

# The Influence of Online Customer Review and Online Customer Rating on Purchase Intention in TikTok Shop E-Commerce (A Study on TikTok Shop Online Consumers @Vivacosmetics)

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The rapid growth of e-commerce has led to the rise of social commerce platforms, including TikTok Shop, which has experienced significant user expansion in Indonesia. Among the most rapidly growing product categories on TikTok Shop is beauty, particularly brands like Viva Cosmetics. Two key factors that influence consumer purchase interest in this context are online customer reviews and online customer ratings. Therefore, this study aims to examine the effect of online customer reviews (X1) and online customer ratings (X2) on consumer purchase interest (Y) in Viva Cosmetics products on TikTok Shop. This study employed a quantitative approach with a survey research design. The sampling method used was probability sampling with a proportionate stratified random sampling technique. The sample consisted of 100 respondents who were TikTok Shop users residing in Malang City and had seen or shown interest in Viva Cosmetics products. Data were collected through online questionnaires, and the analytical methods used included multiple linear regression and hypothesis testing to analyze the influence between the independent and dependent variables. The results of the study indicate that both online customer reviews (X1) and online customer ratings (X2) have a positive and significant effect on consumer purchase interest. The partial hypothesis test results show that each variable independently influences purchase interest positively and significantly. Furthermore, the simultaneous test results reveal that online customer reviews and online customer ratings together have a significant and positive impact on consumer purchase interest. Based on these findings, it can be concluded that Viva Cosmetics consumers on TikTok Shop exhibit high purchase interest influenced by online reviews and ratings. Therefore, business operators should pay attention to the quality of customer reviews and maintain high product ratings to increase product attractiveness and strengthen consumer trust.

**Keywords:** Online Customer Reviews, Online Customer Ratings, Purchase Interest, TikTok Shop, Viva Cosmetics.

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## 1. Introduction

In today's digital economy, e-commerce has evolved into one of the most dynamic sectors of global trade. According to Statista (2023), the global value of e-commerce transactions reached USD 5.7 trillion, with Southeast Asia, particularly Indonesia, contributing significantly to this growth. This rapid expansion has encouraged the emergence of social commerce, where social media platforms integrate shopping features that allow users to engage directly in product promotion and purchasing activities (Belkaoui & Aruan, 2021). Among these platforms, TikTok Shop has emerged as one of the fastest growing social commerce channels in Indonesia, transforming social interactions into commercial opportunities (Tempo, 2023).

Data from Databoks (2024) indicate that TikTok has more than 125 million active users in Indonesia, positioning it as a highly influential platform for brand engagement and consumer behavior. Within this ecosystem, beauty products, particularly skincare and cosmetics, have become one of the most purchased categories, contributing 13.9% of total e-commerce transactions. This trend reflects a shift in consumer lifestyles toward greater awareness of self-care combined with the convenience of digital shopping. In this

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context, online customer reviews (OCR) and online customer ratings (OCRa) play a crucial role in shaping consumer purchase decisions. Online reviews provide detailed information about product performance and user experiences, thereby reducing consumer uncertainty (Cheng et al., 2021; Munawaroh et al., 2023; Datar Nyimpado et al., 2024). Meanwhile, online ratings offer quick and visual cues regarding perceived product quality, making them an efficient reference in the decision making process (Aji et al., 2023; Nabila & Abadi, 2024). Both reviews and ratings function as trust signals in digital marketplaces and significantly influence consumer confidence and purchase intention (Aulia et al., 2024).

Viva Cosmetics, a long standing Indonesian beauty brand established in 1962, utilizes these digital features to reach broader consumer segments through platforms such as TikTok Shop (Viva Cosmetics, 2023). Known for its affordable pricing and products formulated to suit tropical climates, Viva Cosmetics appeals to a wide range of consumers, particularly price sensitive users within younger demographics. Therefore, this study aims to analyze the influence of online customer reviews (X1) and online customer ratings (X2) on consumer purchase intention (Y) toward Viva Cosmetics products on TikTok Shop. The research focuses on consumers in Malang City, a region characterized by high digital activity and demographic diversity, making it a relevant setting for examining online consumer behavior (BPS Kota Malang, 2023).

