
The Influence of Viral Marketing, Online Customer Reviews, and Price on Purchasing Decisions on Skintific Skincare Products in the Tiktokshop Marketplace.

Zulia Ika Wahyu Pramesti^{1*}, Dian Kusumaningtyas²

^{1,2}Nusantara University PGRI Kediri, Jl. KH Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

zuliaika2407@gmail.com¹, diankusuma@unpkediri.ac.id²

*corresponding author

Article Information

Abstract

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Research aim : This study intends to: 1) evaluate the effect of viral marketing on purchasing decisions on skintific skincare items in the tiktok store marketplace. 2) evaluate the effect of online customer reviews on purchasing decisions on skintific skincare items in the tiktok store marketplace. 3) ascertain how pricing affects decisions to buy skintific skincare goods in the marketplace of the TikTok shop. 4) ascertain how costs, online customer reviews, and viral marketing affect consumers' decisions to buy skintific skincare goods from the tiktok store marketplace.

Approach/Method/Design: This study employed a quantitative methodology, using a survey method with 97 respondents as the sample size, meeting the following requirements: Customers who have bought skintific skincare products from the Tiktok store. Sampling was determined using the technique *non probability sampling*. Data analysis through using SPSS software version 25 to perform multiple linear regression analysis.

Research Findings: The findings of the first hypothesis research show that, in the Tiktok store marketplace, viral marketing significantly influences consumers' decisions to buy skintific skincare goods. The second hypothesis demonstrates that in the Tiktok shop marketplace, online customer reviews significantly influence consumers' decisions to buy skintific skincare items. The third hypothesis demonstrates that, in the Tiktok shop marketplace, price significantly influences consumers' decisions to buy skintific skincare goods. In the Tiktok store marketplace, the fourth hypothesis demonstrates that costs, online customer evaluations, and viral marketing significantly influence consumers' decisions to buy skintific skincare items.

Theoretical contribution / Originality : This research has a role in developing purchasing decision theory and providing more detailed knowledge about what factors can influence consumer purchasing decisions.

Practitioner/Policy Implications: This research adds insight for business actors in improving marketing, getting the best reviews from customers in the marketplace, and determining affordable prices. The results of this study can be used in developing businesses to make consumers interested in buying.

Research limitations: The limitations of this study are that viral marketing factors, online customer reviews, and prices only contribute

56.4% to the decision to purchase Skintific skincare on the Tiktok shop, so there are still other factors that can influence purchasing decisions.

Keywords :Viral Marketing, Online Customer Review, Price, Purchase Decision.

1. Introduction

As more people realize how important it is to take care of their facial skin in order to keep it clean, healthy, and attractive, the skincare industry in Indonesia is currently expanding significantly. This is a chance for entrepreneurs to launch a skincare or cosmetics company.[1]. Various skincare brands have now emerged, causing competition in the skincare world to grow. One of the skincare brands with the highest selling value with a total of IDR 64,000,000 in the official store and a total of IDR 7,000,000 in the non-official store is Skintific. Meanwhile, there is also the MS Glow brand with a selling value of IDR 13,000,000 in the official store and IDR 46,000,000 in the non-official store. Followed by the The Originote brand with a selling value of IDR 26,000,000 in the official store and IDR 7,000,000 in the non-official store. The Daviena brand with the smallest selling value in the official store is only IDR 1,000,000, while in the non-official store it is IDR 29,000,000. Overall, the Skintific and MsGlow brands have quite high sales. Skintific's selling value is superior in official stores, while MS Glow's selling value is higher in non-official stores.[2].

Skincare business actors compete to carry out marketing strategies to acquire consumers, including by utilizing the marketplace as a platform for marketing products. The marketplace has become a familiar platform in society when they want to buy or find their needs. Through the marketplace, consumers can more easily choose the products they are looking for without having to visit the store directly. This has created a trend of online shopping in Indonesian society which has an impact on Purchase decisions made by consumers in the digital age, especially in the currently popular Tiktok shop[3]. Now the Tiktok application has innovated by adding a new feature called Tiktok shop as a more effective means of buying and selling. Tiktok shop allows every content from the seller to go viral through fyp (for your page). However, this requires the right strategy from the seller himself, such as making content as creative as possible. In Tiktok shop there are features that are almost the same as other e-commerce, such as viral marketing elements and online customer reviews [4].

