

The Influence Of *Customer Reviews And Customer Ratings* On Purchasing Decisions For Beauty Products *Garnier Micellar Water* In Tiktok Shop

*Review, Rating and
Purchasing
Decision*

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Submitted:
MAY 2024

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Accepted:
JULY 2024

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ABSTRACT

The purpose of the study was to determine Customer Review and Customer Rating simultaneously on purchasing decisions for garnier micellar water beauty products at tik tok shop. This study uses a type of causal associative research with a quantitative approach. The population in this study were all consumers who had purchased Garnier Micellar Water products at Tik Tok Shop and the total sample used was 100 respondents with sampling techniques using Non Probability Sampling with a purposive sampling approach. Data collection was carried out by distributing questionnaires with data analysis used validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression analysis, determination test, t test and f test. Based on the T test results, it is found that each of the independent variables Customer Review and Customer Rating has an effect on purchasing decisions. In the Coefficient of Determination (R²) test, it can be seen that the Adjusted R Square value obtained is 0.538 (53.8%). This shows that the independent variables (Customer Review and Customer Rating) have a strong ability to explain the dependent variable (Purchase Decision) in this study. The remaining 46.2% will be influenced by other factors that cannot be explained in this study.

Keywords: *Customer Review, Customer Rating, Purchase Decision*

INTRODUCTION

In the era of globalization, technological developments are accelerating and expanding. Companies and society at large take advantage of technological advances that affect people's behavior, especially regarding purchases. The existence of technological advances can make it easier for people to fulfill their daily needs. When you want to buy something in the past, buyers had to come directly to their outlets to buy the items they were looking for, so now we can only use a smartphone connected to the internet to directly order the items we need online. (Ardianti and Widiartanto, 2019). The presence of online shops is currently an impact on people who are busy with little free time so they don't have time to buy a product they need. There are many online store applications available that can facilitate people in shopping activities to meet their needs quickly and precisely. One application that can be used is Tik Tok.

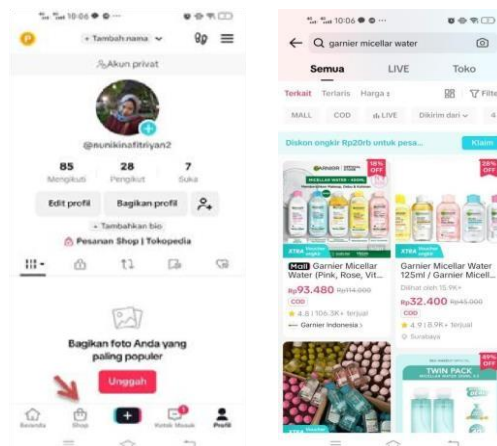
TikTok is a social media-based application that is used for editing and uploading short videos. Reporting from Katadata.co.id (2023) Indonesia ranks second with the most

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.4, 2024
pp. 1191 - 1202
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i4.2611

TikTok users in the world at 109.9 million as of January 2023. TikTok users are dominated from generation Z to generation Y with an age range of 17-46 years (Ginee.com, 2021). With this age range, it can be seen that TikTok users are still in the age of junior high school students, senior high school students, college students, up to someone who already has an advanced age who likes this application to create video content, live streaming, entertainment information, education and *online* shopping. The more viral the TikTok application is in the community, TikTok presents a shopping feature called TikTok Shop which was launched on April 17, 2021 by *ByteDance* which is a social commerce or shopping on new social media that combines entertainment and business that can reach more potential buyers. The following is an image of the display on the Tik Tok Shop feature:

Figure 1. Tik Tok Shop view



TikTok Shop adds to the lineup of social media applications as well as shopping applications such as Facebook Shop and Instagram Shopping. TikTok Shop provides the exact same features as other marketplaces and social commerce, such as online customer reviews and online customer ratings. Tik tok is also known as online commerce by providing a variety of goods. One of them is beauty products. Beauty products that offer a wide variety and types of beauty products, assuming the importance of maintaining and caring for the face to increase one's confidence, especially in maintaining facial skin from dirt, dust and residual makeup that can clog facial pores. With this opportunity, many companies issued new innovations by bringing out micellar water products that are easy to use in just one application. This causes quite intense competition between one manufacturer and another. In this competition, each company produces products with different advantages. Therefore, companies always make the latest innovations to improve the quality of their products.

