

## **The Influence of Online Customer Review, Online Customer Rating, Marketing Content on Fashion Buying Interest in Tiktokshop**

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### **Abstract**

**Research aim :** The purpose of this study is to understand Influence of Buyer Online Review, Buyer Online Rating, and Marketing Content on Fashion against the desire to buy Tiktokshop

**Design/Methode/Approach :** The Study apply a Causal Qualitative technique with a case study on consumers who have made fashion purchases at Tiktokshop. The data collection method is carried out through the distribution of questionnaires or questionnaires. The sample taken is as many as 40 people who will later using linear regression with validity and reliability techniques analysis and hypothesis tests (*t* and *f* tests).

**Research Finding :** In this study, the outcome of the variables *F* Test and *T* Test Online Buyer Review (*X*1) and Online Rating Buyers (*X*2) did no important effect to Buying Interest (*Y*). Meanwhile, the Marketing Content (*X*3) variable has a relevant effect. In addition, it was 69.2%. So, it can be interpreted that there are still variations of other factors that were not studied in this study, namely 30.8%.

**Theoretical contribution/Originality :** This study provides a significant theoretical contribution and strengthens the literature on the findings of independent variables have an influence on dependent variables

**Practitioner/Policy implication :** at practice, this study provides a solution to identify what causes affect buying interest

**Research limitation :** The variable currently used does not have an influence on buying interest of 69.2% so there are still several other variable variations that have not been studied in this study., namely 30.8% so further research is needed

**Keywords :** Online Customer Review, Online Customer Rating, Content Marketing, Fashion, Tiktokshop

### **1. Introduction**

The momentum of the pandemic has made almost all the fulfillment of basic needs and various other activities diverted through digital services. People are now progressively suspended on item and tendance provide thru digital platforms, include consumer behavior that

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is progressively encouraging online shopping. The research conducted by SIRCLO with the KIC shows that the plague covid-19 has making 17.5% of offline shoppers try online shopping. Various sales channels are utilized by consumers to shop online include marketplaces, social networks and internet site. Consumers who decided to shop online exclusively rose from 11% after the Covid outbreak to 25.5% in early 2021. Interestingly, 74.5% of shoppers who always shopped offline and online during the Covid outbreak shopped more online..

according to outcome of the JakPat review, very Indonesians seem to prefer shopping for fashion products in e-commerce compared to physical stores, the survey showed, in the first semester of 2022 as many as 58% of respondents chose e-commerce for fashion shopping. Meanwhile, only 29% of those who shop for this product in physical stores were surveyed by JakPat on 1,420 respondents in Indonesia who shopped *Online* during the first semester of 2022, as many as 50% this informant comes from the millennial age group, 36% from the Gen Z group, and 15% from the Gen X group [2].

According to [3] Nowadays Basically, the Tiktok application is meant to be fun by creating videos according to your wishes, by combining photos or videos using selected songs. But in addition to being used for pleasure, the Tiktok application can also be made or used for professional needs. Economic players are able to profit from the popularity of the Tiktok application which is useful as an advertising intermediary so that the goods sold can be prominent by the general public. With the emergence of modern business rivals selling similar goods that able to suppress fame these products and with current implementation widely loved by audience, it is necessary in make efforts in order to these products able to be found widely by the audience. is to conduct experiments and develop the form of advertising communication. Because Tiktok is now so popular among the general public, observers are impressed to create campaign materials based on Tiktok tools.

According to [4] the desire to buy is statement from consumer desire that describes a plan to buy a number of products on a certain brand. Consumer purchase intention is very necessary for marketers in understanding consumer tendencies. On the e-commerce website, you can convey directly about Online Customer Reviews that are able to attract more online shopping intentions, compared to promotions through social media. Consumer the desire to

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buy is driving aspect in creation purchase terms of use of an item. [5] The desire to buy is a tendency for consumers to be interested because it has been affected by levels and excess the item and knowledge of one item and then take action based on the evaluation process that has been carried out. According to [6] Purchase desire is a hope to have an item or service because there is a good effect from outside or from within the individual's soul where previously there was consideration of the item or service to be purchased.

According to [7] *Review Online Customers* are said to be a model direct opinion from a person. Reviews are some examples of several aspects that can influence individual purchase provision, showing that individuals are able to consider the total comments as a well-known factor of a item or the number of items that will impact the willingness to purchase a item. According to [8] *Review Customer Online* For today's consumers, it not only is it an alternative that requires calculation in buying an item, but it is also able to describe a hope for a item. According to [9] *Review Customer Online* provides information and recommendations made by consumers in online form about a product based on consumer experience, evaluation, and opinions. [10] Including: *Benefits gained, Sources relied upon, Quality of opinion, Valence, Review Capacity*.

