The Influence Of Price Perception, Lifestyle, And *Customer Reviews* On The Decision To Purchase Somethinc Products In Tiktok Shop

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ABSTRACT

The rapid growth of social commerce platforms such as TikTok Shop has reshaped consumer purchasing patterns, especially among younger generations. In October 2023, the Indonesian government temporarily restricted TikTok Shop's transactional activities due to concerns over its potential impact on local MSMEs, before allowing it to resume operations through a joint integration with Tokopedia in 2024. This regulatory shift highlights the importance of understanding both psychological and digital factors that influence purchasing decisions within interactive online platforms. This study aims to examine the influence of price perception, lifestyle, and customer reviews on the purchasing decisions of Somethinc products via TikTok Shop. A quantitative research method was employed using probability sampling techniques, and data were analyzed using *SmartPLS 4.0*. The results indicate that price perception, lifestyle, and customer reviews each have a positive and significant effect on purchasing decisions. The model demonstrates an *R-Square* value of 0.713, suggesting that the three variables explain 71.3% of the variance in purchasing decisions. Theoretically, the findings reinforce the *Theory of Planned Behavior* and *Signaling Theory*, emphasizing that consumer perceptions and external digital stimuli—such as online reviews and brand credibility—affect intention-based decision-making. Managerially, companies are advised to enhance price transparency, align with consumer lifestyle trends, and leverage interactive review features and live-commerce strategies. Future research should consider additional moderating variables such as customer engagement or brand trust and expand the demographic coverage.

Keywords: price perception, lifestyle, customer review, purchase decision, tiktok shop, digital marketing

ABSTRAK

Perkembangan e-commerce berbasis media sosial seperti TikTok Shop telah membentuk pola baru dalam perilaku konsumen, terutama pada generasi muda. Pada Oktober 2023, pemerintah Indonesia sempat membatasi aktivitas transaksi TikTok Shop karena dikhawatirkan mengganggu UMKM lokal, sebelum kemudian kembali beroperasi melalui skema integrasi dengan Tokopedia pada 2024. Perubahan regulasi tersebut menunjukkan pentingnya pemahaman terhadap faktor psikologis dan digital yang

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memengaruhi keputusan pembelian produk melalui platform interaktif. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, gaya hidup, dan ulasan pelanggan terhadap keputusan pembelian produk Somethinc melalui TikTok Shop. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik probability sampling, dan pengolahan data dilakukan menggunakan *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa secara parsial persepsi harga, gaya hidup, dan ulasan pelanggan berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai *R-Square* sebesar 0,713, yang berarti variabel-variabel tersebut mampu menjelaskan 71,3% variasi keputusan pembelian. Secara teoritis, temuan ini memperkuat *Theory of Planned Behavior* dan *Signaling Theory*, yang menyatakan bahwa persepsi konsumen dan stimulus eksternal (seperti ulasan online dan citra merek) memengaruhi intensi dalam mengambil keputusan. Secara praktis, hasil penelitian merekomendasikan agar perusahaan meningkatkan transparansi harga, mengikuti tren gaya hidup konsumen, dan mengoptimalkan strategi pemasaran berbasis review interaktif serta live-commerce. Penelitian selanjutnya disarankan menambah variabel moderasi seperti customer engagement atau kepercayaan merek serta memperluas wilayah penelitian.

Kata Kunci: Persepsi Harga, Gaya Hidup, Ulasan Pelanggan

INTRODUCTION

In today's era of convenience driven by globalization, which has led to the emergence of various marketplaces worldwide, including Indonesia, it's no surprise that online shopping has become a new lifestyle for Indonesians. Many e-commerce platforms, such as TikTok Shop, offer more interactive and engaging business experiences by leveraging their creative features. This can lead to a more personalized shopping experience for consumers, especially the younger generation who are increasingly active on social media platforms. In this modern era, people are given the convenience of fulfilling their beauty needs through skincare and cosmetics.