In Indonesia, there are already many micellar water products released by companies. One of them is the Garnier company. Garnier is one of the beauty brands that is in great demand by the Indonesian people. This can be seen based on data on the Top Index website where in 2023 Garnier micellar water occupies the first position as one of the top brands with an index gain of 17.70%, it can be seen from the following table:

Table 1. Top Brand Index of Facial Cleanser Sub Category 2020-2023

BRAND	2020	2021	2022	2023
GARNIER	16,30	19,10	18,80	17,70
POND'S	22,40	21,90	19,80	16,40
BIORE	14,60	10,40	13,00	15,40

Source : <https://www.topbrand-award.com>

In 2020 Garnier occupied the second position as the top brand with an achievement of 16.30% and experienced an increase in 2021 by 2.8%, namely 19.10% and in 2022 it decreased by 0.3% so that it became

18.80% still in second place like the previous two years. Then in 2023 Garnier experienced another decline of 1.1% to 17.70%. But even though Garnier experienced a decline in 2023, Garnier occupied the first position as the top brand with the acquisition of 17.70% and followed by Pond's occupying the second position afterwards with the acquisition of 16.40% also followed by the Biore brand which occupied the third position with the acquisition of 15.40%. The table above shows a significant decrease every year from 2021 to 2023.

Garnier is part of the L'Oreal Group. The French cosmetics giant produces 27 different brands, and in 2014, Garnier was L'Oreal's second largest brand. The products sold by Garnier include skincare, haircare, hair color and styling products. Since November 15, 2016, Garnier released its newest product, Garnier micellar water. There are two kinds of garnier micellar water products, according to the skin needs of consumers. For the first garnier micellar water is a daily cleanser, which is for pink packaging suitable for normal skin tends to be sensitive and blue packaging is suitable for combination skin types and tends to be oily and acne-prone. While micellar oil infused cleanser water is recommended for all skin types for use on waterproof makeup and can also clean the face gently, and nourish facial skin. Currently, Garnier micellar water products are widely recommended on beauty websites and influencers in Indonesia through social media, thus attracting consumers to switch to these products. Purchasing decisions occur because they get recommendations through other people or the media. There are many factors that influence consumer decisions to buy micellar water, especially Garnier products, these factors are *customer reviews* and *customer ratings*, brands, prices, product quality, and various other factors. In this study will focus on, *Customer review* and *Customer rating*.

Customer Review activities within the company are the most important part of sales activities. *Customer Review* is a marketing variable created to review products among consumers to find out about the quality of products in the company. *Customer Review* at this time is a very important thing that must be done to market a product to the market.

According to (Mulyati & Gesitera, 2020) *Customer Review* is a form of *feedback* in the form of reviews from consumers which are usually in the form of text or writing or in the form of videos as comments containing opinions or opinions from customers based on the experience of purchasing an item or product. Meanwhile, according to (Syakira and Moeliono, 2019) *online consumer review* is *feedback* given by consumers based on their experience in using a product and can influence potential new consumers to foster buying intentions for similar products.

According to Noviani and Siswanto (2022) *Online Customer Rating* is an opinion from buyers that is conveyed by using a star-shaped symbol after making a purchase and receiving *seller* service. Meanwhile, according to (Rarung et al. 2022) *Online Customer Rating* includes reviews that use stars as a symbol of judgment rather than sentences when consumers express their opinions. *Micellar water* Garnier consumers who will be studied are consumers who have purchased the product at least once, especially on tik tok social media.

LITERATURE REVIEW

Marketing Manajemen

According to Putri (2019) marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively which is known as the management function.

According to Wijoyo (2020) marketing is one of the main activities that needs to be carried out by companies, be it goods or services companies, in an effort to maintain their business survival. Based on the opinions of the experts above, it can be concluded that

marketing management is the process of planning, analyzing, implementing, and supervising or controlling marketing activities in a company to achieve targets and business survival.

Purchase Decision

According to Rangsang and Millayani, (2021) purchasing decisions are a process of making decisions based on many references from various brands.

According to Nuraeni and Irawati, (2021) a purchase decision is a decision made by a consumer which can be influenced by various things such as economy, financial, technology, politics, culture, product, price, place, promotion, physical evidence, people and process. From some of these things, consumers can make information obtained and make decisions regarding the product to be purchased.

