

# THE EFFECT OF PRODUCT REVIEWS, TRUST, AND PRICE ON PURCHASE DECISIONS IN THE TIKTOKSHOP MARKETPLACE ON MALIKUSSALEH UNIVERSITY STUDENTS

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## Abstract

*The purpose of this study was to determine how much influence product reviews, trust influence, price influence, on purchasing decisions in the TikTok marketplace. The method used is quantitative, the population is Malikussaleh University students from the 2018-2022 intake who have made purchasing decisions on TikTok, while the number of samples used is 174 respondents, so the data used is primary data from the results of the questionnaire, data analysis using multiple linear regression and hypothesis testing. The results of this study indicate that product reviews have a significant effect on purchasing decisions on TikTok, this is because the significance value is  $4.180 > 1.974$ . Trust has a significant effect on purchasing decisions on TikTok, this is because the significance value is  $4.355 > 1.974$ . Price has a significant effect on purchasing decisions on TikTok, this is because the significance value is  $-3.461 < -1.974$ . Product reviews, trust, and price have a significant effect on purchasing decisions, this is because the significance value is  $67.173 > 3.05$ .*

**Keywords:** Price, Trust, Purchasing Decisions and Product Reviews.

## 1. INTRODUCTION

Marketplace is an online market that brings together sellers and buyers, where the marketplace as a third party to facilitate sellers by providing virtual stores so that sellers have a place to sell products or merchandise that they have. The marketplace is also equipped with a display feature for sellers to display product photos. In addition, many marketplaces already have a fairly well-known name among the public, such as Shopee, Lazada, and Tokopedia by releasing a shopping feature called TikTok Shop. In addition to being a medium of entertainment with interesting content, TikTok has also begun to develop its shopping features.

With the shopping center feature provided by tiktok shop, tiktok users who want to shop at tiktok shop can experience shopping easily, while being entertained on the tiktok platform. The presence of the shopping center feature at tiktok shop is expected to help the development of tiktok shop and can increase new customers. In addition, the tiktok shop shopping center feature also provides convenience and comfort by shortening the consumer shopping flow, where consumers can directly access anything related to shopping activities in one tab.

Based on the author's observations, the TikTok shop feature is an innovative social commerce that can reach sellers, buyers, and creators to provide a fun and comfortable shopping experience. The TikTok feature provides an opportunity for brands and sellers to develop their business through the distribution of short video content, and live shopping features on their TikTok business accounts or in collaboration with creators. Since September 2021, the TikTok feature has been available to business account users in various countries such as the United States, United Kingdom, Canada, and Indonesia (glints.com).

The TikTok shop feature is present on TikTok as a response to the increasing sales of various products after brands promoted through the social media platform, especially now that many influencers and public figures use their content to endorse and attract customers with interesting content. In general, consumers will buy products or services such as seeing advertisements, promotions, or product reviews. The marketplace has become a shopping facility that is popular with the public, especially among students, including students at Malikussaleh

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University who previously shopped using Shopee, Lazada, and Tokopedia, now many are interested in the latest features provided by TikTok Shop. TikTok Shop offers many of the latest advantages, one of which is a review of goods in the form of short videos, and many accounts that broadcast live to promote goods in the store. So that it attracts the attention of TikTok users to make purchases on the TikTok application.

Regarding online purchasing activities, one of the important factors that attracts consumers to make online purchasing decisions at TikTok Shop is the product review factor. Because now consumers can see and assess the quality of goods from product reviews listed on the product display in the customer review column provided by TikTok Shop. Product reviews available in the customer review column include images of products that have been purchased by previous customers, making it easier for prospective customers who will buy to assess the quality of the goods. Product reviews are a feature used to describe the advantages or disadvantages of a product (Lackermaier, G., Kailer, D., & Kanmaz, K. 2013).

The next supporting factor is consumer trust in the products sold by tiktok shop, with the presence of product reviews listed in the customer review column provided by tiktok shop can increase the level of trust to make purchasing decisions. The higher the consumer's trust in shopping at tiktok shop, the greater the possibility of consumers making purchases at tiktok shop. Shopping via the internet has uncertainty and minimal control (Grabner, K & Kaluscha, EA 2003).

