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The Influence of Influencer Marketing, Product Quality, and Online Customer Reviews on Purchasing Decisions for Skintific Products at Tiktokshop (Case Study on Students of Bahauddin Mudhary University Madura)

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ABSTRACT

This research aims to determine the influence of influencer marketing, product quality, and online customer reviews on purchasing decisions for skintific products at TikTokshop (case study of students at Bahauddin Mudhary University, Madura). The method used in this research is a survey method with a quantitative approach. The sampling technique used purposive sampling technique with a total sample of 97 respondents. The data analysis method used is multiple linear regression analysis with the help of SPSS version 25 software. The research results show that the influencer marketing variable partially does not have a significant influence on purchasing decisions. The product quality and online customer review variables partially have a positive and significant influence on purchasing decisions. Then simultaneously influencer marketing, product quality, and online customer reviews have a significant influence on purchasing decisions.

Keyword: Influencer Marketing, Product Quality, Online Customer Review, Buying Decision

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Introduction

The rapid development of internet technology and social media has changed the commerce landscape, giving rise to e-commerce as a popular online buying and selling platform, especially among the younger generation. The continuous advancement of technology, which evolves in line with the times, has a significant impact on business players, as they can easily produce goods or services that cater to consumer preferences (Study et al., 2024). In the early 20th century, Indonesia was one of the first places to adopt it. There are four main e-commerce models in Indonesia: business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), and consumer-to-consumer (C2C). TikTok, as one of the social media platforms with significant user growth (ranked the 9th most visited website in Indonesia in June 2024, surpassing even Shopee), has become an important arena for online marketing and transactions through its TikTok Shop feature. This phenomenon has triggered a shift in consumer behavior that increasingly prioritizes social interaction and entertainment in the shopping experience. Skintific, a Canadian skincare brand popular in Indonesia since late 2021, managed to top skincare sales in Indonesia in 2024, demonstrating its success in utilizing digital platforms. TikTok is the main social media platform Skintific uses for promotion, collaborating with various well-known influencers to reach a wide audience and highlight the quality of its products. While Skintific has shown great success in the Indonesian skincare market, especially on the TikTok Shop, an in-depth understanding of the factors that drive purchasing decisions for these products on the platform still needs to be explored further. The virality of Skintific on TikTok, supported by heavy influencer marketing and positive consumer reviews, raises the question of how much influence each of these factors has on the purchasing decisions of university students as one of the main target consumers. The results of pre-interviews with students of Bahauddin Mudhary University Madura show that influencers, promotions on TikTok, and positive reviews are the main attractions. However, quantitative research that empirically examines the influence of influencer marketing, product quality, and online customer reviews simultaneously on Skintific purchasing decisions at TikTok Shop in this student population is still limited. Based on previous research conducted by (Indrawati et al., 2023) with the research title "The Effect of Social Media Marketing and Influencer Marketing on Consumer Purchasing Decisions (Study on Wardah Cosmetic Product Consumers in Jember Regency)". The results showed that Influencer Marketing has a positive and significant influence on purchasing decisions.

Meanwhile, research conducted by (Nabilah et al., 2023) with the research title "The Role of Influencers in Content Marketing and Price Perceptions on Purchasing Decisions on Maybelline Products". The results showed that Influencer Marketing had no effect on purchasing decisions on Maybelline Products. Based on research conducted by (Mokodompit et al., 2022) entitled "The Effect of Online Customer Rating, Cash on Delivery Payment System and Online Customer Review on Purchasing Decisions at Tiktok Shop". The results of this study state that the online customer review variable has a positive and significant influence on purchasing decisions. This is not in line with research conducted by (Distianasari & Yogyakarta), 2023) with the research title "The Effect of Price, Viral Marketing and Online Customer Review on Purchasing Decisions at the Shopee marketplace" which shows that online customer reviews have no

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significant effect on purchasing decisions at the Shopee marketplace. Based on research conducted by (Mathori et al., 2022), with the research title “the influence of promotion, price, and product quality on purchasing decisions for something skincare products”. The results showed that the product quality variable has a positive and significant influence on purchasing decisions for something skincare products. Meanwhile, previous research was conducted by (Gitama et al., 2023) with the research title “ The Effect of Product Quality, Price, and Social Media on Purchasing Decisions”.

