

The Effect of Online Customer Rating, Online Customer Review, Free Shipping and Live Streaming on Purchasing Decisions at TikTok Shop

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ABSTRACT

This study aims to examine the effect of Online Customer Rating, Online Customer Review, Free Shipping and Live Streaming on purchasing decisions at TikTok Shop. This type of research uses a quantitative approach with non-probability sampling methods and purposive sampling techniques and by collecting data through questionnaires distributed online. The population in this study were students in Purwokerto. The sample obtained was 130 respondents using SPSS 25 analysis. The results showed that online customer reviews, free shipping and live streaming had a positive and significant effect on purchasing decisions. Meanwhile, online customer rating does not have a significant effect on purchasing decisions. This research contributes to business actors to optimize marketing strategies through the use of review features, free shipping and live streaming.

INTRODUCTION

The development of information and communication technology, which is expanding every year, has changed many aspects of people's lives, including online shopping. Digitalization has changed the pattern of consumer behavior, which now increasingly relies on the internet in finding information and making transactions. Based on data from the Indonesian Internet Service Providers Association (APJII, 2024), as many as 221 million Indonesians or around 79.5% of the total population are connected to the internet.

TikTok takes advantage of this digitization opportunity by presenting TikTok Shop as a promotional and transaction medium that is directly integrated in one platform. TikTok Shop is experiencing rapid growth in Indonesia, with TikTok users reaching more than 157 million as of July 2024 (Kompas.com, 2024). The transaction value (GMV) of TikTok Shop in Indonesia even exceeded USD 6.2 billion, making it the second largest market globally after the United States.

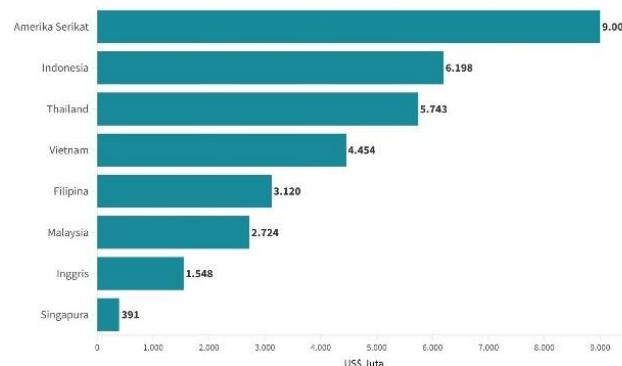


Figure 1. Countries with the Largest GMV of TikTok Shop

Source: Tabcut.com & Momentum Works (2024)

The high GMV value of TikTok Shop in Indonesia shows that the platform is not only used as a means of entertainment, but has also become a major channel for consumers to make digital purchases. This also reflects a change in consumer behavior that is increasingly responsive to selling features such as ratings, reviews, free shipping and live streaming. This platform comes with a fresher look and has succeeded in attracting public attention, especially during the Covid-19 pandemic in Indonesia, when most activities are carried out from home for a long period of time (Marpaung & Lubis, 2022). This phenomenon is interesting because TikTok Shop combines entertainment and transaction elements in one platform, creating an interactive and instant shopping experience. Through TikTok Shop, users can explore different products and brands and make purchases without leaving the TikTok platform. As TikTok Shop is seen as a unique approach to online shopping while experimenting with social media, its popularity is increasing (Nopra et al., 2023).

Purchasing Decisions are stages in determining decisions by consumers in order to make purchases (Kotler & Armstrong, 2018). There are several factors that influence consumers to make purchasing decisions such as online customer ratings, online customer reviews, free shipping and live streaming.

Online Customer Rating is a means by which consumers share their views on a product or service using a certain scale. Usually, the scale used is star-shaped

and indicates their level of satisfaction with the product, (Istiqomah & Marlana, 2020). TikTok Shop still faces several problems, one of which is the mismatch between the product description submitted by the seller and the product received by consumers. This condition causes complaints from buyers and can reduce the level of trust. Hence, the Online Customer Rating feature is anticipated to serve as a representation of the quality of the offered products and services. This rating system allows consumers to rate products based on their experience, using a scale of one to five stars, which can inform future buyers before making a purchase (Mokodompit et al., 2022). Study carried out by Arbaini (2020), Istiqomah & Marlana (2020), Zed et al., (2023) shows that Online Customer Rating contributes positively and significantly to Purchasing Decisions. However, in the research of Christopher (2022), Lestari et al., (2022), Aini et al., (2022) stated that online customer rating shows no meaningful effect on purchasing decisions.

