

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing Decisions Of Generation Z In TikTok Shop Marketplace

Ecin Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

Universitas Ibn Khaldun Bogor, Indonesia

Jl. K.H. Sholeh Iskandar Km. 2, Kelurahan Kedung Badak, Kecamatan Tanah Sareal, Kota Bogor, Jawa Barat 16161.

Info Artikel

Keywords:

Price, Online Customer Review (OCR), Rating, Purchase Decision, TikTok Shop, Generation Z

I-SSN (pri-nt): 1978-6387

I-SSN (onli-ne-): 2623-050X

Received: 19 June 2026

Revised: 20 June 2026

Accepted: 25 June 2026

Abstract

The rapid development of social commerce has changed consumer purchasing behavior, especially among Generation Z. TikTok Shop has become one of the most widely used social commerce platforms because it integrates social media and online shopping activities in one application. This study aims to analyze the influence of price, online customer reviews, and ratings on purchasing decisions among Generation Z in TikTok Shop. This study uses a quantitative approach with primary data obtained through distributing questionnaires to 119 Generation Z respondents who have made purchases through TikTok Shop. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4 software. The results show that online customer reviews and ratings have a positive and significant effect on purchasing decisions, while price does not have a significant effect on purchasing decisions. In addition, online customer reviews are the variable that has the most dominant influence on purchasing decisions. Simultaneously, price, online customer reviews, and ratings are able to explain purchasing decisions by 62.3%, while the remaining 37.7% is explained by other variables outside the research model. These findings suggest that Generation Z tends to rely more on information provided by other consumers than on price considerations when making purchasing decisions on TikTok Shop.

Author Correspondence:

Ecin Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

ecin@uika-bogor.ac.id, nazwadavinaputri@gmail.com, hanifzaidan@gmail.com



1. Introduction

The development of information and communication technology has transformed various aspects of people's lives, including marketing activities and consumer behavior. Ease of internet access and the increasing use of digital devices

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing
Decisions Of Generation Z In TikTok Shop Marketplace
Ecin Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

have driven the rapid growth of e-commerce transactions. Along with this development, the concept of ecommerce has emerged. social commerce which combines media functions social media with online buying and selling activities, thus providing a more interactive shopping experience for consumers.

One of the platform social commerce TikTok Shop is a rapidly growing platform in Indonesia. This platform allows users to obtain product information, view promotional content, read consumer reviews, and make purchases all within a single app. According to a report by We Are Social (2025), TikTok is one of the digital platforms with high usage rates in Indonesia, particularly among Generation Z. This indicates that TikTok Shop is playing an increasingly important role in online purchasing activities.

Generation Z is a consumer group that grew up in the digital era and has a high level of adaptability to technological developments. When making online purchases, Generation Z tends to seek a variety of information before deciding to purchase a product. This information comes not only from sellers but also from other consumers who have used the product before. Therefore, understanding the factors that influence Generation Z purchasing decisions is crucial for businesses in developing effective marketing strategies.

In the context of online shopping, price is one factor often considered by consumers because it relates to the sacrifices made to acquire a product. Beyond price, consumers also utilize information available on digital platforms such as online customer reviews and ratings. Online customer reviews provide insight into consumers' experiences after using a product, while ratings serve as assessment indicators that help consumers quickly evaluate a product's quality before making a purchase.

Various previous studies have shown that prices, online customer reviews, and ratings are related to consumer purchasing behavior. However, research results still show inconsistencies. Some studies found that these three variables significantly influence purchasing decisions and purchase intention. On the other hand, there are studies that show that neither price nor ratings significantly influence consumer purchasing behavior. These discrepancies in results indicate that there are still research gaps that require further examination, particularly in the context of TikTok Shop as a platform social commerce which continues to grow.

Furthermore, most previous research has been conducted on conventional marketplaces or used purchase intention as the dependent variable. Research specifically analyzing purchasing decisions on TikTok Shop, focusing on Generation Z, is relatively limited. Therefore, this study aims to re-examine the influence of price, online customer reviews, and ratings on purchasing decisions on the TikTok Shop marketplace.

This research is expected to provide theoretical contributions in the development of digital consumer behavior studies, especially those related to purchasing decisions on platforms. social commerce. In addition, the research results are expected to be input for business actors in designing more effective marketing strategies through price management, consumer reviews, and product ratings on TikTok Shop.