The results showed that partially there was no significant influence between product quality on purchasing decisions. This research has an urgency to provide a more comprehensive understanding of the dynamics of purchasing decisions for skincare products on social commerce platforms such as TikTok Shop. For marketers and skincare companies, especially Skintific, this research will provide valuable insights in designing more effective and efficient marketing strategies on TikTok Shop. Understanding the influence weight of influencers, product quality, and online customer reviews will help in the proper allocation of marketing resources. From an academic perspective, this research contributes to the digital marketing and consumer behavior literature, particularly in the context of social commerce and the beauty industry.

Literature Review**A. Influencer Marketing**

Influencer Marketing is defined as a marketing strategy that utilizes influencers on social media to promote products or brands. Influencer marketing is a rapidly growing marketing strategy in the digital era, where brands leverage individuals with significant influence on social media to promote their products or services (Anggraini et al., 2025). Its important role includes increasing brand awareness, building trust, reaching the target audience, making the product the center of attention, increasing engagement and conversion, strengthening social proof, and potentially increasing ROI. Its measurement can be seen through indicators of visibility, credibility, attractiveness, and power.

B. Product Quality

Product Quality is the overall characteristic of a product or service in satisfying customer needs and is an important factor in marketing strategy and competitiveness. Product quality is an essential aspect that every company must strive for, based on the assumption that delivering what is needed is crucial to remain competitive in the market and to meet the needs and desires of consumers (Herawati et al., 2023). Product quality indicators include performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality.

C. Online Customer Review

Online Customer Review is an online customer review of their experience with the product, an important source of information for potential buyers and reflects product quality. This service allows customers to easily and freely submit comments and share their opinions about the various products they have purchased (Lahia et

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al., 2025). Factors that influence it include purchasing decisions, the content of other reviews, the suitability of information and reviews, post-purchase assessments, and recent reviews. Online customer review indicators include source credibility, argument quality, perceived usefulness, review valence, and quantity of reviews.

D. Purchasing Decision

Purchasing Decision is a complex process in which consumers choose, acquire, use, and utilize products or services to meet needs. Factors that influence it include cultural, social, personal, and psychological factors. Indicators of purchasing decisions are confident in buying, seeking information, planning purchases, and as desired. Customer purchasing decisions are crucial for the growth of a business, as the more customers are willing to purchase a company's products and services, the greater the opportunity for the company to gain profits and retain loyal customers (Firdaus & Arifah, 2024).

Research Methods

This research uses a quantitative method with a survey approach. The data collected will be analyzed using descriptive statistics to provide an overview of the research variables. The type of data used is quantitative data in the form of measurable numbers. Data sources consist of primary data collected directly through questionnaires distributed to respondents, and secondary data obtained from reference books, research journals, internet sites, and other relevant information. The data collected is cross-section data, namely data collected at one time or relatively the same time from respondents. The data collection techniques used were observation, interviews, and questionnaires. The research population is all active students of Bahaudin Mudhary University Madura, totaling 3,474 students. The sample was determined using the Slovin formula with an error rate of 10%, resulting in 97 respondents.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{3.474}{1 + 3.474 (0,1)^2}$$

$$n = \frac{3.474}{1 + 3.474 (0,01)}$$

$$n = \frac{3.474}{35,74}$$

$$n = 97,20$$

The sampling technique is proportional stratified random sampling, where the sample is taken proportionally from each batch in each relevant department.

$$ni = \frac{Ni \times n}{N}$$

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Analysis of Research Instruments in this study uses Validity Test, Reliability Test, Classical Assumption Test including normality test, multicollinearity test, and heteroscedasticity test. This study also uses Multiple Linear Regression Analysis and hypothesis testing which includes the t-test (Partial), Simultaneous Test (F-test), and the Coefficient of Determination (R^2).

Result and Discussion**A. Result**

Respondents in this study were 97 active UNIBA students who used Skintific in TikTok Shop as research respondents. The majority of respondents were female (99%), class of 2023 and 2024 (36.1% each), and came from Management majors (51.5%). The questionnaire return rate was 100%. Descriptive results show that respondents have a very agreeable perception of influencer marketing (mean 17.24), product quality (mean 29.77), and online customer reviews (mean 21.56). The purchase decision variable also shows a tendency to agree (mean 16.97).