According to *the Food and Drug Administration* , cosmetics are products applied to the skin with the intention of strengthening, repairing, prolonging its life, or minimizing wrinkles. Based on application, cosmetics are divided into two categories: cosmetics and skin care products. The former are used to treat, protect, and improve skin condition. Makeup, also known as cosmetics, is a type of makeup used as a facial mask. Somethinc cosmetic products, founded by Irene Ursula in 2019, are currently experiencing a booming market on TikTok. This has led to a surge in consumer demand. In addition to having a good brand image, their efficacy and ingredients are also good and suitable for all skin types. Somethinc products are also highly sought after by most TikTok users. Somethinc's success as a local skincare product has led to collaborations with several national and international artists, such as Korean idols Han So Hee and NCT Dream. We know that the ginseng country is famous for its beauty clinics and artists who have white, smooth, bright, and radiant skin. Online shoppers now compete with each other with sometimes unreasonable prices, coupled with discounts offered by *marketplaces* in their apps. This has led buyers to compare prices across apps. This intense competition, coupled with comparisons, has given rise to price perception.

According to Kotler & Keller (2016), perception is the process by which a person analyzes, synthesizes, and interprets various data to create an image of a subject with recognized artistic qualities. In general, perception is the process of observing or a kind of bias towards a particular object being studied. According to Kotler and Armstrong (2018), price is the amount of money offered to a seller to purchase a product or service. Essentially, price is a guideline for buyers to pay for the benefits they receive, such as goods or services. Pricing is one of the most crucial components of any business. This perception of price can be seen as determining a person's lifestyle when making purchases. According to Kotler and Keller (2016), the definition of "Lifestyle is a human's pattern of life in the

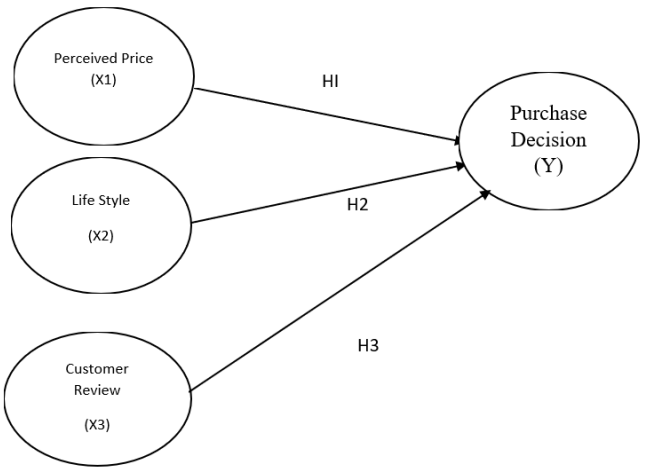
world expressed in activities, interests, and opinions. Lifestyle describes a person's identity in interacting with the environment." In an increasingly sophisticated era, many people are influenced by the way they view consumption towards trends and lifestyles which are driving factors in the soaring fashion and cosmetics market. Appearance is important, especially in fashion and self-care to increase their self-confidence and social relationships.

According to Banjarnahor et al., (2021), *online customer reviews* are a widely trusted source of information that businesses can use to help customers make decisions about products. *Customer reviews* are feedback from customers who have previously purchased products from online shops and are willing to comment on the product's quality, service, and availability. They also include reviews from customers who have used the product until it has achieved its intended purpose. In customer reviews there are ratings given by consumers who have experience buying products.

According to (Farki, Baihaqi & Wibawa, 2016), ratings are a part of a review that uses star symbols instead of text format to express customer feedback. Here are some reviews left by customers for the product *"Somethinc"* on TikTokShop. Based on the rating from TikTok Shop, it can be concluded that Something's service is still not good and even with a good rating, many regret that the price for Something's products is relatively expensive so that these reviews can influence a purchasing decision for new customers and customers who have previously purchased the product. According to Susanto (2014) Purchasing decisions are a process in which consumers use relevant facts to make choices during product purchases, before making a more thorough purchase of the product. Based on this, it can be seen that despite a number of consumer fears about some products, many people still want to buy certain products, and this has a negative impact on the sale of certain products on TikTok Shop. With the large number of skincare products sold in the current market, making the price perception between cosmetic products and skincare something and other products compete in attracting consumers.