2. Research Method

This research uses a quantitative approach with a survey method. The quantitative approach was chosen because the research aims to test the influence of prices, online customer reviews, and ratings on purchasing decisions on the TikTok Shop marketplace. The data used in this study are primary data obtained directly through questionnaires distributed to respondents.

The population in this study was all TikTok Shop users who belonged to the Generation Z category and had made purchases through the platform. Given that the exact population size was unknown, the sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error. Based on this calculation, a minimum sample size of 96 respondents was obtained. However, this study successfully obtained 119 respondents who met the research criteria, thus deeming this number sufficient for analysis.

Sampling technique using *purposive sampling*, namely a sampling technique based on certain criteria that have been determined by the researcher. The respondent criteria in this study include: (1) being included in the Generation Z category, (2) having a TikTok account, and (3) having made a purchase through the TikTok Shop.

Data collection was conducted using a questionnaire distributed online via Google Forms. The research instrument was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The variables used in the study consisted of price (X1), online customer reviews (X2), rating (X3), and purchasing decision (Y).

3. Results and Discussion

Results

1. Analysis Descriptive

Descriptive analysis is a statistical technique used to describe and present the characteristics of data obtained from research respondents. The purpose of this analysis is to provide a clear picture of the characteristics of the respondents and their responses to the variables studied.

a. User Characteristics

User Characteristics were compiled to provide an overview of the Generation Z profile of the respondents in this study. Users were grouped by age, gender, and purchase frequency on TikTok Shop.

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing
Decisions Of Generation Z In TikTok Shop Marketplace
Ecin Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

Table 1. User Characteristics Based on Age

Age Range	Frequency	Presentation
15-17 Years	10	8,40%
18-20 Years	21	17,65%
21-23 Years	80	67,23%
24-26 Years	8	6,72%
Total	119	100,00%

Source: Processed Primary Data, 2026

Based on Table 1, the majority of users are in the 21–23 age range (80 users, 67.23%). Furthermore, there are 21 users aged 18–20 (17.65%), 10 users aged 15–17 (8.40%), and 8 users aged 24–26 (6.72%). These results indicate that users are dominated by Generation Z, who are in their productive age and actively use digital platforms for online purchasing activities.

Table 2. User Characteristics Based on Gender

Gender	Frequency	Presentation
Woman	89	74,79%
Man	30	25,21%
Total	119	100,00%

Source: Processed Primary Data, 2026

Based on Table 2, the study's users were predominantly female (89%, 74.79%), while male users were 30% (25.21%). These results indicate that women tend to be more active in making purchases through TikTok Shop than men.

Table 3. User Characteristics Based on Purchase Frequency

Shopping Frequency	Frequency	Presentation
1-2 Times	14	11,76%
3-4 Times	27	22,69%
More Than 5 Times	78	65,55%
Total	119	100,00%

Source: Processed Primary Data, 2026

Based on Table 3, the majority of users (78) have made purchases on TikTok Shop more than five times. Furthermore, 27 (22.69%) have made purchases 3– 4 times, while 14 (11.76%) have made purchases 1–2 times. These results indicate that the majority of users have sufficient experience using TikTok Shop to provide appropriate assessments of the research variables.

b. Descriptive Analysis of Research Variables

Descriptive analysis of research variables was conducted to determine the general picture of respondents' perceptions of price variables, online customer reviews, ratings, and purchasing decisions.

Table 4. Results of Descriptive Analysis of Research Variables

Variabel	Avarage Value
Price	4,29
Online Customer Review	4,37
Rating	4,53
Purchase Decision	4,45

Source: Processed Primary Data, 2026

Based on Table 4, the rating variable obtained the highest average value of 4.53, followed by the purchase decision at 4.45. online customer reviews The average rating for product quality was 4.37, and the average rating for price was 4.29. These results indicate that respondents gave positive ratings to all study variables. The high average rating for the rating variable indicates that consumer product evaluation is one of the most important pieces of information before making a purchase on TikTok Shop.

2. Testing of Research Instruments

In this study, instrument testing was conducted through inferential analysis using SmartPLS 4 software with a *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach. The analysis was conducted through testing the measurement model (*outer model*) and structural models (*inner model*) to ensure validity, reliability, and the model's ability to explain the relationship between research variables.