Decisions on purchases are defined as the consumer process in knowing the problem of desire or need for a product, seeking product information, and considering whether each choice can solve the problem. Consumer purchase decisions are significantly influenced by viral marketing, which is a marketing strategy that uses social media to reach a wider audience [5]. Additionally, consumer purchase decisions are influenced by online customer reviews. Udirect reviews in the form of videos or images from consumers or influencers on TikTok shop are able to attract many consumers. The same is true of pricing, which is one of the criteria that buyers use to evaluate products. Customers will be interested in purchasing Skintific products if the pricing is reasonable and commensurate with the high caliber of the product.

Researchers found several previous studies that were inconsistencies with this study, including research[6],[7],[8] demonstrates how purchasing decisions are significantly impacted by viral marketing. However, according to research[9] demonstrates that buying

decisions are not much impacted by viral marketing. In addition, there is also research from[10],[11],[12] demonstrates that consumer reviews seen online have a big impact on decisions to buy. This contrasts with studies [13] and [14], which demonstrate that online consumer reviews do not significantly influence decisions to buy. Additionally, studies from [15], [16], and [17] demonstrate that pricing significantly influences consumers' decisions to buy. Price, however, has no discernible impact on decisions to buy, according to research [18].

This study attempts to give a more comprehensive understanding of the elements that can affect customer purchase decisions based on the backdrop that has been described. This study is expected to be a recommendation for every seller in creating a targeted and effective strategy, so that they can achieve competitive advantage. The structure of this study consists of the first part, namely the introduction (background, urgency of the study, research objectives). Second, the research method (research design, population, sample, data analysis techniques). Third, the results and discussion (data interpretation and research findings). Fifth, the conclusion (summary of the research results that answer the problem formulation).

1.1 Statement of Problem

The study's formulation of the problem asks whether viral marketing has an impact on consumers' decisions to buy Skintific skincare goods from the Tiktok retail marketplace. Second, do online customer reviews have an impact on people's decisions to buy Skintific skincare goods from the Tiktok retail marketplace? Third, does the cost of Skintific skincare products affect consumers' decisions to buy them on the Tiktok marketplace? Fourth, is the choice to buy Skintific skincare goods in the Tiktok retail marketplace depend on factors like costs, online customer reviews, and viral marketing.

1.2 Research Objectives

The first goal of this study is to ascertain how much viral marketing influences consumers' decisions to buy Skintific skincare goods from the Tiktok store marketplace. The second goal is to ascertain how much the Tiktok retail marketplace's online customer reviews impact consumers' decisions to buy Skintific skincare goods. Third, to ascertain how much price influences consumers' choices to buy Skintific skincare items on the Tiktok marketplace. Fourth, to ascertain how price, online customer reviews, and viral marketing affect consumers' decisions to buy Skintific skincare goods on the Tiktok store marketplace.

2. Method

In this investigation, quantitative methodologies were employed. In order to ascertain the effects of price, online customer reviews, and viral marketing on decisions to buy Skintific skincare goods in the Tiktok store marketplace, this study comprised survey research. The sampling technique used *non probability sampling* with criteria consumers who have purchased skintific skincare at the Tiktok shop. The infinite Skintific consumers in the Tiktokshop marketplace are used as the population. A total of 97 respondents provided samples. Respondents are given questionnaires based on the number of samples as part of the data gathering method. Multiple linear regression analysis, hypothesis testing, instrument testing, and traditional assumption testing are the methods used for data analysis. SPSS vdrsi 25 software is used for the data analysis.

2.1. Validity Test

Validity testing is carried out with the aim of testing whether the item is valid or not. The statement presented in the research questionnaire. The provisions are: The item statement was declared valid if the calculated r value was greater than the r table, and invalid if the calculated r value was less than the r table. [19].

Table 1. Validity Test

Variables	Item No.	r count	r table	Qualification
Viral Marketing (X1)	1	0.742	0.199	Valid
	2	0.612	0.199	Valid
	3	0.542	0.199	Valid
	4	0.595	0.199	Valid
	5	0.700	0.199	Valid
	6	0.576	0.199	Valid
Online Customer Reviews (X2)	1	0.600	0.199	Valid
	2	0.635	0.199	Valid
	3	0.737	0.199	Valid
	4	0.600	0.199	Valid
	5	0.571	0.199	Valid
	6	0.517	0.199	Valid
Price (X3)	1	0.833	0.199	Valid
	2	0.788	0.199	Valid
	3	0.399	0.199	Valid
	4	0.842	0.199	Valid
	5	0.582	0.199	Valid
	6	0.508	0.199	Valid
Purchase Decision (Y)	7	0.341	0.199	Valid
	8	0.815	0.199	Valid
	1	0.677	0.199	Valid
	2	0.376	0.199	Valid
	3	0.410	0.199	Valid
	4	0.624	0.199	Valid
	5	0.723	0.199	Valid
	6	0.443	0.199	Valid
	7	0.409	0.199	Valid
	8	0.486	0.199	Valid
	9	0.491	0.199	Valid
	10	0.508	0.199	Valid

Source: SPSS 25 Program Result Data, 2025

Table 1 demonstrates that every question item on variables X1, X2, X3, and Y has a calculated r value $> r$ table, indicating that every item is acceptable and suitable for use in research.