Online Customer Review refers to feedback provided by consumers that offers an evaluation of a product considering multiple aspects. Through this review, consumers can convey honest purchasing experiences, both in the form of positive and negative reviews, so that they can be taken into consideration for prospective buyers before making a transaction, (Mulyati 2020). With reviews, consumers have clearer information to make more informed purchasing decisions and avoid the risk of unsatisfactory purchases. Research findings by Arbaini (2020), Yulistiyan et al., (2024), Zed et al., (2023) show that Online Customer Review positively and significantly influences Purchasing Decisions. Meanwhile, research according to Mokodompit et al., (2022) shows that Online Customer Review has no significant positive effect on purchasing decisions. Research according to Hadiwi ajaya (2024), Lestari et al., (2022) shows that Online Customer Review has an insignificant impact on purchasing decisions.

Free Shipping is a form of persuasive approach applied through incentives, which aims to encourage consumers to make purchases by increasing the quantity of products purchased (Marpaung & Lubis, 2022). On the TikTok Shop platform, the free shipping facility is not limited by the choice of a particular payment method. This means that all types of payment methods available can still take advantage of free shipping promotions directly without special conditions, (Yuni et al., 2023). The findings conducted by Istiqomah & Marlana (2020), Marpaung & Lubis (2022), Yuni et al., (2023) show that Free Shipping significantly contributes to enhancing purchasing decisions. Meanwhile, according to Dukalang et al., (2022) and Imron (2024) show that Free Shipping does not influence Purchasing Decisions. Research by Yulistiyan et al., (2024) shows that Free Shipping has no significant effect on purchasing decisions.

Live streaming, sellers can promote their products live and answer questions from buyers in real-time, so that buyers can understand product details better (Aripin et al., 2024). TikTok's latest function allows promoting their goods by live streaming their sales with the aim of increasing sales (Hadiwi ajaya, 2024). In addition, the live streaming feature is also equipped with a yellow basket and vouchers that make it easier for potential buyers to immediately check out and proceed to the payment stage to get the desired product (Putri & Junia, 2023). Research conducted by Yuni et al., (2023), Rahmayanti (2023), Fathurrohman et

al., (2023) shows Live Streaming has a positive and significant impact on purchasing decisions. However, studies by Maslucha (2023) and Maimunah (2024) report that Live Streaming does not significantly influence purchasing decisions. Similarly, Imron (2024) finds that Live Streaming has no effect on purchasing decisions.

This research is a development research from previous research conducted by Arbaini (2020) which found that Online Customer Rating and Online Customer Review exert a beneficial impact on purchasing decisions. As a form of novelty, this study adds Free Shipping and Live Streaming variables, based on the findings of Yuni et al. (2023) which indicate that both have a significant effect on purchasing decisions. Another novelty lies in the research context which is specifically focused on students who use TikTok Shop in Purwokerto, which until now has rarely been the subject of research related to online purchasing behavior in Indonesia. Previous research that also discusses TikTok Shop such as by Mokodompit et al., (2022), Imron (2024), and Maimunah (2024) emphasizes more on general aspects of consumer behavior, without focusing on the student segment as active TikTok users. Therefore, this study aims to provide a thorough comprehension of the elements that influence purchasing decisions at TikTok Shop.

LITERATURE REVIEW

Cognitive Theory

According to Peter & Olson (2018), cognitive theory explains that consumer behavior is influenced by internal cognitive processes, namely how consumers acquire, store, remember, and use information to make decisions. This theory emphasizes three main aspects of the consumer cognitive structure, namely knowledge (all information stored in consumers' memories about products, brands, stores, or shopping experiences), beliefs (consumer judgments about product or service attributes, formed from experience, information, or social influence), attitudes (an overall evaluation that is positive or negative towards an object). This process involves perceptions that all run in the consumer's brain when they assess information before deciding to buy.