The main objective of this study is for researchers to understand and collect data and information related to price perception, lifestyle, and customer reviews regarding *Somethinc* product purchasing decisions . Furthermore, this study aims to enable Somethinc to make purchases more attractive to buyers and to reduce potential problems arising from doing so. Other objectives of this study are as follows:

1. To determine the influence of price perception on purchasing decisions for Somethinc products on TikTok Shop.
2. To determine the influence of lifestyle on purchasing decisions for Something products on TikTok Shop.
3. To determine the influence of customer reviews on purchasing decisions for Something products on TikTok Shop.



Information :

X1	: Price Perception	X2	: Lifestyle
X3	: Customer Review	Y	: Purchase Decision

A research hypothesis is a temporary assumption used to identify research difficulties whose truth requires further investigation. According to Sugiyono (2014) , this hypothesis serves as a temporary solution to the research problem formulation, which is defined as a declarative sentence. Referring to the aforementioned skeleton model, the following hypotheses are expressed in this study:

H1: Price Perception (X1) has a positive influence on Purchasing Decisions (Y)
H2: Lifestyle (X2) has a positive effect on purchasing decisions (Y)
H3: Customer Reviews (X3) have a positive influence on Purchasing Decisions (Y)

METHOD

This study employs a quantitative research approach using a survey method, as it aims to empirically examine the influence of price perception, lifestyle, and customer reviews on the purchasing decisions of Somethinc products through TikTok Shop. Data were collected using an online questionnaire distributed via Google Forms to respondents who had previously purchased Somethinc products through TikTok Shop and reside in the Bogor area. The sampling technique used was *probability sampling* with a *simple random sampling* method, considering that the population consists of active TikTok Shop users aged 18–47 years. The minimum sample size was determined based on the "*ten times rule*" (Hair et al., 2021), requiring at least 10 respondents for each indicator in the model, and the obtained sample exceeded this requirement, indicating adequate statistical power for *Partial Least Squares Structural Equation Modeling (PLS-SEM)* analysis.

Data processing was performed using SmartPLS 4.0. The model evaluation comprised two stages: *measurement model (outer model)* and *structural model (inner model)* assessments. The outer model was evaluated based on convergent validity (factor loading > 0.70 and AVE > 0.50), discriminant validity using cross-loading and HTMT criteria, as well as construct reliability measured through *Cronbach's Alpha* and *Composite Reliability* values (> 0.70). The inner model was assessed using *R-Square* values, *t-statistics* (> 1.96 at α = 5%), *p-values*, and *Goodness of Fit (GoF)* index. Furthermore, predictive relevance (Q^2) and effect size (f^2) were also considered to strengthen the robustness of the model. Accordingly, the applied methodological framework is appropriate to test the relationships among variables and provide statistically and theoretically valid results.

RESULT

Hypothesis testing in this study used the Partial Least Squares (PLS) analysis technique with the help of the Smart PLS 4.0 application. The following is a schematic of the PLS program model being tested:

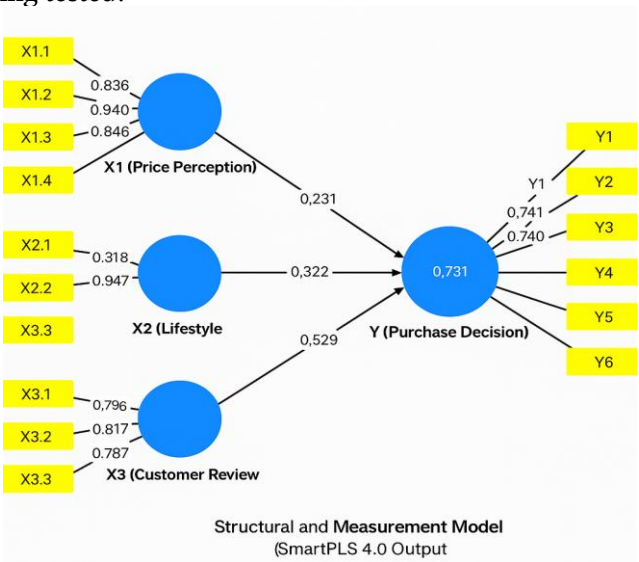


Figure 4.1 Measurement Model (Outer Model)

