

# Consumer Behavior In Purchasing On The TIKTOK Shop Marketplace

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## ABSTRACT

This study aims to determine consumer decision-making behavior in purchasing products through the tiktok shop. Factors considered by consumers include product quality, Online Customer Reviews, Customer Ratings and promotions and their influence on purchasing decisions on the Tiktok shop Marketplace. This research uses a quantitative approach with a total of 80 respondents. The results show that simultaneously product quality, Online Customer Reviews and Customer Ratings and promotions have a significant effect on consumer decisions in purchasing at the Tiktok shop, but partially only Online Customer Reviews and Customer Ratings have a significant effect on consumer decisions while product quality and promotions do not influence consumer decision making. The results of the study also show that consumer behavior in purchasing at the Tiktok shop is more dominantly influenced by customer ratings. The regression model in this study is good enough because it contributes quite a lot, namely 87.7%. The results of this study also provide benefits to marketers to design marketing strategies at the Tiktok shop by always maintaining and responding to comments on online customer reviews and customer ratings.

**Keywords:** *Product quality, Online Customer Reviews, Customer Ratings, promotions, purchasing decisions*

## 1. INTRODUCTION

Information technology has penetrated in various fields, especially in the field of transportation, electronic communities, commerce and even in cyberspace. This makes internet users in Indonesia grow faster. The increasing number of internet users is a great opportunity for entrepreneurs to market their products online. Ease of internet access, both via Wi-Fi and private internet, will have an impact on changes in consumer behavior, from direct or conventional shopping to online shopping.

The growth of digital platforms in Indonesia is growing in various online buying and selling platforms or marketplaces. Of the many Marketplaces in Indonesia, the tiktok application takes this business opportunity by becoming a digital marketing medium that is no less widely used by business people. This tiktok application is indeed not a new application in Indonesia, in 2018 Tiktok was present but because of the content in it the Ministry of Communication and Informatics (KOMINFO) had to block the application But in 2020 Tiktok is back again with a new look and attracts interest people who at the same time were experiencing a Covid-19 outbreak in Indonesia which caused them to have to stay at home for quite a long time. At the beginning of Reappearance, Tiktok also took the opportunity by presenting the Tiktok Shop where we can directly make buying and selling transactions on the video with the link provided below or what is commonly known as the yellow basket. This innovative service is claimed to be able to reach sellers and buyers in creative ways and pleasant.

Not inferior to other large e-commerce companies, Tiktok Shop also carries out many marketing strategies. The marketing strategy carried out by Tiktok Shop is to provide discounts of almost half the price and free shipping for consumers who transact at the Tiktok Shop for the first time. Not only new customers, old customers also sometimes get free shipping. Besides that, if there are special days like 11.11 or 12.12 tiktok also offers a lot of discounts. Basically, interest in buying products at the Tiktok Shop can be influenced by several factors. The existence of product quality, online customer reviews, customer ratings and aggressive promotions will attract customers who are always loyal and trust the Marketplace. Based on the background description, the researcher is interested in conducting research that aims to find out how consumer behavior in making decisions at the TikTok shop, whether product quality, online customer reviews, customer ratings, and promotions that have been carried out so far have an effect on purchasing decisions. Kotler & Armstrong (2008) say that product quality is a potential strategic weapon to beat competitors. So only companies with the best product quality will grow rapidly, and in the long term these companies will be more successful than other companies. Promotion is an important factor in realizing a company's sales goals. In order for consumers to be willing to become customers, they must first be able to try or examine the goods produced by the company, but they will not do this if they are not sure about the goods. This is where the need to hold targeted promotions, because it is expected to have a positive influence on increasing sales

According to Mo & Fan in Yofina (2020) Online customer reviews (OCR) are reviews given by consumers related to information on evaluating a product about various aspects. With this information, consumers can get the quality of the product they are looking for from reviews and experiences written by other consumers who have

purchased products from online sellers before. Problems related to product reviews at the Tiktok Shop are often unreliable because the reviews given by each consumer are different. For this reason, with an Online Customer review, it is hoped that someone who has made a purchase can provide writing ranging from positive to negative about the Online shopping experience honestly, so that potential consumers can see reviews of the product before making a purchase.

