under uncertainty.

The findings support previous studies by (Zed, E. Z. et al., 2023), (Mutmainna, N., 2024) and (Putri, D. I. S., 2024), which found that review volume positively influences consumers' purchasing decisions across digital platforms. In TikTok Shop, products with numerous reviews are perceived as more reliable and receive greater visibility through platform algorithms, making them more attractive to potential buyers.

Overall, these findings confirm that Online Customer Reviews play a crucial role in influencing consumer purchasing decisions within social commerce environments. However, the results also suggest that consumers on TikTok Shop rely more heavily on heuristic cues—such as review usefulness, reviewer credibility, positive sentiment, and review quantity—than on analytical evaluation of review arguments. This finding extends previous literature by demonstrating that consumer decision-making in social commerce differs from conventional e-

commerce due to the platform's highly visual, interactive, and entertainment-oriented characteristics

CONCLUSION

This study examined the influence of Online Customer Reviews (OCR) on consumers' purchase decisions for Wardah Glasting Liquid Lip products through the TikTok Shop platform. The findings demonstrate that Perceived Usefulness, Source Credibility, Valence, and Review Volume significantly and positively influence purchase decisions. These results suggest that consumers are more likely to purchase a product when online reviews are perceived as useful, originate from credible sources, contain predominantly positive evaluations, and are available in large numbers. Collectively, these dimensions strengthen consumer trust, reduce purchase uncertainty, and enhance confidence in making purchasing decisions in a social commerce environment.

In contrast, Argument Quality was found to have no significant effect on purchase decisions. This finding indicates that consumers on TikTok Shop tend to rely more on practical cues, such as the usefulness, credibility, positivity, and quantity of reviews, rather than carefully evaluating the depth or quality of the arguments presented in review content. This reflects the fast-paced and visually driven nature of social commerce platforms, where purchasing decisions are often made based on heuristic information processing rather than detailed cognitive evaluation.

The findings provide important practical implications for cosmetic brands, particularly Wardah, as well as other businesses operating through social commerce platforms. Companies should encourage customers to provide authentic and informative reviews, maintain review credibility, and actively manage customer engagement to increase positive electronic word-of-mouth. In addition, platform providers such as TikTok Shop should continue enhancing review-related features, including rating systems, verified customer reviews, and interactive review formats, to strengthen consumer trust and improve the overall online shopping experience.

Despite its contributions, this study has several limitations. The research focused solely on one cosmetic product and was conducted within a specific geographical area, which may limit the generalizability of the findings. Future studies are therefore encouraged to investigate different product categories, broader consumer populations, and other social commerce platforms. Furthermore, future research may incorporate additional determinants of purchase decisions, such as price perception, promotional activities, product quality, brand image, electronic trust, or social influence, to develop a more comprehensive understanding of consumer purchasing behavior in digital commerce environments.

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