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing
Decisions Of Generation Z In TikTok Shop Marketplace
Ecín Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

Figure 1. PLS-SEM Algorithm Model Output

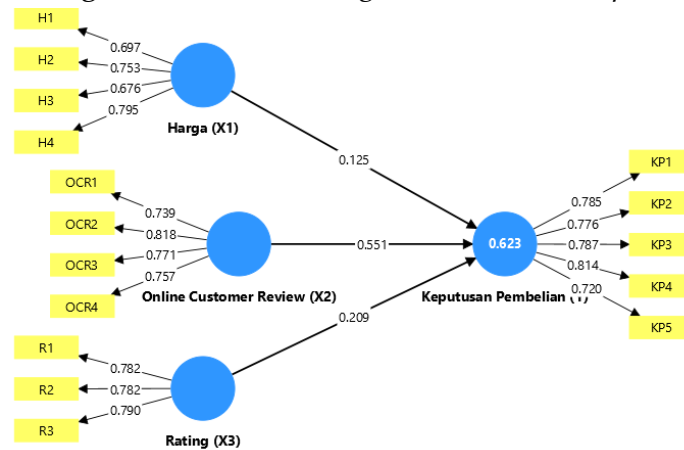


Figure 1 shows the research model analyzed using the *Structural Equation Modeling* method based on *Partial Least Squares* (SEM-PLS). The research model consists of price variables (X1), online customer reviews (X2), and rating (X3) as independent variables, and purchasing decisions (Y) as dependent variables. Testing is carried out through evaluation outer model and inner model.

a. Average Variance Extracted (AVE)

Convergent validity testing using the Average Variance Extracted (AVE) value was conducted to determine the construct's ability to explain the variance of the indicators used. According to Hair et al. (2021), a construct is considered valid if its AVE value is greater than 0.50.

Table 5. Results of Convergent Validity Test (AVE)

	Average variance extracted (AVE)
Price (X1)	0.535
Purchase Decision (Y)	0.604
Online Customer Review (X2)	0.596
Rating (X3)	0.616

Source: Processed Primary Data, 2026

Based on Table 5, all research variables have an AVE value above 0.50. These results indicate that the price variable, online customer reviews, ratings, and purchasing decisions have met the convergent validity criteria so that they are able to explain the variance of the indicators used in the study.

b. Cross Loading

Discriminant validity testing using *cross loading* conducted to ensure that each indicator has a higher correlation to the construct being measured compared to other constructs.

Table 6. Cross Loading Results

	Price (X1)	Purchase Decision (Y)	Online Customer Review (X2)	Rating (X3)
H1	0.697	0.413	0.497	0.383
H2	0.753	0.502	0.496	0.368
H3	0.676	0.368	0.412	0.302
H4	0.795	0.482	0.547	0.534
KP1	0.548	0.785	0.596	0.471
KP2	0.390	0.776	0.577	0.416
KP3	0.334	0.787	0.554	0.544
KP4	0.506	0.814	0.584	0.440
KP5	0.563	0.720	0.633	0.495
OCR1	0.534	0.513	0.739	0.521
OCR2	0.500	0.567	0.818	0.478
OCR3	0.491	0.556	0.771	0.432
OCR4	0.539	0.684	0.757	0.445
R1	0.439	0.477	0.471	0.782
R2	0.376	0.450	0.432	0.782
R3	0.472	0.508	0.517	0.790

Source: Processed Primary Data, 2026

Based on Table 6, all indicators have a value loading factor highest on the construct it measures compared to other constructs. Thus, all indicators have met the discriminant validity criteria.

c. Construct Reliability

Reliability testing is carried out using *Cronbach's Alpha* and *Composite Reliability* values to determine the level of consistency of indicators in measuring variables.study.

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing
Decisions Of Generation Z In TikTok Shop Marketplace
Ecin Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

Table 7. Reliability Test Results

	Cronbach's alpha	Composite reliability
Price (X1)	0.711	0.821
Purchase Decision (Y)	0.835	0.884
Online Customer Review (X2)	0.775	0.855
Rating (X3)	0.689	0.828

Source: Processed Primary Data, 2026

Based on the test results, all variables had *Cronbach's Alpha* and *Composite Reliability* values above 0.70. These results indicate that all research variables have a good level of reliability and are consistent in measuring the constructs used.

d. Structural Model Evaluation (*Inner Model*)

Evaluationinner model conducted to determine the ability of the research model to explain the relationship between the variables studied. This test includes a multicollinearity test, coefficient of determination (R-Square), effect size(f-square), And path coefficient.

