

ABSTRACT

THE INFLUENCE OF CUSTOMER ONLINE REVIEWS, CUSTOMER ONLINE RATINGS, AND PRICE ON PURCHASE DECISIONS ON TIKTOK SHOP (A Study of TikTok Shop Consumers in Bandar Lampung)

By:

M. RAFLI

Email: m.rafli3971@gmail.com

Indonesia experiences rapid growth in e-commerce, with platforms like TikTok Shop becoming a popular choice for online shopping. This study examined the influence of customer online reviews, customer online ratings, and prices on consumers' purchase decisions on TikTok Shop. The research employed a survey method, collecting responses from 130 TikTok Shop users in Bandar Lampung. The data were analyzed using multiple linear regression to determine the effect of each variable on purchase decisions. The results showed that customer online reviews did not have a positive or significant effect on purchase decisions, indicating that consumers were not solely influenced by other users' experiences. In contrast, customer online ratings had a significant impact, with consumers showing a preference for products with higher ratings. Price also played a crucial role, as most respondents favored products with competitive pricing. The findings concluded that all variables studied played an important role in shaping consumer behavior in making purchase decisions on TikTok Shop. These insights are expected to help businesses optimize their marketing strategies to increase sales on e-commerce platforms.

Keywords: Customer Online Review, Customer Online Rating, Price, Purchase Decision, TikTok Shop