In addition to the review feature, there are also other features that can affect consumer buying interest, namely online customer rating. According to [11] Appasial is the opinion of buyers in fixed sizes, a popular evaluation chart for the scale ratings in the online market is sending stars. the more abundant buyers send stars in the online market is sending stars. the more abundant buyers send stars, the better the seller's appraisal will be. According to [9] *Customer Online Rating* has a wide-ranging impact for prospects who are interested in shopping in online marketplaces, by looking at how big is the star are given by buyers. According to [12] Rating Online is the same thing as a review but the opinion given by consumers is in a specified form, usually the the ranking carried out by the online marketplace is in a star model where if there are more stars then it shows a over value. [13] including: Service, Product, Operational.

The factor affecting consumer buying interest is content marketing. According to [14] Content Marketing is a stage of business by forming a content to explain the value of a

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company's product to attract, engage readers or consumers with the goal of benefiting consumers and the company. According to [15] said that Promotional marketing is a trading tactic where we design, create content that is able to attract the audience, then support them to become customers. Promotion in content marketing can be in various forms, such as images, photos, videos, audio, writing, and so on. [16] Among them: relationship, true, value, understandable, discoverable, constant.

Thus, research that specifically discusses the influence of *Buyers Online Review*, *Rating Customer Online*, and *marketing content* simultaneously on fashion desire to buy on Tiktokshop is still very limited. This creates an interesting research gap for further research, especially to understand how these three variables affect consumer interest in fashion products on Tiktokshop.

### **1.1. Statement of Problem**

According on the reasons above, the following problems can be formulated:

1. Does *Review Online Customer* impact desire in buying fashion in?
2. Does *online customer rating* affect fashion buying interest on TikTok shop?
3. Does *marketing content* affect fashion buying interest on TikTok
4. Do *online review customers, online ratings, and promotion marketing* affect the impact desire in buying fashion on TikTokshop?

### **1.2. Research Objectives**

According on the reason of the existing constraint, the goals that the researcher wants to achieve are as follows:

1. To know and examine the impact *customer reviews online* on buying interest at TikTok Shop.
2. To know and examine the impact of *online buyer rating* on fashion buying interest at TikTok shop.
3. To know and examine the impact of *marketing content* on fashion buying interest in TikTok shop.
4. To know and examine the impact of *customer review online, online ratings, and promotion marketing* on fashion buying interest in TikTok shop.



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*marketing content* at fashion buying interest in TikTok shops.

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## 2. **Method**

The learning used in this experiment is quantitative learning. According to [17] Quantitative experiments are a structured theoretical basis about divisions and events and the causality of their relationships. Quantitative research is defined as a systematic investigation of an event by combining measurable data by implementing statistical, mathematical or computational methods.

The type of population used in this study is all consumers who have made fashion purchase transactions on Tiktokshop. 40 people. Since the population in this study was no more than 100 people, the researcher decided to take all the existing population. The data what is used in this research is data first hand obtained directly of e-commerce users and secondary data obtained from jurnal which discusses relevant theories and principles to strengthen the theoretical foundation and conceptual framework needed in this research. In collecting primary data, the researcher used a questionnaire distribution method or questionnaire which contains the role that represents the variables studied, among others: *Buyer Review Online* (X1), *Buyer Online Rating* (X2), *Content Marketing* as (X3) and *Buying Interest* as (Y). The technique of distributing questionnaires or questionnaires themselves according to [18] is a stage of data unification carried out using the submission method series ask the answerer and in the measurement process, respondents were asked to give their opinions on a statement using the Likert rating scale which ranged from 1 to 5 where 1 is Strongly Disagree (STS), 2 is Disagree (TS), 3 is Objective (N), 4 is Agree (S), and 5 is Strongly Agree (SS)

The data that will be obtained will be analyzed and processed using SPSS which includes classical assumption experiment that include heteroscedasticity experiment, normality tests, and multicollinearity experiments. then test data instruments that include validity and reliability tests. In addition, to measure the influence between free and bound variables, multiple regression analysis and dertermination the study used, and to determine the effect, Simultaneous experiments (F test) and partial experiments (T test)were carried out

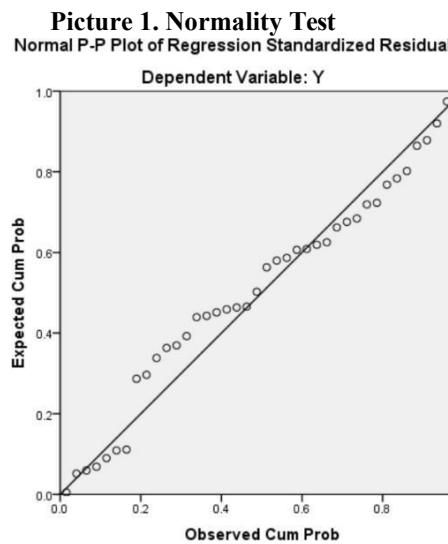
## 3. Results and Discussion /Hasil dan Pembahasan



### A. Normality Test

To know whether independent and the dependent factor is whether it is channeled normally or not, it is necessary to conduct a normality test, namely by looking at

the normal probability plot graph. From the data The results of the compilation that has been carried out are as follows.