2.2. Reliability Test

The purpose of reliability testing is to determine the degree to which an instrument can be trusted to gather data. Cronbach Alpha stability > 0.60 , which indicates high reliability, is the basis for reliability testing.[20].

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Minimum Average Value	Qualification
Viral Marketing	0.687	0.60	<i>Reliable</i>
Online Customer Reviews	0.662	0.60	<i>Reliable</i>
Price	0.799	0.60	<i>Reliable</i>
Buying decision	0.693	0.60	<i>Reliable</i>

Source: SPSS 25 Program Result Data, 2025

Table 2 indicates that all of the question items are categorized as reliable since the Cronbach alpha value for variables X1, X2, X3, and Y is more than 0.60.

3. Results and Discussion

3.1. Results

3.1.1. Normality Test

Finding out if the study data is regularly distributed is the goal of the normality test. The Kolmogorov-Smirnov formula is used to determine the test's requirements, which state that the research data is normally distributed if $\text{sig.} > 0.05$ [21].

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.48115932
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.066
Test Statistics		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS 25 Program Result Data, 2025

Table 3 indicates that the sig. value of 0.200 is more than 0.05, indicating that the research data is normally distributed.

3.1.2. Multicollinearity Test

To determine if there is a substantial correlation between the independent variables in the regression model, the multicollinearity test is utilized. Among the clauses are:

- 1) Multicollinearity is absent if the tolerance value is greater than 0.10 and the VIF value is less than 10.
- 2) Multicollinearity arises if the VIF value is greater than 10 and the tolerance value is less than 0.10 [22].

Table 4. Multicollinearity Test

Model	Coefficientsa				Collinearity Statistics		
	B	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	5,500	3,527		1,559	.122		
Viral Marketing	.255	.099	.227	2,568	.012	.599	1,669
Online Customer Reviews	.587	.106	.382	5,560	.000	.993	1,007
Price	.447	.089	.448	5,050	.000	.596	1,677

Source: SPSS 25 Program Result Data, 2025

According to table 4, the tolerance values for variables X1, X2, and X3 were 0.599, 0.993, and 0.596 > 0.10, while the VIF values were 1.669, 1.007, and 1.667 < 10 in that order. It is possible to conclude that the independent variables in the regression model do not exhibit multicollinearity.

3.1.3. Heteroscedasticity Test

Testing the difference in the regression model's residual variance outcomes is the goal of the heteroscedasticity test. If the sig. value is more than 0.05, the regression model is deemed to be heteroscedastic.[21].

Table 5. Results of Heteroscedasticity Test

Model	Coefficientsa				T	Sig.
	B	Unstandardized Coefficients	Standardized Coefficients	Beta		
1 (Constant)	4.423	2.306			1,918	.058
Viral Marketing	.001	.065		.002	.017	.986
Online Customer Reviews	-.110	.069		-.164	-1,595	.114
Price	.008	.058		.018	.137	.891

Source: SPSS 25 Program Result Data, 2025

Table 5 indicates that there is no heteroscedasticity in the regression model because each sig. value for variables X1, X2, X3, and Y is 0.986, 0.114, and 0.891 > 0.05.

3.1.4. Multiple Linear Regression Analysis

Finding the linear relationship between two or more independent variables and one dependent variable is the goal of multiple regression analysis.[23].

Table 6. Multiple Linear Regression Analysis Test Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5,500	3,527			1,559	.122
Viral Marketing	.255	.099	.227	2,568	.012	
Online Customer Reviews	.587	.106	.382	5,560	.000	
Price	.447	.089	.448	5,050	.000	

Source: SPSS 25 Program Result Data, 2025

$$Y = 5,500 + 0.255X1 + 0.587X2 + 0.447X3 + e$$

The equation can be interpreted as follows:

- 1) The Purchase Decision variable (Y) has a value of 5,500 if the variable free value is 0% or stays constant.
- 2) The Purchase Decision variable (Y) will rise by 0.255 if variable X1 increases by one unit.
- 3) The Purchase Decision variable (Y) will rise by 0.587 if variable X2 increases by one unit.
- 4) The Purchase Decision variable (Y) will rise by 0.447 if variable X3 increases by one unit.