Table 9. Multicollinearity Test Results (VIF)

	Purchase Decision (Y)
Price (X1)	1.930
Online Customer Review (X2)	2.127
Rating (X3)	1.676

Source: Processed Primary Data, 2026

Based on Table 9, all independent variables have *Variance Inflation Factor* (VIF) values below 5. These results indicate that there are no symptoms of multicollinearity between independent variables in the research model so that the model is suitable for further analysis.

Table 10. Results of the Determination Coefficient (R-Square)

	R- square	R- square adjusted
Purchase Decision (Y)	0.623	0.613

Source: Processed Primary Data, 2026

Based on Table 10, the value obtained is R-Square of 0.623 on the purchasing decision variable. This value indicates that price, online customer reviews, and ratings are able to explain purchasing decisions by 62.3%, while the remaining 37.7% is explained by other variables outside the research model.

Table 11. Effect Size Results (F-Square)

	Purchase Decision (Y)
Price (X1)	0.022
Online Customer Review (X2)	0.378
Rating (X3)	0.069

Source: Processed Primary Data, 2026

Based on Table 11, the variables online customer reviews have value effect size the largest compared to other variables. These results show that online customer reviews is the variable that makes the greatest contribution in influencing purchasing decisions on TikTok Shop.

Table 12. Path Coefficient Results

	Purchase Decision (Y)
Price (X1)	0.125
Online Customer Review (X2)	0.551
Rating (X3)	0.209

Source: Processed Primary Data, 2026

The Influence Of Price, Online Customer Reviews, and Ratings On The Purchasing
Decisions Of Generation Z In TikTok Shop Marketplace
Ecín Kuraesin, Nazwa Davina Putri, Hanif Zaidan Sinaga

Based on Table 12, all relationships between variables show a positive direction. The largest path coefficient value is found in the relationship online customer reviews on purchasing decisions, which shows that the better consumer reviews available, the higher the consumer's tendency to make purchases on TikTok Shop.

e. Hypothesis Testing

Hypothesis testing is carried out using the method *bootstrapping* to determine the significance of the influence between research variables. A hypothesis is declared accepted if the value *t-statistic* >1.96 and value *p-value* <0.05.

Table 13. Hypothesis Testing Results

Hypothesis	Relationship	T-Statistic	P-Value	Decision
H1	Price → Purchase Decision	1,533	0,125	Rejected
H2	Online Customer Review → Purchase Decision	6,072	0	Accepted
H3	Rating → Purchase Decision	2,068	0,039	Accepted

Source: Processed Primary Data, 2026

Based on the results of the hypothesis testing, it was found that the price variable did not have a significant effect on purchasing decisions. Meanwhile, the online customer reviews and ratings have a positive and significant effect on purchasing decisions. Thus, the second and third hypotheses are accepted, while the first hypothesis is rejected.

Discussion

1. Effect of Price on Purchasing Decisions

The results of the study showed that price did not significantly influence purchasing decisions on TikTok Shop. This finding indicates that Generation Z consumers do not consider price as a primary factor in making purchases, but rather consider other information such as online customer reviews and ratings. Furthermore, various promotional programs such as discounts, vouchers, and free shipping on TikTok Shop can reduce consumer price sensitivity. These results align with Mulyana's (2021) study, which found that price had no significant effect on purchasing decisions. Therefore, the first hypothesis is rejected.

2. The Influence of Online Customer Reviews on Purchasing Decisions

The results of the study show that online customer reviews has a positive and significant influence on purchasing decisions. These findings indicate that consumer reviews can increase the trust and confidence of potential buyers because they provide information about product quality based on previous user experiences. The more positive and informative the reviews, the higher the consumer's likelihood of making a purchase. These research findings support the theory of electronic word of mouth (e-WOM) and is in line with research by Syahbani et al. (2025), Kadek et al. (2022), and Lumansik and Bara Kusuma (2025). Thus, the second hypothesis is accepted.

3. Influence of Ratings on Purchasing Decisions

The results of the study indicate that ratings have a positive and significant effect on purchasing decisions on TikTok Shop. Ratings are one of the indicators consumers use to quickly assess product quality before making a purchase, thereby helping reduce uncertainty in online transactions. The higher a product's rating, the greater consumer confidence in making a purchase. These results align with those of Syahbani et al. (2025), Kadek et al. (2022), and Lumansik and Bara Kusuma (2025). Therefore, the third hypothesis is accepted.