Buyers in online stores such as tiktok shop are faced with the problem of high risk of meeting low expectations, because consumers cannot see the product directly when they want to buy. This is what makes business owners have to try to fulfill or create a sense of trust in their consumers, but tiktok shop also makes sales through live broadcasts to reduce the level of customer distrust of the goods to be purchased. Based on previous research conducted by Grabner, K & Kaluscha, EA (2003) stated that purchasing decisions are influenced by trust. The higher or lower the level of consumer trust can affect how many consumers will make purchasing decisions.

In addition, other factors that influence consumer purchasing decisions include price, because a product will be easily accepted by consumers if the price of the product is easily affordable by consumers, especially students. Pricing affects total revenue and total costs, so decisions and strategies in pricing have a very important influence on the company's side. (Rahayu, 2021). Low or high prices can affect consumers' desire to buy.

Based on the explanation above, the formulation of the problem in this study is as follows:

1. Do product reviews influence purchasing decisions on Tiktok shop for Malikussaleh University students?
2. Does trust influence purchasing decisions at Tiktok shop for Malikussaleh University students?
3. Does product price influence purchasing decisions at Tiktok shop for Malikussaleh University students?
4. Do product reviews, trust, and price simultaneously influence purchasing decisions in Tiktok shop among Malikussaleh University students?
- 5.

**2. METHOD OF IMPLEMENTATION**

The type of research is quantitative, the research location is in Malikussaleh University. The population in this study is Malikussaleh University students who have made purchases at Tiktok shop through the official application where the number is not known for sure. Sampling was carried out because of the large population, while the sample in this study as many as 175 consumer respondents who shop at the TikTok Shop marketplace. The data source used is primary data which is the result of distribution questionnaire to respondents. The measurement scale in the questionnaire uses a Likert scale five point. Data processing using the Smart PLS application. Instrument testing uses validity and reliability tests, then assumption tests. classical using normality test, multicollinearity test, and heteroscedasticity. Next, perform data analysis, namely multiple linear regression, t-test, and f-test. Steps Finally, carry out the correlation and determination coefficients, namely by testing r (correlation coefficient) and r<sup>2</sup> (determination coefficient).

### 3. RESULTS AND DISCUSSION

#### 3.1 Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions or statements in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018). The results of the validity test in this study are as in the following table:

**Table 1 Validity Test Results**

Variables	Item Code	rhitung	Rtable	Sig 2 Tailed	Note
<b>Product Reviews (X1)</b>	UP1	0.550	0.176	0.000	Valid
	UP2	0.733	0.176	0.000	Valid
	UP3	0.827	0.176		Valid
	UP4	0.427	0.176	0.000	Valid
	UP5	0.836	0.176		Valid
	UP6	0.653	0.176	0.000	Valid
<b>Trust (X2)</b>	K1	0.526	0.176	0.000	Valid
	K2	0.588	0.176	0.000	Valid
	K3	0.829	0.176	0.000	Valid
	K4	0.813	0.176	0.000	Valid
	K5	0.598	0.176	0.000	Valid
	K6	0.591	0.176	0.000	Valid
<b>Price (X3 )</b>	H1	0.638	0.176	0.000	Valid
	H2	0.528	0.176	0.000	Valid
	H3	0.599	0.176	0.000	Valid
	H4	0.606	0.176	0.000	Valid
	H5	0.632	0.176	0.000	Valid
<b>Purchase Decision (Y)</b>	KP1	0.630	0.176	0.000	Valid
	KP2	0.834	0.176	0.000	Valid
	KP3	0.830	0.176	0.000	Valid
	KP4	0.569	0.176	0.000	Valid
	KP5	0.831	0.176	0.000	Valid
	KP6	0.828	0.176	0.000	Valid
	KP7	0.570	0.176	0.000	Valid
	KP8	0.626	0.176	0.000	Valid

Source: Processed data (2023)

Based on the results of the validity test in the table above, it shows that all statements regarding product reviews, trust, price, and purchasing decisions obtain a greater rcount value compared to the rtable value, and obtain a smaller significant value compared to the level of significance used, namely 0.05. Therefore, it can be concluded that the data used in this study is valid. Next, conduct a reliability test. Reliability testing is a test conducted to see to what extent the measurement results using the same object will produce the same data. Reliability testing is carried