3.1.5. Coefficient of Determination Test (R2)

The purpose of the coefficient of determination (R2) is to determine the extent to which the independent variable (X) contributes to the explanation of the dependent variable (Y). If the value $R^2 = 0$ which means that variable X cannot make a large contribution to variable Y. Meanwhile, if R^2 gets closer to 1 which means it is approaching 100%, then variable X can make a large contribution to variable Y.[24].

Table 7. Results of the Determination Coefficient Test (R2)
Model Summary

del	R	R Square	Adjusted R Square	td. Error of the Estimate
1	.751a	.564	.550	2.52086

Source: SPSS 25 Program Result Data, 2025

It may be deduced that variable X contributes 56.4% to variable Y, with additional variables not covered in this study accounting for the remaining 43.6%.

3.1.6. Hypothesis Testing

3.1.6.1. t-test

The purpose of the t-test is to ascertain whether or not variable X and variable Y separately (partially) have a significant impact. By calculating the ttable value = $(a/2; nk-1) = (0.025; 92) = 1.986$, the degree of confidence is 0.05. It is said that variable X has a significant partial influence on variable Y if the value $t_{count} > t_{table}$ or the sig. value < 0.05 .[25].

**Table 8. t-test
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	5,500	3,527			1,559	.122
Viral Marketing	.255	.099	.227	2,568	.012	
Online Customer Reviews	.587	.106	.382	5,560	.000	
Price	.447	.089	.448	5,050	.000	

Source: SPSS 25 Program Result Data, 2025

Table 8 shows that:

- 1) Variable X1 has a computed t value of 2,568 > ttable 1.986 and a sig. value of 0.012 < 0.05, indicating that viral marketing significantly affects purchasing decisions
- 2) Variable X2 has a significant impact on purchasing decisions with a calculated t value of 5,560 >ttable 1.986 and a sig. value of 0.000 < 0.05.
- 3) Variable X3 indicates that price has a large impact on decisions to buy, with a t-count value of 5,050 >table 1.986 and a sig value of 0.000 < 0.05.

3.1.6.2. f test

The F test aims to determine whether variable X has a significant influence on variable Y simultaneously. The level of significance is 0.05 by determining the Ftable value: df1 = k-1 = 4-1 = 3 and df2 = nk = 97-4 = 93, so that the Ftable value shows the number 2.703. If Fcount > Ftable or sig. value < 0.05, then variables X1, X2, X3 have a significant influence on variable Y simultaneously.[24]

Table 9. f test
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	765.195	3	255,065	40,138	.000b
	Residual	590,991	93	6.355		
	Total	1356.186	96			

Source: SPSS 25 Program Result Data, 2025

Table 9 indicates that the sig value and F count value are 40.138 > F table value 2.703. 0.000 < 0.05, indicating that price, online customer reviews, and viral marketing all significantly affect purchasing decisions.

3.2. Discussion

The following conclusions can be made in light of the findings of the research that has been done:

3.2.1. The Influence of Viral Marketing on Purchasing Decisions on Skintific Skincare Products in the Tiktok Shop Marketplace

Based on data analysis, variable X1 has a calculated t value 2,568 >ttable 1.986 and sig. value..012 < 0.05. This means that viral marketing implemented by Skintific sellers on Tiktok

Shop has a big impact on what customers decide to buy. Skintific sellers create interesting and creative short video content that is uploaded consistently and periodically, collaborate with influencers and Key Opinion Leaders (KOL) to reach a wider audience, sponsored through Tiktok Ads, and do live streaming on Tiktok. Consumers will tend to continue to follow and their curiosity will be stronger when they see viral skincare videos on Tiktok, until there are influencers who use them, making consumers more interested in the product. Purchasing decisions can be created through creative content that continues to appear on consumers' FYP Tiktok. Therefore, Skintific sellers must be consistent in carrying out viral marketing through Tiktok shops to generate news power and be more effective in spreading information about the products being marketed. The study's findings are consistent with research [26] that shows viral marketing significantly influences STIESIA Surabaya students' Tokopedia purchases and [27] that shows viral marketing significantly influences Ganesha University of Education Economics Education students' Instagram social media purchases.