Customer review is a form of electronic word of mouth (eWOM) that refers to content posted by users or customers who have purchased at an online store or third party website (Tiktok). Whereas Customer Rating is the same thing as a review, but the opinions given by consumers are in a predetermined form, usually the Rating applied by Online stores, namely in the form of stars where if more stars are given by customers, it shows a better value. With promotions, companies can communicate products to consumers more effectively (Sugiyono, 2004). The advantages of the product can be known by consumers and can make consumers interested in trying and then making a decision to buy a product. So promotion is an important aspect of marketing management because promotion can make consumers who were not interested in a product change their minds and become interested in the product.

Companies use promotions to trigger transactions so that consumers will buy a particular brand and encourage salespeople to sell aggressively. In addition, promotions can stimulate demand for a product. With this promotion, it is hoped that consumers will want to try the product and encourage existing consumers to buy the product more frequently so that repeat purchases will occur and the sales volume of a company's products will increase. Every time they make a purchase decision, consumers evaluate their attitude. Trust is used by consumers to evaluate a brand, then they will be able to make a decision to buy or not, henceforth consumers will be loyal or not. This also applies to sales on Marketplace. The research was carried out in certain areas, especially in the village of Sukowono and its surroundings, because the results of the initial survey showed that people's enthusiasm for shopping online was quite high and the lifestyle of the people was supportive. This was also strengthened by the emergence of delivery services such as J&T Express, Ninja Express and Shopee Express as well as several delivery services in the area

Quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on Tjiptono (Tjiptono, 2015). In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want. According to Arumsari (2012) that product quality is the factors contained in an item or result that causes the item or result to match the purpose of the item being produced. Ernawati (2019), product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the more consumers will want to buy the product. According to Kotler and Keller (2016) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. Product quality indicators according to Sopiah and Sangadji, (2016) consist of Performance, Reliability, Features, Durability, consistency and design.

Online customer reviews are reviews given by consumers relating to information from evaluating or evaluating a product on various aspects, with the availability of this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from online sellers. . Consumers will usually look for quality information when deciding to buy a product, with the increasing popularity of the internet, online customer reviews are one of the most important sources for consumers to find out the quality of a product (Zhu, 2013). These online customer reviews can contain both positive and negative things about a product or company (seller) and are made by consumers via the internet, and describe the characteristics (eg advantages and disadvantages) of a product. There is evidence that the existence of suggestions given by consumers who have used the product by providing information about the product is one of the valuable evaluations for decision making by potential consumers of the product. Online customer review is a form of word of mouth communication in online sales, where prospective buyers get information about products from consumers who have benefited from these products. The indicators in this study were developed from research conducted by Latifa P. and Harimukti W. (2016) which included Perceived Usefulness, with Online Customer reviews on an Online shopping site (Elwanda and Lu, 2014), Source credibility (source credibility). Credibility is defined as how an expert and a trusted communicator are recognized in a certain area by the recipient of the message. The credibility of the source affects the acceptance of a message (Pomphitakan, 2004). Previous research has also found that source credibility is a crucial determining factor in how persuasive a review is (Cheung and Tadani, 2011).

Customer Rating is customer opinion on a certain scale. A popular rating scheme for Ratings on Shopee is star rating. The more stars you give, the better the seller's rating (Lackermair et al, 2013). Usually rating is one way to provide feedback by consumers to sellers (Dellarocas, 2003). This rating is another type of opinion given by many people and becomes the average evaluation of rating buyers on the differences in the features of the seller's product or service (Filiari, 2014) and becomes a representation of consumer opinion with a specific scale (Lackermair et al, 2013). The indicators for the Online Customer Rating in this study were developed from research conducted by Nana Septi Nur Megawati (2018). According to Flanagan and Metzger (2007), the form of feedback from consumers usually consists of 1-5 stars. Credibility according to Flanagan and Metzger (2007) relates to quality or power to generate customer trust. Expertise makes it possible for professional consumers to filter available information, and consumers have incentives to assert quality standards. Pleasing Consumers serves as a source and receiver as information so that it is fun, attracts consumer confidence.