Sumber: data diolah memakai SPSS

Based on the image above, it can be said that the residualn is normal because the pattern in the image spreads out and accompany the direction of the diagonal line.

#### B. Multicollinearity Experiment

To see the bond or correlation among each variable, it is necessary to conduct a multicollinearity test. From the data processing which has been implemented, the following results were obtained.

Picture 2. Multicollinearity Experiment

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.737	3.265	.838	.407		
	X	.123	.135	.151	.907	.370	.283 3.532
	X2	.259	.257	.184	1.010	.319	.237 4.213
	X3	.377	.117	.556	3.234	.003	.267 3.741

a. Dependent Variable: Y

Sumber: data diolah memakai SPSS

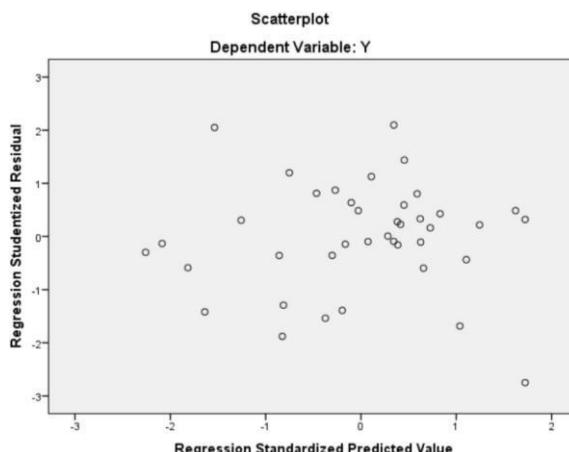
According to the results of the above arrangement, by looking at Collinearity Tolerance and VIP Statistics sections, the results were obtained that there were no

symptoms of multicollinearity and there was no relationship between independent variables so that the assumption of multicollinearity was met. This is shown by the collinearity tolerance value of  $>0.10$  and the statistical value of  $VIF<10.00$ .

### C. Heteroscedacity Test

To determine conflicting motives of residuals from one observation to another, it is necessary to conduct a heteroscedasticity test, namely by looking at the scattered points on the scatterplot image. And from the data processing that has been carried out, the result is obtained that there is no heteroscedasticity because the dots spread above and below the Y axis at the number 0 and do not form a pattern as shown in the figure below.

Picture 3. Heteroscedacity Test



Sumber: data diolah memakai SPSS

### D. Autocorrelation Test

In order to understand the relationship between variables in this investigation, an autocorrelation test was carried out. From the data processing which has been implemented, the following results were obtained

Picture 4. Autocorrelation Test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846 <sup>a</sup>	.716	.692	2.406	1.845

a. Predictors: (Constant), X3, X, X2

b. Dependent Variable: Y

Sumber: data diolah memakai SPSS

Based on the image above, it can be concluded that the results of the autocorrelation

test in this study do not autocorrelate because the value from Durbin Watson shows 1.845 where the value is located between du (1.6120) and 4-du (2.388).

#### E. Multiple Linear Analysis Results

To determine the relationship of influence between free and bound variables, it is necessary to conduct multiple linear analysis. From what has been done in processing the data, the following results were obtained.

Picture 5. Multiple Linear Analysis Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	2.737	3.265		.838	.407			
X	.123	.135	.151	.907	.370		.283	3.532
X2	.259	.257	.184	1.010	.319		.237	4.213
X3	.377	.117	.556	3.234	.003		.267	3.741

a. Dependent Variable: Y

Sumber: data diolah memakai SPSS

According to the arrangement above, the constant value of 2.737 proves that if the independent variable are Buyer Online Review (X1), Buyer Rating Online (X2) and Content Marketing (X3) have no effect at all. So, Y has a significant value of 2.737.but it will change if:

a. Online Customer Review  $\beta_1$

If the Customer Online Review variable (X1) increases by 1 unit with other variables constant, it will increase the desire to buy (Y) by 0.123.

b. Online Customer Rating  $\beta_2$

If the Online Customer Rating variable (X2) increases by 1 unit with the other variables constant, it will increase the desire to buy (Y) by 0.259.

c. Content Marketing  $\beta_3$

If the Content Marketing variable (X3) increases by 1 unit with the other variables constant, it will increase the desire to buy (Y) by 0.377.