According to Irwansyah et al, (2021) Purchasing decision is a consumer decision-making process towards purchases that combines knowledge in choosing two or more various kinds of products that exist by being influenced by several factors, including quality, price, place, perceived use, service.

Before buying a product, consumers will usually be faced with a variety of alternative product choices available. Many considerations are made by consumers before buying the product. Searching for information about a product needs to be done so that consumers can find out about the product to be purchased. Different sellers certainly offer their products with different quality, service, price, promotion. From the definition of experts, the authors can conclude that purchasing decisions are a process of individual or group and organizational consumer behavior in evaluating various choices and ultimately making decisions about which products are the most useful and profitable.

Customer Review

According to Amelia et al. (2021) Online Customer Review is the opinion and experience given by consumers to a service provided by the seller or related to products that have been purchased and used before. According to Syakira and Moeliono, (2019) online consumer review is feedback provided by consumers based on their experience in using a product and can influence potential new consumers to develop purchase intentions for similar products. According to Depari and Ginting, (2022). Online Customer Review is a form of WOM (word of mouth) in online transactions that conveys the customer's assessment of the product or service, the assessment written is either positive or negative.

Consumers who have made a purchase and have used the purchased product will express their feelings after using the product. The form of feelings expressed is conveyed by consumers through the review feature provided by the e-commerce platform as a form of information that will be shared with other potential customers. The information shared can help potential customers consider whether the product is worth buying or not. The reviews submitted can contain various assessments. Meanwhile, sellers also utilize the review feature as material for evaluation and input on the products being sold. So, it can be concluded that Online Customer Review is any form of opinion conveyed by consumers regarding the products and services of an online store which will then be shared with other potential customers as information before buying a product.

Customer Rating

According to Hariyanto and Trisunarno (2020) *Online Customer Rating* is an opinion from customers as a whole which not only refers to the *online* product purchased but includes the services provided by the seller or *online* store. Assessment of *online* purchases is not only based on product quality but includes services provided by the *seller* or *seller*. Because potential *customers* will feel happy when they get good service from the seller even if they don't meet face to face.

According to Wicaksana et al., (2022: 110), *rating* is part of a *review* that uses the form of star symbols rather than text in expressing customer opinions on a certain scale. *Rating* in *online* products is one of the ways consumers have an opinion about the quality of *online* products, although sometimes there can be a problem in its measurement. This is mainly

because product ratings by consumers reflect global consumer satisfaction, not only on the product itself, but also on how consumers are served by the online seller.

Usually the star scale in the Tik Tok *Shop e-commerce platform* consists of 1 star to 5 stars. The smaller the star given means that the customer's assessment of the product and service is getting worse, on the other hand, if the customer gives a high star, it indicates that the product purchased and the service received are very good and satisfying. So, it can be concluded that *Online Customer Rating* is a buyer's assessment of the quality of the product, service, processing time of the ordered goods with a star symbol that has the smallest to largest scale.

METHODS

This study uses a quantitative approach using causal associative research. Quantitative research method is a method used in researching a certain population or sample, with samples that are generally random and use research instruments in the data collection process, as well as statistical or numerical data analysis that aims to test hypotheses or temporary conjectures that have been determined. According to Widiawati (2020: 86) Quantitative research is research that works with numbers, whose data is in the form of numbers (scores or values, ranks, or frequencies), which are analyzed using statistics to answer specific research questions or hypotheses, and to make predictions that certain variables affect other variables.

According to Sugiyono (2019: 65) states that causal associative is a formulation of research problems that asks about the relationship between two or more variables. Causal relationship is a relationship that is cause and effect. In this study there are *independent* variables (those that influence) and *dependent* variables (influenced). The *independent* variables in this study are *Customer Review* (X1) and *Customer Rating* (X2) and the *dependent* variable is Purchasing Decision (Y).