Promotion is a one-way flow of information or persuasion designed to direct a person or organization to an action that creates exchange in marketing. According to Tjiptono (2008) sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and

increase the number of items purchased by customers. Meanwhile, the definition of promotion according to Alma (2006) is: "Promotion is a kind of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential customers". Promotion is a means of communication and delivery of messages that are notifying, persuading, reminding consumers, intermediaries or a combination of both. In promotion there are several elements that support the course of a promotion which is commonly called the promotion mix. The promotion mix according to Philip Kotler includes advertising, sales promotion, public relations and publicity, personal selling and direct marketing. Promotion indicators according to Kotler and Keller (2016) include promotional messages, promotional media and time. Purchasing decisions according to Kotler and Keller (2016) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases. Kotler and Keller (2016) suggest that purchasing decisions have the following dimensions: Product choice, Brand choice, Dealer choice, Time of purchase, Number of consumer purchases and Payment methods. Purchasing Decision Indicators according to Thompson (2016) there are 4 indicators, namely: According to customer needs, Has benefits, Accuracy in buying products, Repeat purchases, namely situations where consumers are satisfied with previous transactions so that they intend to always make transactions in the future.

## A. RESEARCH METHODS

This research uses quantitative research methods. Quantitative research method is a research method in which the data is expressed in the form of numbers. The population in this study is the community in the Sukowono village area and its surroundings as Tiktok shop customers. The sampling technique used in this study used a purposive sampling technique, with a total sample of 80 respondents. Purposive sampling technique using several criteria as a basis for determining the sample. In this study, the determination of respondents to be used is those who have purchased products at the Tiktok Shop Marketplace at least 2 times, the respondent's age is at least 17 years, the respondent resides in Jember Regency. The use of purposive sampling technique is suitable for use in quantitative research or research that does not generalize.

The variables used in this study are 4 independent variables and 1 dependent variable, namely:

1. Product Quality (X1)
2. Online Customer Reviews (X2)
3. Customer Rating (X3)
4. Promotion (X4)
5. Purchase Decision (Y)

Product quality (X1), according to Kotler and Keller (2016) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. Product quality indicators include performance, reliability, features, durability, consistency and design.

Online customer reviews are reviews given by consumers relating to information from evaluating or evaluating a product on various aspects, with the availability of this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from online sellers. Consumers will usually look for quality information when deciding to buy a product, with the increasing popularity of the internet, online customer reviews are one of the most important sources for consumers to find out the quality of a product (Zhu, 2013). Online Customer review indicators include

1. Perceived Usefulness
2. Source credibility
3. Argument quality
4. Valance (valence)
5. Volume of reviews (number of reviews)

Customer Rating (X3) is customer opinion on a certain scale, a popular rating scheme for Rating in Online shops is to give stars. The more stars you give, the better the seller's rating. The rating also serves as an indicator of the credibility of the online store. If the rating is good, then there is no need to doubt their professionalism. So, in the process, the seller must also be able to provide the best service. Thus, the credibility of the online store will be maintained.

Customer Rating Indicators:

1. Credible
2. Expertise
3. Fun

Promotion According to Tjiptono (2008: 229) sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of items purchased by customers.

Promotion indicators:

1. Promotional Messages

2. Media Promotion
3. Promotion Time
4. Frequency of Promotions

Purchasing Decisions (Y) according to Kotler and Keller (2016) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy needs and their wishes. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases.

Purchasing decision indicators:

1. According to Customer's requirements.
2. Has the benefits of the product purchased
3. Accuracy in buying products Product prices
4. Repeat purchases

Data collection methods in this study used interview data collection techniques, questionnaires and literature study. Data was collected using a Likert's Scale. The Likert Scale is a measurement scale that is most widely used by researchers to measure a phenomenon in which respondents are asked to rank certain preferences (preferred) and give values to preferences. According to Suwignyo, Muhaimin, Yuniorita (2021) in the book Research Methodology and Management The Likert's scale is a scale used to measure attitudes, opinions and perceptions about certain phenomena. When ranked, the arrangement starts from number 1 which indicates strongly disagree (strongly disagree) to number 5 which indicates strongly agree (strongly agree). However, there are also researchers who group more than 5. Methods of data analysis in this study include the following steps: Test the data instrument, test the classical assumptions and test the hypothesis before carrying out the Multiple Linear Regression analysis and testing the coefficient of determination.

Hypothesis testing : It is carried out to test the hypotheses that have been formulated and to find out the magnitude of the real (significant) influence and the direction of the relationship between the independent variables on the dependent variable either partially or simultaneously. Hypothesis testing is done by partial test (t test).

Partial Hypothesis Test (t test)

This test was conducted to find out whether the independent variables Product Quality (X1), Online Customer Reviews (X2) Customer Ratings (X3) and Promotion (X4) simultaneously affect the dependent variable, namely Purchase Decision (Y). Ghozali (2017) states that the t statistical test shows how far the influence of one independent variable has on the dependent variable assuming that the other independent variables are constant.