3.2.2. How Online Customer Reviews Affect Skintific Skincare Product Purchase Decisions in the Tiktok Shop Marketplace

Based on the data analysis, variable X2 has a calculated t value 5,560 > ttable 1.986 and sig. value 0.000 < 0.05. This means that online customer reviews from other people regarding the purchase of Skintific skincare have a significant influence on consumer purchasing decisions.. In this case, reviews of other people's purchasing experiences influence consumers before deciding to purchase. The reviews are in the form of information or evaluation of a product. Consumers who have never purchased will definitely look for various reviews or reviews listed by other people. Positive reviews can influence purchases, because consumers will believe that many people recommend Skintific skincare. It's different if many people give negative reviews, then consumers will not have a good image of Skintific products and end up not deciding to purchase. The findings of this study support research[28] that indicates online user reviews significantly impact decisions to buy products on the Tokopedia app in Tanjunganom District, Nganjuk Regency. Furthermore, it is consistent with research from [29] that indicates online customer reviews significantly impact Tokopedia purchase decisions.

3.2.3. The Impact of Price on Skintific Skincare Product Purchase Decisions in the Tiktok Shop Marketplace

Based on the data analysis, variable X3 has a calculated t value 5,050 > ttable 1.986 and sig. value 0.000 < 0.05. This indicates that the price that the Skintific vendor sets on Tiktok Shop has a big impact on what customers decide to buy. Here, the Skintific seller determines a price that is commensurate with the Skintific product's quality. Skintific skincare is believed to be skincare with safe ingredients, containing ceramide and panthenol. This can be a solution for consumers in terms of facial care because the price of the product is relatively cheap. Plus, on Tiktok Shop there are many free shipping promo vouchers and discount vouchers, which will make consumers more interested in buying Skintific skincare through Tiktok Shop. This is consistent with research [15] that shows that at the Pelita Jaya Buyungon Amurang store, price significantly influences consumers' decisions to buy. Furthermore, it is consistent with research [16] that shows pricing plays a big role in decisions about what to buy.

3.2.4. The Impact of Price, Online Customer Reviews, and Viral Marketing on Skintific Skincare Product Purchase Decisions in the Tiktok Shop Marketplace

The F count value is $40.138 > F$ table value 2.703 and the sig value is $0.000 < 0.05$, according to the findings of the F test data analysis. This indicates that online customer reviews, viral marketing, and skintific prices on Tiktok Shop all significantly affect consumer purchasing decisions. This means that these three factors can create a strong synergy in influencing purchasing decisions. The most popular viral marketing can make consumers curious about products that often appear on their cellphones, so that consumers decide to purchase Skintific skincare. Consumers will be more confident in the quality of Skintific products when they see various positive reviews from other people about their shopping experience with Skintific on Tiktok Shop. Customers can receive high-quality Skintific products that are worth their money if the costs are fair and reasonable. These three elements—price, online customer evaluations, and viral marketing—are crucial in luring customers to make a purchase. This is consistent with research [30] that shows prices, online customer evaluations, and viral marketing have a big impact on Shopee purchases in Surabaya. Furthermore, research from [31] indicates that price, online customer reviews, and viral marketing all significantly impact consumers' decisions to buy Somethinc skincare goods on the Indonesian Shopee marketplace.

4. Conclusion

The study's findings support the first hypothesis, which states that viral marketing significantly influences consumers' decisions to buy skincare skintific items on the Tiktok store marketplace. The second hypothesis demonstrates that the Tiktok store marketplace's skincare skintific product purchases are significantly influenced favorably by online customer reviews. The third hypothesis demonstrates that, in the Tiktok shop marketplace, price significantly influences consumers' decisions to buy skincare skintific products. In the Tiktok store marketplace, the fourth hypothesis demonstrates that prices, online customer evaluations, and viral marketing significantly influence consumers' decisions to buy skincare skintific items. In conclusion, the most well-liked viral marketing, great online evaluations, and fair and inexpensive costs

In addition to offering more comprehensive information on the variables that may affect purchase decisions, this study contributes to the growth of purchasing decision theory. Sellers in Tiktok shops can use the study's findings to set reasonable prices, generate viral marketing, and get good online reviews.

The study's limitations include the fact that costs, online customer evaluations, and viral marketing elements only account for 56.4% of the choice to buy Skintific skincare from the Tiktok shop; other factors may still have an impact. To get more detailed research findings, it is advised that future researchers expand this study by incorporating more variables.

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