RESULTS

Descriptive Analysis Results

Description of Customer Review Variables (X1)

Table 2. Overall average of variable X1 statements

NO	STATEMENT	Average Score
1	How much do you agree that <i>Customer Reviews</i> on Tik Tok <i>Shop</i> help you understand the quality of Garnier <i>Micellar Water</i> products.	4,24
2	How much do you agree that reviewers of Garnier <i>Micellar Water</i> products on Tik Tok <i>Shop</i> who have many followers are more trustworthy?	4,17
3	How much do you agree that the opinions expressed by Tik Tok users about Garnier <i>Micellar Water</i> products match your personal experience or skin needs?	4,16
4	Whether the many reviews from Tik Tok users who have purchased Garnier <i>Micellar Water</i> products at Tik Tok <i>Shop</i> can provide an accurate description of product quality and product suitability.	4,26
5	How much do you agree that Tik Tok users' reviews of Garnier <i>Micellar Water</i> products on Tik Tok <i>Shop</i> tend to be more positive than negative.	4,15
Total Overall Average of X1 Variable statements		4,19

Based on the table above, it can be seen that the overall score of the *Customer Review* variable statement has an average of 4.19. meaning at a good level. Where the statement regarding the existence of *Customer Review* has the highest average of 4.26 in the 4th statement which states "Are the many reviews from Tik Tok users who have purchased Garnier *Micellar Water* products at Tik Tok *Shop* able to provide an accurate description of product quality and product suitability". Meanwhile, the statement regarding "How much do you agree that Tik Tok user reviews of Garnier *Micellar Water* products at Tik Tok *Shop* tend to be more positive than negative" has the lowest average value of 4.15.

Description of Customer Rating Variable (X2)

Table 3. Overall average of Variable X2

NO	STATEMENT	Average score
1	How much do you agree that the <i>customer ratings</i> given on Tik Tok <i>Shop</i> can be relied on as information about the suitability of the quality of the product or service? offered.	4,05
2	I consider that the judgment given by consumers on the products that have been purchased is given based on the actual conditions.	4,03
3	How much do you agree that information obtained from Tik Tok <i>Shop</i> in the form of consumer ratings can influence your interest in buying Garnier <i>Micellar Water</i> products.	4,15
Grand Total Overall Average of X2 Variable statements		4,08

Based on the table above, it can be seen that the overall score of the *Customer Rating* variable statement has an average of 4.08, meaning that it is at a good level. Where the statement regarding the existence of *Customer Rating* has the highest average of 4.15 in the 3rd statement which states "How much do you agree that the information obtained from Tik Tok *Shop* in the form of consumer ratings can affect your interest in buying Garnier *Micellar Water* products". Meanwhile, the statement regarding "I consider the assessment given by consumers of the products that have been purchased to be given based on actual conditions" has the lowest average value of 4.03.

Description of Purchasing Decision Variables (Y)

Table 4. Overall average of Variable Y

NO	STATEMENT	Average Score
1	I chose to buy Garnier <i>Micellar Water</i> at Tik Tok <i>Shop</i> because of the brand's good reputation.	4,16
2	I always buy Garnier <i>Micellar Water</i> products at Tik Tok <i>Shop</i> .	4
3	My previous positive experiences with Garnier's <i>Micellar Water</i> products led me to make subsequent purchases in quantities of more than 1.	4,21
4	I tend to buy Garnier <i>Micellar Water</i> at Tik Tok <i>Shop</i> when there is a <i>Flash Sale</i> or a special offer that is limited in time.	4,07
5	The various payment method options at Tik Tok <i>Shop</i> make me buy Garnier <i>Micellar Water</i> more often at Tik Tok <i>Shop</i> .	4,13
Total Overall Average of X1 Variable statements		4,11

Based on the table above, it can be seen that the overall score of the Purchase Decision variable statement has an average of 4.11. meaning at a good level. Where the statement regarding the existence of *Customer Rating* has the highest average of 4.21 in the 3rd statement which states "My previous positive experience with *Micellar Water* Garnier

products made me make the next purchase in more than 1 quantity". Meanwhile, the statement regarding "I always buy *Micellar Water Garnier* products at *Tik Tok Shop*." has the lowest average value of 4.

INSTRUMENT TEST

VALIDITY TEST

Customer Review Validity Test (X1)

The validity test of the price variable with a total of 5 questions submitted to 100 respondents of *Micellar Water Garnier* who made purchases at the *Tik Tok Shop*, where the r table is obtained by means of the number of respondents minus the number of questions in other words $100 - 5 = 95$ with $\alpha = 0.05$, namely 0.1996.