## 2. Literature Review

### Online Customer Review

Online Customer Review is any form of review made by consumers that presents various perspectives, with different levels of product knowledge, and varying usage conditions (Dzulkarnain, 2019). Online Customer Review refers to the ratings and reviews given by consumers on e-commerce platforms (Agesti, 2021). Online customer reviews are evaluations and comments designed and delivered by product users who have purchased and used them (Harli et al., 2021). Measurement indicators for the Online Customer Review are source credibility, argument quality, perceived usefulness, review valance, quantity of reviews. This study proposes the following hypothesis:

H1: Online customer reviews have a positive effect on purchase intention in Tiktok Shop e-commerce consumers in Malang City.

### Online Customer Rating

Online customer rating refers to customer ratings that hold significant meaning in assessing products or services based on previous customer experiences. Usually, online rating systems use a scale of 1 to 5 points, where buyers rate the quality of a product or service based on their personal experience. online customer rating has a significant influence on purchase interest, as high star ratings can attract customer attention and increase the desire to buy the product (Rarung, 2022). Measurement indicators for visual marketing variables are received of usefulness, perceived enjoyment, and received control (Elwalda, 2015). This study proposes the following hypothesis:

H2: Online customer rating has a positive effect on purchase intention in Tiktok Shop e-commerce consumers in Malang City.

### Purchase Intention

Purchase intention is the tendency of consumers to act before the decision to buy a product is determined (Harli, 2021). Purchase interest arises when consumers lose interest or need a tangible physical response to make a purchase. In such situations, product planning will play an important role by providing suggestions, narrowing down choices, and ultimately leading to a purchase decision. This process shows how purchase interest develops through stages that guide consumers to make more focused choices and

ultimately select a product to buy (Rossiter & Percy in Ulfaida, 2023). Measurement indicators for auditory marketing variables are transactional interest, referential interest, preferential interest, and exploratory interest (Harli, 2021). This study proposes the following hypothesis:

H3: Online customer reviews and online customer ratings have a positive effect on purchase intention in Tiktok Shop e-commerce consumers in Malang City.

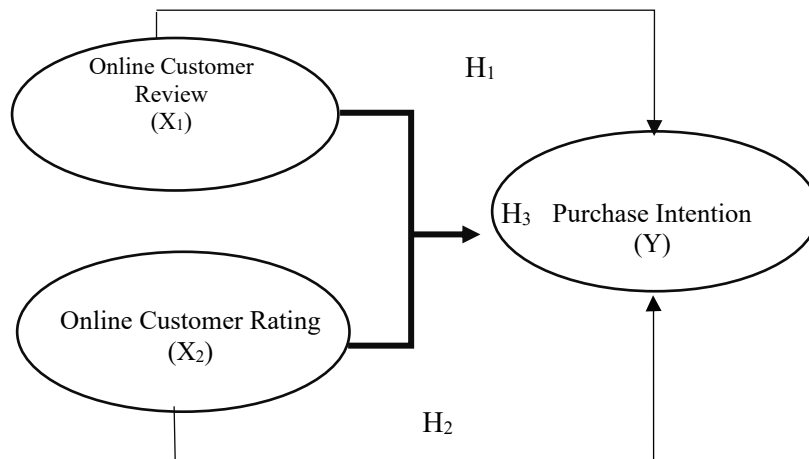


Figure 1. Conceptual Research  
Source: Data Processed (2024)

Notes:

- : Partial effect
- : Simultaneous effect

### 3. Methods

The research methodology should cover the following points: 1). Concise explanation of the research's methodology is prevalent; 2). Reasons for choosing the particular methods are well described; 3). The research's design is accurate; the sample's design is appropriate; 4). The data collection processes are properly conducted; 5). The data analysis methods are relevant and state-of-the-art.

This study employed a quantitative research design to examine the influence of online customer reviews (X1) and online customer ratings (X2) on consumer purchase intention (Y) for Viva Cosmetics products on TikTok Shop. A quantitative approach was selected because it enables objective measurement of relationships between variables and allows statistical testing of hypotheses.

Data were collected through an online survey using a structured questionnaire with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This method was chosen because Likert-based instruments are effective for capturing consumer perceptions and behavioral intentions in digital commerce settings. Primary data were obtained directly from respondents, while secondary data were sourced from academic journals, official statistical reports, and online publications relevant to social commerce and consumer behavior.