#### F. Results of Determination Analysis

Picture 6. Results of Determination Analysis  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846 <sup>a</sup>	.716	.692	2.406	1.845

a. Predictors: (Constant), X3, X, X2

b. Dependent Variable: Y



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Sumber: data diolah memakai SPSS

In the table above, the magnitude of R Square is 0.692 which means that the magnitude of Buyer Review Online (X1), Buyer Rating Online (X2) and Content Marketing (X3) can explain the Buying Interest (Y) of 69.2%. So, it can be interpreted that there are still other variations that are not studied in this study, which is 30.8%.

#### G. Hypothesis Testing

##### 1. Partial Test ( Test t)

To find out the influence of each variable X on Y, it can be found in the following picture

Picture 8. Partial Test ( Test t)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	2.737	3.265		.838	.407		
X	.123	.135	.151	.907	.370	.283	3.532
X2	.259	.257	.184	1.010	.319	.237	4.213
X3	.377	.117	.556	3.234	.003	.267	3.741

a. Dependent Variable: Y

Sumber: data diolah memakai SPSS

##### a. Impact of Buyer Online Review (X1) on Fashion Purchase Intention at Tiktokshop

For the customer online review variable (X1), interpreted value  $t$  table value ( $0.907 < 1.685$ ) or sig. value  $0.370 > 0.05$ . So H1 is rejected and H0 is approved. this can be interpreted if Online Buyer Review(X1) partially does not have a good and important impact on Purchase Intention (Y).

##### b. Impact of Buyer Rating Online (X2) on Fashion Purchase Intention at Tiktokshop

for the customer online rating variable (X2) the calculated t value  $t$  table value ( $1.010 < 1.685$ ) or sig. value  $0.319 > 0.05$ . So H2 is rejected and H0 is approved. This can be interpreted that Customer Online Rating (X2) partially does not have a good and important impact on Purchase Desire (Y).

##### c. Impact of Content Marketing (X3) on Fashion Purchase Desire at Tiktokshop

For the content marketing variable (X3), the calculated t value  $t$

table value ( $3.234 > 1.685$ ) or sig. value  $0.003 < 0.05$ . So H3 is approved and H0 is denied. This can be interpreted that Content Marketing (X3) partially has a positive and significant impact on the desire to buy (Y).

This means that the better the content marketing that is implemented, the higher the desire to buy will be.

## 2. Simultaneous Test ( Test F)

Picture 8. Simultaneous Test  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	525.420	3	175.140	30.243	.000 <sup>b</sup>
Residual	208.480	36	5.791		
Total	733.900	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X, X2

Sumber: data diolah memakai SPSS

According to the results of the F experiment arrangement above, it can be said that Buyer Online Review (X1), Buyer Rating Online (X2), Content Marketing (X3) together have a significant impact on Purchase Desire (Y). From the arrangement above, it can be seen that F count  $>$  F table ( $30,243 > 2.87$ ) or a sig value of  $0.000 < 0.05$ , then there is an impact of Customer Online Review (X1), Customer Online Rating (X2), Content Marketing (X3) together on Purchase Desire (Y).

## 3. Conclusion

According to the results of the study on the impact of Online Buyer Review, Online Buyer Rating, and Content Marketing that have been used using SPSS above, can be cornered if the use of the online customer review variable (X1) the calculated t value is  $<$  the table t value. ( $0.907 < 1.685$ ) or sig.  $0.370 > 0.05$ . So H1 is rejected and H0 is approved. This can be interpreted that Online Buyer Review (XI) partially does not have a impact on Purchase a good and important Desire (Y). For the customer Buyer rating variable (X2) the t-value is  $<$  t-table value ( $1.010 < 1.685$ ) or sig.  $0.319 > 0.05$ . So H2 is rejected and H0 is approved. This can be interpreted that Buyer Online Rating (X2) partially does not have a good and important impact on Purchase Desire (Y). In the content marketing variable (X3) the calculated t value  $<$  t table value ( $3.234 > 1.685$ ) or sig. value  $0.003 < 0.05$ . So H3 is rejected and H0 is approved. This can be interpreted that Content Marketing (X3) partially has a good and important impact on Purchase Desire (Y). This meaning that the better the content marketing that is run, the higher the Purchase Desire will be.

According to the results of the F experiment arrangement above, it can be said that Buyer Online Review (X1), Buyer Online Rating (X2), Content Marketing (X3) simultaneously influence Purchase Interest (Y). From the table above, it can be seen that  $F \text{ count} > F \text{ table}$  ( $30,243 > 2.87$ ) or a sig value of  $0.000 < 0.05$ , then there is an impact of Buyer Online Review (X1), Buyer Online Rating (X2), Content Marketing (X3) simultaneously on Purchase Interest (Y).

Thus, it can be concluded that Content Marketing is the dominant variable that influences purchase interest in TikTok Shop, while Online Buyer Review and Buyer Online Rating are not partially significant. However, simultaneously, the three variables have a significant influence.

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