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out simultaneously on all statements (Ghozali, 2018). The results of the reliability test in this study are as in the following table:

Table 2. Reliability test results

No	Variables	Cronbach's Alpha	Information
1	Product Reviews	0.769	Reliable
2	Trust	0.795	Reliable
3	Price	0.627	Reliable
4	Buying decision	0.882	Reliable

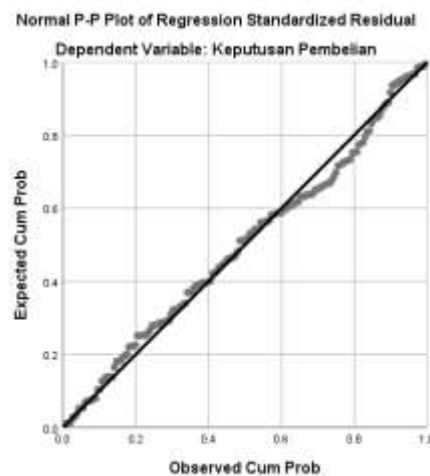
Source: Processed data (2023)

Based on the results of the reliability test in the table above, it shows that the variables of product reviews, trust, price and purchasing decisions have a Cronbach's alpha value greater than 0.6. Therefore, it can be concluded that all data used in the study are reliable.

**3.2 Classical Assumption Test**

The classical assumption test uses the normality test, multicollinearity test, and heteroscedasticity test. The normality test is carried out using the normality probability plot test with the basis for decision making if the points in the graph are spread around the diagonal line or follow the diagonal line, the following are the results of the normality test:

Figure 1. Normality Probability Plot Test Results



Based on the results of the data normality test using the normality probability plot in the image above, it shows that the points in the graph are spread around the diagonal line or follow the diagonal line. Therefore, it can be concluded that the data used in this study is normally distributed. Next, the classical assumption test uses the multicollinearity test. The multicollinearity test in this study uses the coefficient test. The results of the multicollinearity test in this study are as in the following table:

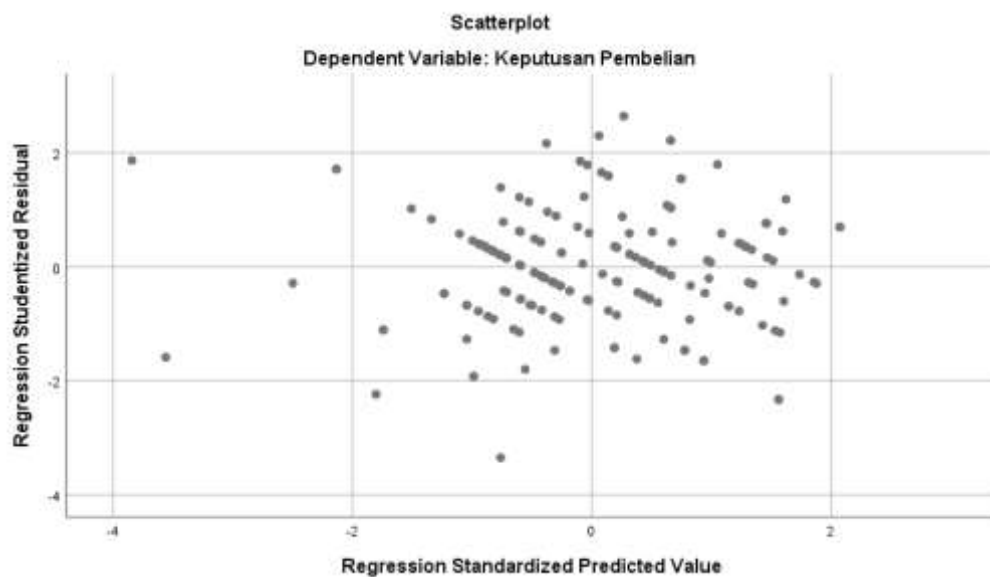
**Table 3. Multicollinearity Test Results**

Coefficientsa			
Collinearity Statistics			
Model		Tolerance	VIF
1	(Constant)		
	Product Reviews	0.255	3.923
	Trust	0.255	3.922
	Price	0.649	1,541

Dependent Variable: Purchase Decision  
 Source: Processed data (2023)