The target population consisted of TikTok Shop users in Malang City who had seen or shown interest in Viva Cosmetics products. A probability sampling method was applied, specifically proportionate stratified random sampling, to ensure that various user groups within the population were proportionally represented. The final sample included 100 respondents, which is considered sufficient to represent the infinite target population. Respondents met the following criteria: (1) residing in Malang City, (2) having a

TikTok Shop account, and (3) having viewed, interacted with, or been interested in purchasing Viva Cosmetics products on TikTok Shop.

The questionnaire consisted of two sections. The first section gathered demographic information such as age, gender, income level, and user activity on TikTok Shop. The second section assessed the three study variables: online customer reviews, online customer ratings, and purchase intention. Measurement items for online customer reviews and purchase intention were adapted from previous studies (Cheng et al 2021; Aji et al 2023), while the items for online customer ratings were adjusted from Nabila and Abadi (2024).

For data analysis, multiple linear regression was employed to evaluate the effect of the independent variables on purchase intention. Prior to hypothesis testing, validity, reliability, normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the statistical assumptions were met. All analyses were performed using SPSS Statistics 25 software, which provides robust and state-of-the-art tools for quantitative data processing.

## 4. Results and Discussion

### Results

The study was conducted from April to May 2025 using an online questionnaire distributed through Google Forms. A total of 100 valid responses were collected from TikTok Shop users who had viewed or purchased Viva Cosmetics products in Malang City. The demographic profile of the respondents indicates that the majority were female (91%), aged between 21–23 years (49%), with a monthly income of less than IDR 1,000,000 (27%), and were students (46%). Respondents were distributed across five districts in Malang City, namely Kedungkandang, Sukun, Klojen, Blimbing, and Lowokwaru. The majority of respondents reported purchasing Viva Cosmetics products two to three times via TikTok Shop (56%). The detailed demographic characteristics of the respondents are presented in Table 1.

**Table 1.** Demographic Data and General Information

Characteristics	N	%
Age		
16-20	7	7
21-23	49	49
24-28	30	30
29-35	10	10
36-56	4	4
Gender		
Male	9	9
Female	91	91
Education		
Junior High School	3	3
Senior High School	33	33
Diploma Program	24	24
Bachelor's Degree	36	36
Master's Degree	1	1
Doctoral Degree	1	1
Others	2	2
Occupation		

Characteristics	N	%
Students	46	46
Private Employees	34	34
Entrepreneurial	14	14
IRT	5	5
Others	1	1
Monthly Income		
< IDR 1,000,000	27	27
IDR 1,000,000 – IDR 2,000,000	23	23
IDR 2,000,000 – IDR 3,000,000	15	15
IDR 3,000,000 – IDR 4,000,000	17	17
> IDR 4,000,000	18	18
Domicile		
Kedungkandang	25	25
Sukun	23	23
Klojen	11	11
Blimbing	22	22
Lowokwaru	19	19
Frequency of purchases		
1 time	22	22
2-3 Times	56	56
>3 times	22	22
Total	100	100

Source: Processed Primary Data, 2025

The results of the classical assumption tests indicate that the regression model fulfills the assumptions of normality, multicollinearity, and heteroscedasticity. The normality test using the Kolmogorov–Smirnov method shows that the residuals are normally distributed (Asymp. Sig = 0.200 > 0.05). The multicollinearity test confirms that no multicollinearity occurs, as all independent variables have tolerance values greater than 0.1 and VIF values below 10. In addition, the heteroscedasticity test using scatterplot analysis shows that the residuals are randomly distributed, indicating homoscedasticity.

The results of the multiple linear regression analysis reveal that online customer reviews ( $\beta = 0.221$ ,  $p = 0.009$ ) and online customer ratings ( $\beta = 0.678$ ,  $p = 0.000$ ) have a positive and significant effect on purchase intention. This indicates that an increase in positive customer reviews and higher product ratings significantly enhances consumers' intention to purchase Viva Cosmetics products on TikTok Shop. Among the two independent variables, online customer ratings have the strongest influence on purchase intention, as reflected by the higher regression coefficient.