4. The Influence of Price, Online Customer Reviews, and Ratings on Purchasing Decisions

Based on the results of testing the structural model, prices, online customer reviews, and ratings simultaneously explained 62.3% of purchasing decisions, while the remaining 37.7% was explained by other variables outside the study. These results indicate that purchasing decisions on TikTok Shop are influenced by a combination of factors, with online customer reviews as the variable that has the most dominant influence. The findings indicate that Generation Z tends to be more trust information derived from other consumers' experiences compared to information provided by the seller. Thus, the fourth hypothesis is accepted.

4. Conclusions and Suggestions

Conclusion

This study aimed to analyze the influence of price, online customer reviews, and ratings on purchasing decisions among Generation Z consumers on TikTok Shop. The findings revealed that price does not have a significant effect on purchasing decisions. This indicates that Generation Z consumers tend not to consider price as the primary factor when making purchases on TikTok Shop. Instead, they place greater emphasis on information provided by other consumers through online customer reviews and ratings.

Furthermore, online customer reviews were found to have a positive and significant effect on purchasing decisions and emerged as the most influential variable in the research model. This finding suggests that consumer reviews play an important

role in shaping trust and confidence before making a purchase. In addition, ratings also have a positive and significant effect on purchasing decisions, indicating that consumers use ratings as a quick indicator to evaluate product quality and credibility.

Simultaneously, price, online customer reviews, and ratings were able to explain 62.3% of purchasing decisions, while the remaining 37.7% was influenced by other factors outside the research model. These results demonstrate that information generated by consumers has become an important consideration in the purchasing decision-making process on social commerce platforms such as TikTok Shop.

Suggestion

Based on the research findings, sellers and business actors on TikTok Shop are encouraged to improve product quality and customer service in order to generate positive reviews and maintain high product ratings. Since online customer reviews were identified as the most dominant factor influencing purchasing decisions, businesses should actively manage customer feedback and encourage satisfied customers to share their experiences.

In addition, attention should be given to indicators with relatively lower mean values, particularly within the price variable, by ensuring that product prices remain competitive and aligned with consumers' perceived value. Future researchers are recommended to include additional variables such as trust, product quality, brand image, promotion, or service quality to provide a more comprehensive understanding of the factors affecting purchasing decisions on social commerce platforms.

Thank-you note

The author would like to express sincere gratitude to all parties who contributed to the completion of this research. Special appreciation is extended to the lecturers of the Management Study Program, Faculty of Economics and Business, Universitas Ibn Khaldun Bogor, for their guidance, support, and valuable suggestions throughout the research process. The author also thanks all respondents who participated in this study and provided the information required for this research. Finally, heartfelt appreciation is extended to family and friends for their encouragement, motivation, and continuous support during the completion of this study.

5. References

- Ariani, D., Prasetyo, A., & Nugraha, R. (2024). Analisis kualitas produk, harga, online customer review dan online customer rating terhadap minat beli skincare Skintific Shopee. *Jurnal Ekonomi dan Bisnis*, 12(2), 145–158.
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Kadek, I., Putra, A., & Wijaya, D. (2022). Online customer rating dan online customer review terhadap keputusan pembelian pada marketplace Tokopedia Jakarta. *Jurnal Manajemen dan Bisnis*, 8(1), 67–78.
- Kevin, M., & Kusnadi, H. (2025). Pengaruh online customer rating, online customer review, dan potongan harga terhadap minat beli di TikTok Shop. *Jurnal Riset Pemasaran*, 11(2), 95–108.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lumansik, R., & Bara Kusuma, D. (2025). The influence of online customer review and online customer ratings on purchase decisions in TikTok Shop. *International Journal of Business and Management Studies*, 7(1), 45–57.
- Mawa, I. G. A., & Cahyadi, I. G. (2021). Pengaruh harga, online customer review dan rating terhadap minat beli di Lazada. *Jurnal Manajemen dan Kewirausahaan*, 9(2), 112–124.
- Ngo, T. H., Nguyen, P. T., & Tran, H. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Journal of Interactive Marketing*, 65, 54–71.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Syahnani, M., Ramadhan, R., & Putri, A. (2025). Pengaruh ulasan online dan rating terhadap keputusan pembelian di marketplace TikTok Shop. *Jurnal Manajemen Pemasaran*, 13(1), 23–35.
- We Are Social. (2025). *Digital 2025: Indonesia*. We Are Social & Meltwater.