The results of statistical calculations in the multiple linear regression analysis used in this study are using the SPSS program. The following results of multiple linear regression tests can be seen in the following table 1:

**Tabel 1. Linier regression test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.842	.983		-1.874	.067
	Product quality	.124	.078	.176	1.593	.118
	Online Customer Review	.120	.058	.307	2.058	.045
	Customer Rating	.321	.103	.420	3.135	.003
	Promotion	.107	.099	.089	1.083	.284
a. Dependent Variable: Purchase decision						

Data sources: processed, 2023

Based on table 1. the results can be obtained multiple linear regression equation as follows:  $Y = -1.842 + 0.124 X_1 + 0.120 X_2 + 0.321 X_3 + 0.107 X_4$ .

The constant value (a) is -1.824 with a minus sign indicating that if the variable product quality (X1), online customer review (X2), customer rating (X3), and promotion (X4) are considered constant then the value of the purchase decision (Y) is negative . The negative constant justifies that it is true that there is a significant positive effect from the independent variable to the dependent variable, the indication is clear that if the independent variable is constant at 0, if the conditions are like that, the dependent variable will decrease. The regression coefficient value of the

Product Quality variable (X1) is 0.124 with a significance value of 0.118, this means that the high or low quality of the product owned by the product sold at Tiktokshop will not increase the purchase decision.

The regression coefficient value of the Online customer review variable (X2) is 0.120 with a significance value of 0.045, this means that the online customer review given by the customer is good or bad will determine the purchase decision.

The regression coefficient value of the Customer rating variable (X2) is 0.321 with a significance value of 0.003, this means that the customer rating given by the customer is good or bad will determine the purchase decision.

The regression coefficient value of the Promotion variable (X4) is 0.107 with a significance value of 0.284, this means that the number of promotions, the duration of the promotion, promotional media and promotional messages given by the seller will not determine purchasing decisions.

**Determination Coefficient Test :** According to Kuncoro (2013) the correlation coefficient test is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination / R<sup>2</sup> is in the range of zero (0) and one (1). If the value of the coefficient of determination is close to zero (0), it means that the ability of the model to explain the dependent variable is very limited. Conversely, if the coefficient of determination of the variable is close to one (1), it means that the ability of the independent variable to cause the presence of the dependent variable is getting stronger.

The results of the test for the coefficient of determination can be seen in table 2. below:

**Tabel 2. Determination koefisien test (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 <sup>a</sup>	.887	.877	1.430
a. Predictors: (Constant), Promotion, Customer Rating, product quality, Online Customer Review				
b. Dependent Variable: Purchase decision				

Data sources: processed, 2023

From the table of the coefficient of determination 2. above, it can be seen that the Adjust R Square (R<sup>2</sup>) is 0.877. The result of this statistical calculation means that the ability of the independent variable to explain its variation, namely the change in the dependent variable, is 87%. From the output above, the value of Adjusted R square (coefficient of determination) is 0.877, which means that the effect of the independent variable (x) on the dependent variable (y) is 87.7%

The results of the t test below are as follows that :

1. The results of the t-test for the effect of product quality variables on purchasing decisions are presented in table 3, the t-count value is 1.593 < from t *tabel* 1.679 and a significance value of 0.067. The significance value is greater than 0.05 (> = 0.05), then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This means that the product quality variable partially does not affect the Purchasing Decision variable (Y)
2. The t-test results of the influence of online customer review variables on purchasing decisions are presented in table 3, the t-count value is 2.058 > from t *tabel* 1.679 and a significance value of 0.045. The significance value is less than 0.05 (> = 0.05), then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that the online customer review variable partially influences the Purchasing Decision variable (Y)
3. The results of the t-test for the effect of the customer rating variable on purchasing decisions are presented in table 3, the t-count value is 3.135 > from t *tabel* 1.679 and a significance value of 0.003. The significance value is less than 0.05 (> = 0.05), then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that the customer rating variable partially influences the Purchase Decision variable (Y)
4. The results of the t-test for the effect of the promotion variable on purchasing decisions are presented in table 3, the t-count value is 1.083 < from t *tabel* 1.679 and a significance value of 0.089. The significance value is greater than 0.05 (> = 0.05), then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This means that the product quality variable partially does not affect the Purchasing Decision variable (Y)

**Simultaneous Hypothesis Test (Test F) :** The F test was carried out with the aim of showing whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable.