Table 5. *Customer Review* Validity Test Results

Research Variables	Item	Corrected item-total correlations	R table	Description
Variables <i>Customer Review</i>	P1	0,324	0,1996	Valid
	P2	0,498	0,1996	Valid
	P3	0,504	0,1996	Valid
	P4	0,325	0,1996	Valid
	P5	0,391	0,1996	Valid

Based on the table above, it can be concluded that in the *Corrected Item-Total Correlation* table, the value of $r_{count} > r_{table}$ is obtained, so that all statements on the *Customer Review* variable are declared valid.

Customer Rating Validity Test (X2)

The validity test for the *Customer Rating* variable with a total of 3 questions submitted to 100 respondents of *Micellar Water Garnier* consumers purchased through the *Tik Tok Shop*, where r table is obtained by means of the number of respondents minus the number of questions in other words $100 - 3 = 97$ with $\alpha = 0.05$, namely 0.1975.

Table 6. *Customer Rating* Validity Test Results

Research Variables	Item	Corrected item-total correlations	R table	Description
Variables <i>Customer Rating</i>	P1	0,410	0,1975	Valid
	P2	0,497	0,1975	Valid
	P3	0,391	0,1975	Valid

Source: SPSS 25 Data Processing Results

Based on the table above, it can be concluded that in the *Corrected Item-Total Correlation* table, the value of $r_{count} > r_{table}$ is obtained, so that all statements on the *Customer Rating* variable are declared valid.

Purchasing Decision Validity Test

The validity test of the *Purchasing Decision* variable with a total of 5 questions submitted to 100 respondents of *Garnier Micellar Water* consumers purchased through the *Tik Tok Shop*, where r table is obtained by means of the number of respondents minus the number of questions in other words $100 - 5 = 95$ with $\alpha = 0.05$, namely 0.1996.

Table 7. *Purchasing Decision* Validity Test Results

Research Variables	Item	Corrected item-total correlations	R table	Description
Variables Decision Purchase	P1	0,513	0,1996	Valid
	P2	0,353	0,1996	Valid
	P3	0,395	0,1996	Valid
	P4	0,257	0,1996	Valid
	P5	0,371	0,1996	Valid

Source: SPSS 25 Data Processing Results

Based on the table above, it can be concluded that in the *Corrected Item-Total Correlation* table, the value of $r_{count} > r_{table}$ is obtained, so that all statements on the *Purchase Decision* variable are declared valid.

RELIABILITY TEST

According to Laloan et al., 2023 the reliability of a variable is said to be satisfied if it has a *Cronbach's Alpha* value > 0.60. In processing the reliability test data, this study used the SPSS version 25 application program.

Table 8. Reliability test results

No.	Research Variables	Cronbach's Alpha Value	Description
1	Customer Review (X1)	0,655	Reliable
2	Customer Rating (X2)	0,622	Reliable
3	Purchase Decision (Y)	0,617	Reliable

Source: SPSS 25 Data Processing Results

Based on the table above, it can be seen that *Cronbach's Alpha* for all variables to be tested, where the value is greater than 0.60. Thus, all statements on the *Customer Review*, *Customer Rating*, and *Purchase Decision* variables are declared reliable.

CLASSICAL ASSUMPTION TEST

Normality Test

The normality test is carried out to test whether the independent variable and the dependent variable or both have a normal distribution or not using the *One-Sample Kolmogrov Smirnov Test*, namely if the significance value is > 0.05 then the data is normally distributed.

Table 9. Normality Test Results

One-Sample Kolmogrov Smirnov Test

		Residuals
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,63483378
Most Extreme Differences	Absolute	,082
	Positive	,052
	Negative	-,082
Test Statistics		,082
Asymp. Sig. (2-tailed)		,091 ^c

Source: SPSS 25 Data Processing Results

Based on the results of the normality test with *One-Sample Kolmogrov Smirnov*, the Asymp. Sig. (2-tailed) 0.91. Data is said to be normally distributed if the significance value is > 0,05. Because the significance value obtained in the results is 0.091 > 0.05, it can be concluded that the data above is normally distributed data.