Purchase Decision

Purchasing decisions represent the concluding phase of the consumer process, during which individuals select a product after assessing and comparing several options akin to the desired item (Yulistiyan et al., 2024). Kotler and Armstrong (2016) characterize purchase decisions as a facet of consumer behavior, encompassing the selection, acquisition, and utilization of items or offerings from individuals, collectives, or entities, along with the resultant experiences that fulfill their needs and desires.

Online Customer Rating

According to Noviani (2022), Online Customer Rating reflects a customer's evaluation expressed on a particular scale, namely a star scale. The more stars given by consumers, it shows good product quality. In cognitive theory, ratings are closely related to aspects of knowledge and beliefs, because ratings provide

numerical information that is stored in consumers' memories, thus influencing their perceptions of products before buying. The study results from Istiqomah & Marlana (2020), Arbaini, (2020), Zed et., al (2023) demonstrate that online customer ratings exert a meaningful and favorable impact on purchasing decisions.

H1: Online Customer Rating significantly contributes to favorable purchasing decisions.

Online Customer Review

Online customer review is an assessment given by consumers of a product, which comes from their usage experience. This review covers various aspects and serves as a source of information for other consumers in evaluating the quality of the product they want to buy (Mulyati, 2020). In cognitive theory, reviews are also closely related to knowledge and beliefs, because reviews written by other consumers provide more detailed and descriptive information, thus helping consumers form beliefs based on the experiences of others. The study results from Mulyati (2020), Arbaini (2020), Zed et al., (2023) show that online customer reviews have a positive and significant influence on consumer purchasing decisions.

H2: Online Customer Review significantly contributes to favorable purchasing decisions.

Free Shipping

Free shipping according to Marpaung & Lubis (2022) explains that free shipping is a strategy without shipping costs used by online business managers to attract consumers. In cognitive theory, free shipping is related to aspects of attitude, because consumer perceptions of free shipping can form a positive evaluation of the offer provided, which in turn can influence purchasing decisions. The study results from Istiqomah & Marlana (2020), Yuni et al., (2023) show that free shipping has a positive and significant effect on purchasing decisions. Research conducted by Marpaung & Lubis (2022) has a significant effect on purchasing decisions.

H3: Free shipping significantly contributes to favorable purchasing decisions.

Live Streaming

According to Rahmayanti (2023) Live streaming is a form of video broadcast that is delivered directly to the audience. Its use is not only limited to entertainment content such as music or daily activities, but has also developed into a popular medium for commercial activities. In cognitive theory, live streaming is related to three cognitive aspects: knowledge (consumers obtain real-time information about products), beliefs (direct interaction with sellers forms trust), and attitudes (positive interactions in live streaming can create positive evaluations of products and stores). The study results from Fathurrohman et al., (2023), Rahmayanti (2023), Yuni et al., (2023) show that live streaming has a positive and significant effect on purchasing decisions.

H4: Live Streaming significantly contributes to favorable purchasing decisions.

The following is a framework for thinking in this study:

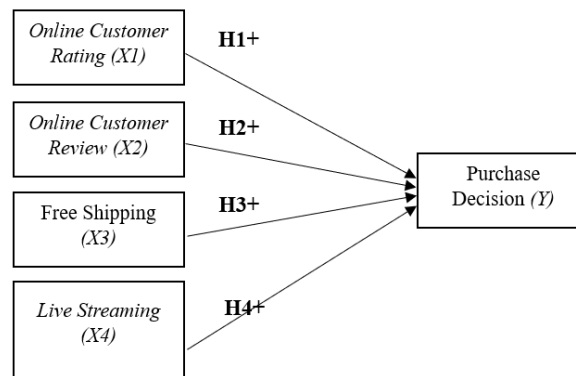


Figure 2. Framework of Thought

The hypotheses in this study are:

H1: Online Customer Ratings have a positive and significant effect on Purchase Decisions.

H2: Online Customer Reviews have a positive and significant effect on Purchase Decisions.

H3: Free Shipping has a positive and significant effect on Purchase Decisions.

H4: Live Streaming has a positive and significant effect on Purchase Decisions.