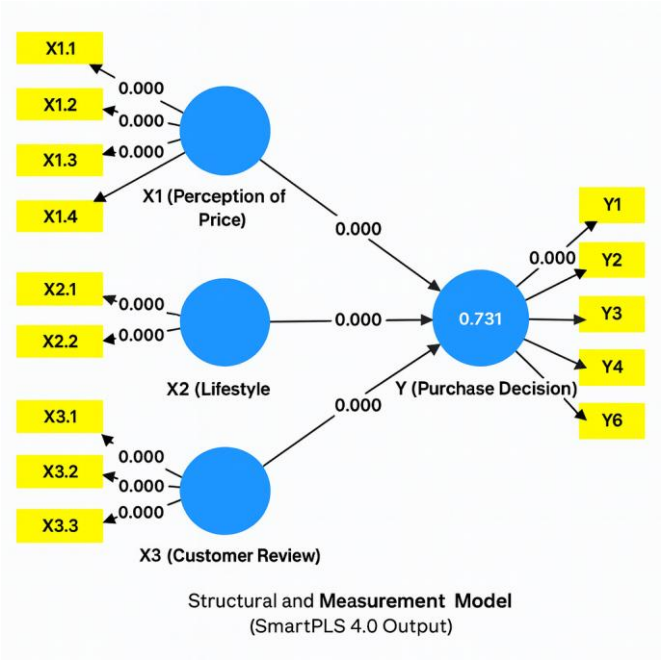


Figure 4.2. Structural Model (Inner Model)

Measurement Model

Convergent validity refers to the extent to which multiple indicators measuring the same construct are strongly correlated and represent the underlying latent variable consistently. In this study, convergent validity was assessed through two primary criteria: the factor loading values and the Average Variance Extracted (AVE). According to Hair et al. (2021), an indicator demonstrates satisfactory convergent validity if its loading value exceeds 0.70, indicating that the indicator significantly contributes to measuring the construct. Meanwhile, AVE values greater than 0.50 imply that more than 50% of the variance of the indicators is captured by the latent construct rather than error. The results of the outer model analysis reveal that all construct indicators exhibit loading values above the minimum threshold and AVE values above 0.50, confirming that the constructs used in this research—Price Perception, Lifestyle, Customer Review, and Purchase Decision—have met the requirements for convergent validity and can be considered reliable for further structural model evaluation.

Table 1. Outer Loading Factor

Variables	Indicator	*Outer Loading*	*Convergent Validity Level*	Information
Price Perception	X1.1	0.836	0.5	Valid
	X1.2	0.840	0.5	Valid
	X1.3	0.846	0.5	Valid
	X1.4	0.857	0.5	Valid
Lifestyle	X2.1	0.818	0.5	Valid
	X2.2	0.947	0.5	Valid
	X2.3	0.859	0.5	Valid
Consumer review	X3.1	0.786	0.5	Valid
	X3.2	0.817	0.5	Valid
	X3.3	0.787	0.5	Valid
Buying decision	Y1	0.741	0.5	Valid
	Y2	0.783	0.5	Valid
	Y3	0.740	0.5	Valid
	Y4	0.767	0.5	Valid
	Y5	0.749	0.5	Valid
	Y6	0.758	0.5	Valid

Source: Data processed by researchers 2024

Table 2. AVE Values

Variables	AVE value	Level AVE	Information
Price Perception	0.713	0.5	Valid
Lifestyle	0.768	0.5	Valid
Customer Review	0.635	0.5	Valid
Buying decision	0.572	0.5	Valid

Source: Data processed by researchers 2024

The AVE values for all constructs exceed the recommended threshold of 0.50 (Hair et al., 2021), indicating that the measurement model fulfills the convergent validity criterion. Lifestyle exhibited the highest AVE value (0.768), followed by Price Perception (0.713), Customer Review (0.635), and Purchase Decision (0.572). Therefore, the constructs are considered reliable and suitable for further structural model evaluation.