Multicollinearity Test

According to Rahma (2023), one way to determine the presence or absence of multicollinearity is to use the *Variance Inflation Factor (VIF)* and *tolerance*. The decision-making criteria with *tolerance* and VIF values are as follows:

1. If the *tolerance* value < 0.1 there is multicollinearity
2. If the *tolerance* value > 0.1 there is no multicollinearity

Meanwhile, for the VIF value, the following criteria are obtained:

1. If the VIF value > 10 there is multicollinearity
2. If the VIF value < 10 there is no multicollinearity

Table 10. Multicollinearity Test Results

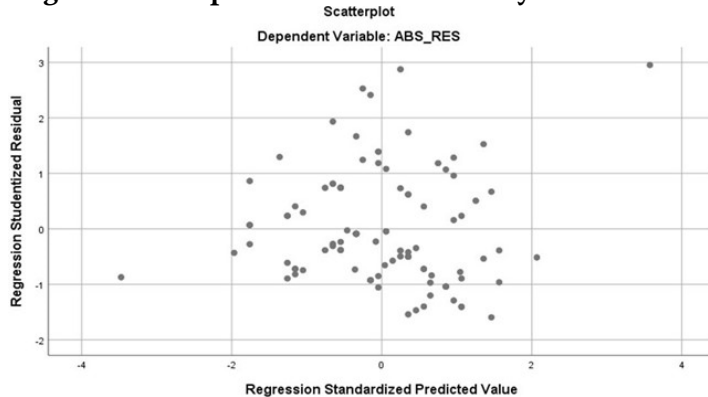
Model	Unstandardized Coefficients			Sig.	Collinearity Statistics	
	B	Std. Error	t		Tolerance	VIF
(Constant)	4,736	1,477	3,206	,002		
Customer Review	,526	,088	6,000	,000	,607	1,647
Customer Rating	,392	,120	3,263	,002	,607	1,647

Based on the table above, it can be seen that the *tolerance* value on the *Customer Review* and *Customer Rating* variables is 0.607. The VIF value of *Customer Review* and *Customer Rating* is 1.647 It can be concluded, from the *tolerance* value of each variable > 0.1 and the VIF value of each factor < 10. So that each research variable does not show multicollinearity.

Heteroscedasticity Test

Heteroscedasticity testing is done by making a Scatterplot (scatter plot) between the residual and the predicted value of the dependent variable that has been standardized. Heteroscedasticity test results can be seen in the following figure:

Figure 2. Scatterplot of heteroscedasticity test results



From the picture above, it can be seen that the dots spread randomly both below and above the number 0 on the Y axis. In addition, the dots do not form a certain pattern. So it can be concluded that there is no heteroscedasticity in the regression model and the model is suitable for use in this study.

Autocorrelation Test

Table 11. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	,740 ^a	,547	,538	2,131

Source: SPSS 25 Data Processing Results

Based on the results above, the Durbin Watson value obtained is 2.131. The next step is to look at the Durbin Watson table with a sample or n 100 and the number of independent variables or k2 in the Durbin Watson table, it is known that the d1 value = 1.6337 and the du value = 1.7152. Then 4-d1 = 2.3663 and 4-du = 2.2848 and 4-dw = 1.869. The result is du < dw < 4 - du or 1.7152 < 2.131 < 2.2848 which means there is no positive or negative correlation.

MULTIPLE LINEAR REGRESSION ANALYSIS

Table 12. Multiple Linear Regression Test Results

B understandarized	Error			
(Constant)	4,736	1,477	3,206	,002
Customer Review	,526	,088	,526	,000
Customer Rating	,392	,120	,286	,002

Y = 4.736 + 0.526 X1 + 0.392 X2 + ei Where:

X1 = Customer Review

X2 = Customer Rating

Y = Purchase Decision ei= Error Term

COEFFICIENT OF DETERMINATION TEST

The Coefficient of Determination is carried out to determine how much the ability of the independent variables to explain the dependent variable in the presence of linear regression Y on X.

Table 13. Test Results of the Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720 ^a	,547	,538	1,652

Based on the table above, the coefficient of determination in the *Adjusted RSquare* column is 0.538. This means that the *independent* variables, namely *Customer Review* and *Customer Rating*, are able to explain the purchasing decision variable by 53.8%. The remaining 46.2% is influenced by other variables that influence outside the model.

HYPOTHESIS TEST

a. T test

Partial tests are used to determine the effect of each independent variable on the *dependent* variable. Determination to determine whether the hypothesis is accepted or rejected can be done by looking at the value (*probabilities* value) provided that the significant value <0.05, then the *independent* variable has an effect on the *dependent* variable

.Table 14. T-Test

B understandardized	Error			
(Constant)	4,736	1,477	3,206	,002
<i>Customer Review</i>	,526	,088	,526	6,000 ,000
<i>Customer Rating</i>	,392	,120	,286	3,263 ,002

Source: SPSS 25 Data Processing Results

T Test Results of the Effect of Customer Reviews on Purchasing Decisions

The significance value of the *Customer Review* variable is 0.000 <0.05 so it can be concluded that *Customer Review* has a significant effect on Purchasing Decisions.