Based on the results of the multicollinearity test in the table above, it shows that the variables of product reviews, trust, price and purchasing decisions obtain VIF values less than 10, and have a tolerance value greater than 0.10. Therefore, it can be concluded that the data used does not have multicollinearity problems. The last classical assumption test is to conduct a heteroscedasticity test. Heteroscedasticity test can be done with two models, namely the scatterplot test and the park test. The results of the park test in this study are as shown in the following image:

**Figure 2. Scatterplot Test Results**



Source: Processed data (2023)

Based on the results of the heteroscedasticity test using the scatterplot graph in the image above, it shows that the points in the graph are spread out and do not form any clear model. So it can be concluded that the data used in this study does not have a heteroscedasticity problem.

### 3.3 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine the influence of more than one independent variable on one dependent variable. The results of the multiple linear regression test can be seen in the table below:

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Table 4. Multiple Linear Regression Results

Coefficientsa			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	10,737	2,042
	Product Reviews	.606	.145
	Trust	.650	.149
	Price	-.430	.126

Dependent Variable: Purchase Decision

Source: Processed data (2023)

Based on table 4.14, the multiple linear regression equation is obtained as follows:

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

$$Y = 10,737 + 0.606X_1 + 0.650X_2 - 0.430X_3$$

Based on this equation, it can be interpreted as follows:

1. Constant ( $\beta_0$ ) = 10.737 This shows the constant level, where if the variables Product Review (X1), Trust (X2), Price (X3) are 0, then the Purchase Decision (Y) remains at 10.737.
2. Product Review Coefficient ( $\beta_1$ ) = 0.606 This means that if the independent variable Product Review increases by 1%, the Purchase Decision (Y) will increase by 0.606%.
3. Trust Coefficient ( $\beta_2$ ) = 0.650 This means that if the independent variable Trust increases by 1%, the Purchase Decision (Y) will increase by 0.650%.
4. Price Coefficient ( $\beta_3$ ) = -0.430 This means that if the independent variable Price increases by 1%, the Purchase Decision (Y) will decrease by 0.430%. A negative value means that there is a negative relationship between Price and Purchase Decision.

**3.4 Coefficient of Determination (R<sup>2</sup>)**

The Determination Coefficient (R<sup>2</sup>) test is used to determine how much the dependent variable (endogenous) can be explained by the variation of the independent variables (exogenous). The independent variables in this study are more than 2, so the determination coefficient used is Adjusted R Square. The results of the determination coefficient calculation for the model developed in this study can be seen in the following table:

Table 5. Results of Determination Coefficient Analysis

Model Summary			
Model	RR Square	Adjusted R Square	Std. Error Of the Estimate
1	.730	.524	.534 3,396

a. Predictors:(Constan), Product Reviews, Trust, Price.

b. Dependent Variable: Purchasing Decision.

Source: Processed data (2023)

Based on the adjusted R2 test result table of 0.524. This value shows that the magnitude of the very strong relationship between Product Reviews, Trust, Price on Purchasing Decisions in the TikTokshop marketplace for Malikussaleh University Students is 52.4%. and the rest is influenced by other variables besides the variables studied in this study. This means that the independent variables studied are quite capable of providing the information needed to predict the dependent variable, namely Purchasing Decisions.

**4. CONCLUSION**



Based on the research results and discussions that have been described, the conclusions of this study are as follows:

1. Product reviews influence purchasing decisions in the TikTok Shop marketplace for Malikussaleh University students. This shows that Malikussaleh University students shop at the TikTok Shop marketplace after seeing product reviews on the store they want to buy from.
2. Trust influences purchasing decisions in the TikTok shop marketplace for Malikussaleh University Students. This shows that many Malikussaleh University Students make purchases.
3. Price influences consumer purchasing decisions in the TikTok shop marketplace for Malikussaleh University Students. This shows that the more discounts there are, the more attractive it is for Malikussaleh University Students to shop at the TikTok shop marketplace.
4. Together, product reviews, trust and price can influence consumer purchasing decisions in the TikTok shop marketplace for Malikussaleh University Students. This shows that product reviews, trust and price, where product reviews offered by the TikTok shop marketplace increasingly increase the influence of purchasing decisions, reviews provided on shopping center items are very helpful for consumers to decide whether to buy at the TikTok shop marketplace.

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