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs within a model. It ensures that each latent variable captures a unique concept and that its indicators do not strongly correlate with indicators of other constructs. In this study, discriminant validity was assessed using the cross-loading analysis, which is a widely accepted method in PLS-SEM. According to Fornell and Larcker (1981), an indicator demonstrates adequate discriminant validity if its loading value on its associated construct is higher than its loading values on any other constructs within the model.

The results of the cross-loading analysis (Table 1) showed that all indicators exhibited the highest loading values on the constructs they were designed to measure. These values were consistently greater than their cross-loadings on other constructs, demonstrating that the measurement items uniquely represent their respective latent variables and do not overlap with other constructs.

Therefore, it can be concluded that the model successfully satisfies the discriminant validity requirement using the cross-loading criterion, confirming that each construct is empirically distinct and suitable for further structural model evaluation.

Table 4 Reliablity Value

Variables	*Cronbach's Alpha*	Tarah *Cronbach's Alpha*	Information
Price Perception	0.867	0.6	Reliable
Lifestyle	0.850	0.6	Reliable
Customer Review	0.713	0.6	Reliable
Buying decision	0.815	0.6	Reliable

Source: Data processed by researchers 2024

Table 5 Composite Reliability

Variables	*Composite reliability*	Level Composite *reliability*	Information
Price Perception	0.909	0.7	Reliable
Lifestyle	0.908	0.7	Reliable
Customer Review	0.839	0.7	Reliable
Buying decision	0.889	0.7	Reliable

Source: Data processed by researchers 2024

Composite Reliability (CR) is used to assess the internal consistency of indicators measuring a latent construct. Unlike Cronbach's Alpha, which assumes all indicators contribute equally, Composite Reliability considers the actual loading values of each indicator, making it more appropriate for PLS-SEM analysis (Hair et al., 2021). A construct is considered to have acceptable reliability if its Composite Reliability value exceeds **0.70**, while values above **0.80 to 0.90** indicate high reliability.

In this study, the Composite Reliability values for all constructs—Price Perception, Lifestyle, Customer Review, and Purchase Decision—were above the minimum threshold of 0.70. This demonstrates that the indicators used to measure each construct are internally consistent and reliably represent the underlying latent variables. Therefore,

the measurement model satisfies the Composite Reliability requirement, confirming that the constructs can be used confidently for further structural analysis.

Structural Model

The R-Square value for the endogenous construct *Purchase Decision* is 0.713, while the Adjusted R-Square value is 0.704. This indicates that 71.3% of the variance in purchase decisions can be explained by the three exogenous variables, namely *Price Perception*, *Lifestyle*, and *Customer Review*, with the remaining 28.7% influenced by other factors not included in the model. According to Sarwono (2015), an R-Square value above 0.67 is categorized as *substantial*, suggesting that the model demonstrates a strong explanatory power. The slight difference between R-Square and Adjusted R-Square implies that the model remains robust even after adjusting for the number of predictors. Therefore, it can be concluded that the structural model has a high level of predictive accuracy and is suitable for further hypothesis testing.

Table 6 Determination Coefficients

Variables	**R *Square***	**Adjusted R *Square***
Buying decision	0.713	0.704

Source: Data processed by researchers 2024

The Goodness of Fit (GoF) index is used in PLS-SEM to evaluate the overall performance of the measurement and structural models. It represents the global fit of the model by combining the average variance extracted (AVE) from the measurement model and the R-Square value from the structural model. According to Tenenhaus et al. (2005), the GoF index is calculated using the formula:

$$\text{GoF} = \sqrt{\text{Average AVE} \times \text{Average } R^2}$$

In this study, the GoF value obtained was **0.565**, which falls within the **high category** (0.38–1.00). This indicates that the model demonstrates a strong explanatory capability and a high level of overall fit. Furthermore, the result suggests that both the measurement model and structural model are well specified and adequately represent the data. Therefore, the model can be considered suitable for further analysis and interpretation.