T Test Results of the Effect of Customer Rating on Purchasing Decisions

The significance value of the *Customer Rating* variable is 0.002 <0.05 so it can be concluded that *Customer Rating* has a significant effect on Purchasing Decisions.

F test

Simultaneous test (F test) is conducted to determine whether all independent variables together affect the dependent variable at a significant level of 0.05 (5%).

Table 15. Anova

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	319,915	2	159,957	58,640	,000 ^b
	Residuals	264,595	97	2,728		
	Total	584,510	99			

Source: SPSS 25 Data Processing Results

Based on the table above, the calculated F value is 58.640, which means that the calculated F is greater than the F table, which is 3.09. With a sig value of 0.000 or the significance value <0.05. So it can be concluded that the variables *Customer Review* (X1), *Customer Rating* (X2) together have an effect on Purchasing Decisions.

DISCUSSION

From the results of research conducted on the effect of Customer Review (X1), and Customer Rating (X2) on Purchasing Decisions (Y). The final model is obtained as follows:

$$Y = 4.736 + 0.526 X1 + 0.392 X2 + e_i$$

1. Effect of The Customer Reviews on Purchasing Decisions

From the results of research conducted regarding Customer Review on Purchasing Decisions for Garnier Micellar Water Products at Tik Tok Shop. That Customer Review has an influence on purchasing decisions. It can be seen through the results of the T test (X1) where it is known that the sig value of the Customer Review variable has a sig value of 0.000, which means <0.05. In addition, we can also see from the overall average on the X1 variable statement score on the questionnaire which found a value of 4.19 Respondents agreed that the Customer's ability to recognize Customer Review had an effect on purchasing decisions. The Customer Review regression coefficient value is 0.526, this shows that the coefficient is positive, meaning that the more information the Customer reviews, the more likely the consumer will make a purchase. The results of this study are in line with the results of research conducted by Maharani (2023) which states that the Customer Review variable has an effect on Purchasing Decisions.

2. The Effect of Customer Rating on Purchasing Decisions

From the results of research conducted regarding *Customer Rating* on Purchasing Decisions for Garnier *Micellar Water* Products at Tik Tok Shop. That *Customer Rating* has an influence on purchasing decisions. It can be seen through the results of the T test (X2)

test, where it is known that the sig value of the *Customer Rating* variable has a sig value of 0.002, which means <0.05 . In addition, we can also see from the overall average on the X2 variable statement score on the questionnaire which found a value of 4.08 Respondents agreed that the *Customer's* ability to recognize *Customer Rating* had an effect on purchasing decisions. The *Customer Rating* regression coefficient value is 0.392, this shows that the coefficient is positive, meaning that the more *customers* who do good *ratings*, the more chances consumers have of making purchases. The results of this study are in line with the results of research conducted by Sofia Amalia (2023) which states that the *Customer Rating* variable has an effect on Purchasing Decisions.

3. Simultaneous Effect of Customer Review and Customer rating on purchasing decisions

From the results of research conducted regarding *Customer Review* and *Customer Rating* on Purchasing Decisions for Garnier *Micellar Water* Beauty Products at Tik Tok *Shop*. That *Customer Review* and *Customer Rating* have a simultaneous influence on purchasing decisions. It can be seen from the results of the F test that the X1 and X2 variables have a sig value of ,000, which means that the value obtained is <0.05 . In addition, we also see from the f value where the X1 and X2 variables get a value of 58.640, it can be interpreted that the calculated f value obtained is greater than the f table value, which is 3.09. So it can be concluded that the two variables have a simultaneous influence on purchasing decisions. This means that it indicates that if the *online customer review* and *online customer rating* given by the previous customer are good, it can lead to beliefs, attitudes and behavior in making *online* purchasing decisions. *Online customer review* and *online customer rating* is one of the features of *online* shopping which is obtained in the form of comments, pictures, and star ratings. With *online customer reviews* and *online customer ratings*, it can make it easier for consumers to find information for *online* shopping. This can influence consumers in making *online* purchasing decision processes.

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