The coefficient of determination shows that purchase intention can be explained by 87.2% by online customer reviews and online customer ratings, while the remaining 12.8% is influenced by other variables not examined in this study. Furthermore, the results of the simultaneous hypothesis test indicate that online customer reviews and online customer ratings collectively have a positive and significant effect on purchase intention ( $F = 338.926$ ,  $p = 0.000$ ). The summary of the multiple linear regression results is presented in Table 2.

**Table 2.** Multiple Linear Regression Results

Independent Variables	Coefficient ( $\beta$ )	t-value	p-value	Result
Constant	3.367	2.203	0.030	
Online Customer Reviews (X1)	0.221	2.684	0.009	Accepted
Online Customer Ratings (X2)	0.678	8.594	0.000	Accepted
F-test = 338.926, p = 0.000				
Adjusted R Square = 0.872				

## Discussion

This study examines the influence of online customer reviews and online customer ratings on purchase intention for Viva Cosmetics products on TikTok Shop. The findings confirm that both variables have a positive and significant effect on purchase intention, either partially or simultaneously. These results highlight the importance of user-generated content as a key driver of consumer decision-making in social commerce environments.

Online customer reviews were found to have a positive and significant effect on purchase intention. This finding indicates that the presence of detailed and positive reviews increases consumer confidence when considering Viva Cosmetics products. Reviews serve as a source of experiential information that reduces perceived risk, particularly in online shopping where consumers cannot physically test products. This result is consistent with previous studies by Wijaya et al. (2025) and Aji et al. (2023), which stated that online customer reviews significantly influence purchase intention by providing social proof and real-user experiences. The dominance of young female respondents aged 21–23 years further strengthens this effect, as this demographic group tends to rely heavily on peer opinions and shared experiences when evaluating beauty products on digital platforms.

Online customer ratings also show a positive and significant influence on purchase intention, with a stronger effect compared to reviews. This finding suggests that star ratings act as a quick and efficient decision-making cue for consumers on TikTok Shop. Ratings provide an immediate summary of overall customer satisfaction, making them especially influential in fast-paced platforms where users tend to scroll and decide quickly. This result aligns with studies by Ulfaida et al. (2023), Ibrahim et al. (2023), and Abadi et al. (2024), which emphasized that higher ratings increase trust and purchase intention in e-commerce settings.

Interestingly, although consumers express appreciation for detailed reviews, regression results indicate that ratings play a more dominant role in determining final purchase intention. This phenomenon can be explained by the dual nature of consumer behavior: reviews satisfy emotional and informational needs, while ratings function as cognitive shortcuts that simplify decision-making. This finding supports the argument of Rarung (2022), who stated that ratings represent collective satisfaction in a concise form, making them more influential at the final purchase stage.

Simultaneously, online customer reviews and online customer ratings explain a substantial proportion of purchase intention variance, indicating that both elements work synergistically. Reviews build trust and understanding, while ratings reinforce credibility and confidence. Together, they form a powerful persuasion mechanism in social commerce. However, this study is limited to respondents in Malang City and focuses only on two variables, suggesting that future research should explore additional factors such as influencer marketing, pricing strategies, or product quality to provide a more comprehensive understanding of consumer purchase behavior.

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## 5. Conclusion

Based on the results and discussion above, it can be concluded that (1) online customer reviews have a positive and significant effect on purchase intention of Viva Cosmetics products on TikTok Shop; (2) online customer ratings have a positive and significant effect on purchase intention of Viva Cosmetics products on TikTok Shop; and (3) online customer reviews and online customer ratings simultaneously have a positive and significant effect on purchase intention. The results also show that both variables explain 87.2% of the variance in purchase intention, while the remaining 12.8% is influenced by other factors outside the scope of this study.

Therefore, it is expected that the findings of this research can be applied by business practitioners, particularly Viva Cosmetics, to better understand consumer behavior in social commerce environments. Maintaining the quality and credibility of online customer reviews, as well as ensuring high customer satisfaction to sustain favorable ratings, is essential to increase purchase intention on TikTok Shop. Suggestions for future research include examining purchase intention in different product categories or regions, as well as incorporating additional independent variables such as influencer marketing, price promotions, or product quality to provide a more comprehensive understanding of consumer decision-making in social commerce platforms.

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