The inner model value indicates the level of significance in hypothesis testing in a study. The inner model indicated by the T-statistic must be > 1.96 for a two-tailed hypothesis and > 1.64 for a one-tailed hypothesis for hypothesis testing at 5% alpha and 80% power (Abdillah, W., & Hartono, J, 2015) . The influence of the structure between variables is said to be significant if the p value or t statistic is > t table.

Table 9. T-Test Result

Variables	Original Sample (O)	Sample Mean (M)	*Standard Deviation* (STDEV)	*T Statistics* (O/STDEV)	*P-Value*	*Hypothesis*
Price Perception -> Purchase Decision	0.231	0.239	0.080	2,881	0.004	H1
Lifestyle -> Purchase Decisions	0.322	0.326	0.085	3,810	0.000	H2
Customer Review -> Purchase Decision	0.529	0.529	0.079	6,719	0.000	H3

Source: Data processed by researchers 2024

The hypothesis testing results using the PLS-SEM approach, as shown in Table 9, indicate that all three exogenous variables exert a positive and statistically significant influence on the purchase decision. Price Perception has a path coefficient of 0.231 with a T-statistic value of 2.881 and a P-value of 0.004 ($p < 0.05$), confirming that H1 is

accepted, meaning that favorable price perception positively affects consumer purchase decisions. Lifestyle also demonstrates a significant positive influence on purchase decisions with a path coefficient of 0.322, a T-statistic of 3.810, and a P-value of 0.000, leading to the acceptance of H2. Among the three variables, Customer Review exhibits the strongest impact, with a path coefficient of 0.529, a T-statistic of 6.719, and a P-value of 0.000, resulting in the acceptance of H3. These results suggest that while price and lifestyle factors contribute to shaping consumer purchasing behavior, customer reviews play the most dominant role in influencing purchase decisions on TikTok Shop, emphasizing the importance of digital feedback and user-generated content in social commerce environments.

DISCUSSION

The findings of this study demonstrate that Price Perception, Lifestyle, and Customer Review significantly and positively influence Purchase Decision, with Customer Review emerging as the most dominant factor. This suggests that in the current digital era, where consumers have easy access to product information and peer evaluations, purchasing decisions are no longer solely driven by internal preferences but are increasingly shaped by collective digital sentiment and social proof. These results reinforce the *Theory of Planned Behavior* (Ajzen, 1991), which emphasizes that consumer intentions are constructed through cognitive evaluations and external stimuli, particularly when uncertainty in online purchasing exists. The substantial influence of Customer Review not only indicates the importance of trust-building mechanisms in digital commerce but also reflects the shift towards experience-based validation, where user-generated content, such as live-stream reviews, video testimonials, and interactive engagement via live shopping features, functions as a key persuasive tool. This finding is consistent with recent studies by Hidayati (2018), Ichsan et al. (2018), and Darmawan (2023), which underscore the role of online feedback in enhancing perceived credibility, and is also highly relevant in the post-2023 context where TikTok Shop was temporarily restricted in Indonesia, leading consumers to depend even more on trustworthy digital recommendations following its reactivation in 2024.

Furthermore, the significant impact of Lifestyle suggests that consumers in the era of *social commerce* tend to align purchasing behavior with identity expression, trend adoption, and aspirational values, particularly among Gen Z and Millennial buyers who dominate social media-based marketplaces. This supports the argument of Puranda and Madiawati (2017) and extends it by indicating that modern consumption is increasingly reflective, emotional, and socially influenced rather than purely rational. The positive influence of Price Perception corroborates *Signaling Theory* (Sharma, 2021), indicating that consumers often perceive pricing as an implicit indicator of product value, quality, and brand positioning, especially when supported by strong branding campaigns and competitive discount strategies. This is especially relevant in highly competitive digital platforms such as TikTok Shop, where brands often use price anchoring, flash sales, and AI-driven promotional algorithms to stimulate urgency and perceived value.