The results of the F test in this study are as follows:

**Tabel 4. F test result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	720.116	4	180.029	88.092	<.001 <sup>b</sup>

	Residual	91.964	45	2.044		
	Total	812.080	49			
a. Dependent Variable: purchase decision						
b. Predictors: (Constant), Promotion, Customer Rating, product quality, Online Customer Review						

Data sources: processed, 2023

Based on table 4. above, it is known that the significance value is  $0.001 < 0.05$ , it can be concluded that the hypothesis is accepted or in other words product quality (X1), online customer review (X2), customer rating (X3) promotion (X4) simultaneously has a significant effect on purchasing decisions (Y).

### C. DISCUSSION

Based on data analysis, the results obtained from the discussion of the influence of product quality variables, online customer reviews, customer ratings, and promotions, on purchasing decisions can be interpreted as follows:

#### 1. Effect of product quality (X1) on purchasing decisions (Y)

Based on the results of product quality research on Tiktokshop customers in Sukowono Village, Sukowono District, Jember Regency, it proves that there is no influence on purchasing decisions. The results of this study are in accordance with the results of research from Erawati Kartika (2021) with the title "The Influence of Product Quality, Price, Brand Image and Trust Influence Consumer Purchasing Decisions at the Shoope Marketplace in Semarang" Nadiya hasna, Wahyuningsih Susanti entitled "The Influence of Product Quality, Price and Image Brand Against 3second Fashion Purchasing Decisions in the Marketplace (Study on 3second Fashion User Students in Semarang City)". Fitriana Riki, Chadhiq Umar entitled "The Influence of E-Commerce and Product Quality on Purchasing Decisions through Consumer Satisfaction as Intervening Variables" The research results show that the Product Quality Variable has no effect on purchasing decisions. In this study using the following indicators: Performance, Reliability, Features, Durability, Consistent, Design

With the indicators mentioned above, consumers do not make purchasing decisions because:

Consumers are more concerned with seeing the reviews and ratings of the products sold at Tiktokshop than looking at the quality of the products, because it cannot be denied that prospective buyers can only see the design of the product to be purchased but the quality of the products being sold can only be seen when buying the product or the easiest option is to look at the reviews and ratings from other consumers regarding the products they have purchased. Only then can potential buyers see an overview of the products sold on TikTok. With the description above, therefore in this study the product quality variable does not affect purchasing decisions at Tiktokshop

#### 2. The effect of online customer reviews (X2) on purchasing decisions (Y). The results of this study are in accordance with the results of research from Auna Dwi Fadhlillah, Retno Hidayati (2022) with the title "Analysis of the Influence of Customer Reviews, Brand Image, and Promotion Intensity on Purchase Decisions (Empirical Study on Shopee Marketplace Customers in Padang Panjang), "Ardianti, A. N. , & Widiartanto, W. (2019). The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions through the Shopee Marketplace. Siti Yuni Nuraeni (2021) "The Influence of Online Customer Reviews, Quality, Products, and Promotions on Purchase Decisions at the Shopee Marketplace" (Case Study on UBSI Students). The results of the study show that Online Customer Reviews have a significant effect on purchasing decisions.

In this study using the following indicators: Perceived Usefulness, Source credibility, Argument quality, Valance, Volume of review. With the indicators mentioned above, consumers are interested in making purchasing decisions because:

Consumers feel enormous benefits from having reviews given by other customers, this is because in reviews conducted by other buyers usually mention the advantages and disadvantages of the products being sold, therefore this feature will make it easier for potential buyers to see honest opinions about the product what they will buy by looking at reviews from other customers first. From this it can be concluded that online customer reviews have an effect on purchasing decisions at Tiktokshop.

#### 3. Influence of Customer Rating (X3) on Purchase Decision (Y)

Based on the results of customer rating research on Tiktokshop customers in Sukowono Village, Sukowono District, Jember Regency, it proves that there is a significant influence on purchasing decisions. The results of this study are in accordance with the results of research from Fauzi, Saipullo (2020) with the title "The Influence of Product Photos, Online Customer Reviews and Online Customer Ratings on Purchase Interest in Marketplaces". A. N., & Widiartanto, W. (2019) with the title "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions through the Shopee Marketplace. Rahman, Arif with the title "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions at Tokopedia (Case Study of Tokopedia Users in Medan Johor District)". The results of the study show that Customer Rating has a significant effect on purchasing decisions.