Table 1. results from the T test and F test

Variable	Sig.	Description
X1=>Y	0,431	H1 Rejected
X2=>Y	0,000	H2 Accepted
X3=>Y	0,000	H3 Accepted
X1, X2, X3=>Y	0,000	H4 Accepted

Influencer marketing variable (X1) obtained a significant value of $0.431 > 0.05$. This shows that influencer marketing does not have a significant influence on purchasing decisions. Meanwhile, the product quality variable (X2) obtained a significant value of $0.000 < 0.05$, so these results indicate that product quality has a positive and significant effect on purchasing decisions. Then the variable online customer review (X3) obtained a significant value of $0.000 < 0.05$ so that these results indicate that online customer review has a positive and significant effect on purchasing decisions. the results of the F test obtained a significance value of $0.000 < 0.05$. This shows that the variables Influencer marketing (X1), Product quality (X2 and Online customer review (X3) simultaneously have an influence on purchasing decisions for Skintific products at TiktokShop.

Table 2. results from the coefficient of determination test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,868 ^a	,753	,745	,93251
a. Predictors: (Constant), Online customer review, Influencer marketing, Product quality				
b. Dependent Variable: Keputusan pembelian				

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Based on the determination test results above, the Adjusted R Square value is 0.745 or 74.5%. The value (R^2) which is close to 1 indicates that the independent variable has a strong influence on the dependent variable. This shows that the regression model in this study can explain 74.5% of the variation in the dependent variable, namely Purchasing Decisions, which is influenced by the independent variables, namely Influencer marketing, Product quality, and Online customer reviews. While the rest ($100\% - 74.5\% = 25.5\%$) is influenced by other variables that are not taken into account in the analysis of this study.

B. Discussion**The Influence of Influencer Marketing on Purchase Decisions**

The t-test results show that influencer marketing does not have a significant effect on purchase decisions ($\text{sig.} = 0.431 > 0.05$). The first hypothesis (H1) is rejected. Respondents tend to be less interested in influencer promotions, indicating that influencers are not the main factor in purchasing decisions for Skintific on TikTok Shop. This is supported by interviews revealing that the honesty of other consumer reviews and recommendations from friends have a greater influence. These findings align with the theory that influencer appeal does not always lead to purchase decisions, and that purchases are often driven by the consumer's own desire for the product (Jurnal et al., 2025). This is consistent with a previous study by (Tilaar et al., 2025), which showed that the influencer marketing variable does not have a significant partial effect on the purchase decision variable. However, this contrasts with an earlier study by Anggraini et al. (2024), which found that influencer marketing has a significant influence on purchase decisions.

The Influence of Product Quality on Purchase Decisions

The t-test results indicate that product quality has a positive and significant effect on purchase decisions ($\text{sig.} = 0.000 < 0.05$; coefficient = 0.243). The second hypothesis (H2) is accepted. Respondents strongly agreed with the safety of Skintific's packaging. Product quality, including secure packaging, enhances consumer trust and appreciation (Susantun et al., 2019). These findings are consistent with previous studies by (Cahyani et al., 2023) and (Anggraini et al., 2025) which concluded that the product quality variable has a significant positive effect on purchase decisions. However, this finding contradicts a study conducted by (Gitama et al., 2023), which found that product quality does not have a significant partial effect on purchase decisions.

The Influence of Online Customer Reviews on Purchase Decisions

The t-test results indicate that online customer reviews have a positive and significant influence on purchase decisions ($\text{sig.} = 0.000 < 0.05$; coefficient = 0.405). The third hypothesis (H3) is accepted. Respondents consider online customer reviews important in making quality purchase decisions, as they provide valuable information and help build trust (Rachmat et al., 2025). The quality of the reviews serves as a primary reference for consumers. These findings are consistent with studies conducted by (Adolph, 2016), (Ummah, 2019), and (Amelia et al., 2025), which state that the online customer review variable has a positive and significant effect on

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purchase decisions. However, this contrasts with the study by (Distianasari & Yogyakarta), 2023), which found no significant positive influence of online customer reviews on purchase decisions.

The Simultaneous Influence of Influencer Marketing, Product Quality, and Online Customer Reviews on Purchase Decisions

The F-test results show that all three independent variables have a significant simultaneous effect on purchase decisions ($\text{sig.} = 0.000 < 0.05$). The Adjusted R-Square value of 0.753 (74.5%) indicates that these three variables together explain 74.5% of the variation in purchase decisions. The remaining 25.5% is influenced by factors outside the scope of the research model.

Conclusions and Practical Implication

Influencer Marketing does not have a significant effect on the purchase decision of Skintific products on TikTok Shop. Product Quality has a positive and significant effect on the purchase decision of Skintific products on TikTok Shop. Online Customer Reviews have a positive and significant effect on the purchase decision of Skintific products on TikTok Shop. Influencer Marketing, Product Quality, and Online Customer Reviews, when considered together, have a significant influence on the purchase decision of Skintific products on TikTok Shop.

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