Taken together, these findings indicate that consumer purchasing decisions in social commerce environments are shaped by a combination of behavioral, emotional, and technology-driven factors, signifying a paradigm shift from traditional online shopping determinants to more interactive, socially embedded, and engagement-based digital consumerism. The results highlight the strategic importance for brands to optimize their digital presence, leverage live-commerce features, and facilitate authentic review-based interaction to enhance consumer trust and purchase intention. This underscores the growing role of digital engagement as a determinant of market competitiveness, suggesting that companies must adapt their marketing strategies toward more experience-driven and socially oriented forms of online commerce.

The results of this study provide several strategic insights for business practitioners, particularly those operating within social commerce platforms such as TikTok Shop. Given that customer review emerged as the most influential factor affecting purchase

decisions, companies should prioritize the development of an effective customer engagement strategy that encourages satisfied customers to share authentic feedback through live reviews, testimonial videos, and user-generated content. Brands may implement post-purchase review incentives or collaborate with micro-influencers to increase community-driven product advocacy. Furthermore, the significant impact of lifestyle underscores the importance of aligning marketing campaigns with consumer lifestyle trends, values, and self-expression patterns. This can be achieved through personalized content, trend-based advertising, and interactive live streaming formats that mirror popular cultural narratives, especially among Gen Z and Millennials. In addition, the positive effect of price perception suggests that businesses should adopt a competitive and transparent pricing strategy, supported by dynamic promotional mechanisms such as time-limited discount features, bundling strategies, and AI-driven personalized offer systems. Considering the regulatory shifts surrounding TikTok Shop in Indonesia post-2023, firms are advised to maintain compliance with trade guidelines while leveraging omnichannel integration—such as combining TikTok with e-commerce partners like Tokopedia—to mitigate operational risk and sustain customer trust. Overall, businesses that enhance digital credibility, optimize pricing tactics, and strengthen lifestyle-based marketing through interactive engagement are more likely to improve purchase intention and foster long-term consumer loyalty.

Although this study provides valuable insights into the role of price perception, lifestyle, and customer review in influencing purchase decisions within the TikTok Shop context, several limitations should be addressed in future research. First, the research only focused on consumers in a single geographical area (Bogor), which may limit the generalizability of the findings; therefore, future studies are encouraged to expand the sample coverage across multiple regions or conduct cross-cultural comparisons to understand behavioral differences among digital consumers. Second, the model did not include moderating or mediating variables, such as customer trust, brand loyalty, digital engagement, or social influence, which may further strengthen or alter the relationships identified. Future research may also incorporate advanced behavioral indicators such as purchase intention during live-stream shopping or AI-assisted recommendation exposure to capture more dynamic aspects of consumer interactions in social commerce. Additionally, considering the regulatory shifts involving TikTok Shop in Indonesia post-2023, future studies could explore the impact of policy intervention, platform governance, or integration with other e-commerce platforms (e.g., Tokopedia) on consumer decision-making. Finally, employing qualitative or mixed-method approaches, including eye-tracking, neuromarketing, or sentiment mining of real-time customer reviews, could provide deeper insight into cognitive and emotional factors influencing digital purchasing behavior.

CONCLUSION

This study concludes that price perception, lifestyle, and customer review each have a significant and positive effect on purchase decisions for Somethinc products through TikTok Shop, with customer review identified as the most dominant factor influencing consumer behavior. These findings reinforce the relevance of behavioral and technology-driven components in social commerce decision-making, highlighting that consumers increasingly rely on digital feedback and social validation when making online purchasing choices. The results contribute to the theoretical enrichment of the Theory of Planned Behavior and Signaling Theory within the context of interactive e-commerce, emphasizing the role of external digital stimuli in shaping consumer intention. From a practical standpoint, the study suggests that businesses should enhance digital engagement strategies, align marketing with consumer lifestyle trends, and adopt transparent and competitive pricing models to strengthen purchase intention. While the model demonstrated strong explanatory power, future research is recommended to include broader demographic coverage, additional moderating and mediating variables, and alternative methodological approaches to enrich the understanding of consumer

behavior in evolving social commerce environments. Overall, this study provides relevant insights for both academics and practitioners, reiterating the strategic role of customer-driven digital interaction in sustaining competitiveness in modern online retail.

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