In this study using the following indicators: Credible, Expertise, Fun, With the indicators mentioned above, consumers are interested in making purchasing decisions because:

Prospective buyers feel happy because they get rating information about the product they want to buy, besides that, ratings from other customers can be said to be credible or trustworthy so that potential buyers don't feel cheated by the seller after seeing the ratings from other users. Because it is possible for the seller to say that the goods they are selling are good, but after seeing the rating and most of the ratings are bad, the claims given by the

seller can be refuted by data (ratings) from other buyers. Apart from that, the existence of a rating makes the buyer feel professional in assessing the product, so From that, from the description above, it can be concluded that Customer Rating has an influence on purchasing decisions.

#### 4. Effect of Promotion (X4) on Purchase Decision (Y)

Based on the results of promotional research on Tiktokshop customers in Sukowono Village, Sukowono District, Jember Regency, it proves that there is no influence on promotion. purchases at E-commerce shopee for HKBP Nommensen University Medan students. Yahya, Muhammad Zakariyya (2022) with the title "the effect of promotion, price and product quality on purchasing decisions at marketplace shopee (a case study of marketplace shopee users in the city of Bandung). Salma, Annisa et al (2021) with the title "the effect of promotion and trust on purchasing decisions on Tokopedia E-commerce. The results of the study show that promotion has no positive effect on purchasing decisions. This study uses the following indicators: Promotional Messages, Promotional Media, Promotional Time, Promotional Frequency With the indicators mentioned above, consumers do not make purchase decisions due to the lack of frequency of promotions carried out by sellers, for example: there is a discounted shipping voucher provided. , but the cost of sending these products is still expensive because the free shipping vouchers are given only for orders of more than Rp. 40,000. the frills for free shipping here are just sweeteners but in fact the buyer has to pay the postage, therefore the buyer is not too concerned with the promotions carried out by the seller. Choosing the right message, media, and promotional time is also important because most sellers only provide promotions on beautiful dates or national online shopping days like 12.12, so the question is do sellers only want their products to sell for one day? If not, then the seller is obliged to increase the promotion carried out to increase purchasing decisions. With the description above, therefore, in this study, the promotion variable does not affect purchasing decisions at Tiktokshop

### D. CONCLUSION

Based on the analysis of product quality variable data, Online Customer reviews, Customer Ratings, and promotions on purchasing decisions at Tiktokshop, it can be concluded as follows:

Partially, product quality variables have no significant effect on purchasing decisions on Tiktokshop. This shows that consumer behavior in purchasing products at the Tiktok shop does not pay attention to product quality because appearance and price are usually considered by consumers. Partially, the Online Customer review variable has a significant effect on purchasing decisions on Tiktokshop. This shows that customer reviews/reviews about a product from buyers to sellers make prospective buyers interested in the goods being sold because when a buyer does a review it is usually accompanied by an original photo of the product so that other potential buyers become convinced and influenced to buy. Partially, the Customer Rating variable has a significant effect on purchasing decisions on Tiktokshop. This shows that customer reviews/reviews about a product from buyers to sellers make potential buyers interested in the goods being sold because when buyers do reviews it is usually accompanied by the original photo of the product so that other potential buyers become convinced and then buy the product. Partially, the promotion variable has no significant effect on purchasing decisions on Tiktokshop. This shows that consumer behavior in purchasing at the Tiktok shop does not pay much attention to the attractiveness of the advertisements or promotions that are being carried out. Consumers have more confidence in the results of reviews and ratings given by previous consumers who have experience in making purchases. It is also supported by improperly selected promotional media and less use of influencer services, because if you use the services of an influencer you will get a wider range of promotions. Based on this research, it is hoped that sellers can choose promotional media according to their target market so that consumers get information and are interested in the products offered and will then make purchases.

The results of the study simultaneously show that consumer behavior in purchasing is influenced by the four variables studied, namely product quality, online customer reviews, customer ratings and promotions. This shows that the regression model used in this study is quite good and contributes 87.7%. However, this research cannot be generalized because the research objects and respondents are still centralized in certain areas, thus allowing future researchers to conduct further research by taking a wider sample.

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