METHODOLOGY

Quantitative approaches were employed in this research. The population consists of students from three universities in Purwokerto, namely UMP, Unsoed, and UIN Saizu, who have made online purchases at TikTok Shop at least 2 times. This study uses purposive sampling, a non-probability sampling strategy that does not provide every member of the population an equal chance at selection (Sugiyono, 2017). The criteria are: 1. Students at UMP, Unsoed, UIN Saizu. 2. TikTok users and have purchased a product online at TikTok Shop at least 2 times.

The sample size in this study was determined based on Roscoe's (1975) guideline, which suggests that an appropriate sample for quantitative research ranges between 30 and 500 respondents, or at least 5 to 10 times the number of variables involved. Given that this study includes five variables—Online Customer Rating, Online Customer Review, Free Shipping, Live Streaming, and Purchase Decision—the selected sample size aligns with these recommendations, so the minimum recommended sample size is $5 \times 5 = 25$ to $10 \times 5 = 50$ respondents. To increase the reliability of the analysis and strengthen the generalization of the results, researchers used a sample size greater than the minimum requirement of 130 respondents in order to obtain more representative data.

Variable measurement in this study uses a Likert scale with a range of 1-5, each variable is measured by several indicators compiled based on previous research, namely online customer rating, there are five indicators, namely: Consumers find rating information trustworthy, have confidence in the reviews from fellow buyers, and regard the ratings as expert assessments of the product, feeling happy to get rating information, feeling interested in a product with a

rating (Rahmawati, 2022). Online customer reviews have five indicators, namely: benefits as perceived by consumers, source credibility, quality of reasoning, valence, and number of reviews (Yulistiyantri et al., 2024). Free Shipping there are four indicators, namely: give attention, desire, attraction, action (Umbing, 2023). Live Streaming there are three indicators, namely: credibility effect, recognition, perceived interactivity (Fathurrohman et al., 2023). Purchasing Decisions there are five indicators, specifically, the stages of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016).

RESEARCH RESULT

Response Rate

A questionnaire, specifically tailored to gather information pertinent to the research issue, was made available for one month to collect responses from an estimated 130 participants. During the data collection stage, the questionnaire was answered by 135 respondents. However, it was found that five respondents did not meet the criteria set for this study. Therefore, the total number of eligible answers that can be analyzed is 130 respondents.

Respondent Characteristics

Table 1. Characteristics of Respondents

Item	Frequency	Percentage
Gender		
Male	10	7,4%
Female	125	92,6%
	135	100%
Age		
18-21 Years	72	53,5%
22-25 Years	63	46,7%
>25 Years	0	0%
	135	100%
University		
Muhammadiyah Purwokerto University	35	25,9%
General Soedirman University	71	52,6%
Saifuddin Zuhri State Islamic University	29	21,5%
	135	100%
How many times have you made a purchase at TikTok Shop?		
1 time purchase	5	3,7%
2 times purchase	35	25,9%
>2 times purchase	95	70,4%
	135	100%

Source: questionnaire data

The respondent characteristics based on the analysis results are categorized by gender, with women dominating the field, totaling 125 people

(92.6%); by the age group, with 72 people (53.5%) falling in the 18–21 years category; and by university affiliation, with Jenderal Soedirman University being the most represented, comprising 71 people (52.6%). Most respondents have made purchases > 2 times at TikTok Shop, namely 95 people (70.4%).

Descriptive Statistical Analysis

Descriptive statistical analysis in this study is employed to present a broad view of respondents' perceptions of each research variable. The analysis results show that in the Online Customer Rating (OCRt) variable, the greatest average score is found in the item "I am more interested in buying a product at TikTok Shop when the product has a good rating" with a mean of 4.33, while the item with the lowest mean is 3.98. In the Online Customer Review (OCR) variable, the highest mean value is 4.32 and the lowest mean is 3.85. This shows that in general respondents tend to agree with statements related to the benefits and credibility of customer reviews at TikTok Shop. The Free Shipping (FS) variable has the highest mean value of 4.23 on items that express respondents' interest in free shipping offers, while the lowest mean is 3.54. The Live Streaming (LS) variable, the highest mean value reached 4.25, indicating that the majority of respondents felt that live streaming helped them understand the product more clearly. For the lowest mean value of 3.92. The Purchase Decisions (PD) variable has the highest mean value of 4.29 and the lowest of 3.73. This shows that most respondents have considered carefully before deciding to buy a product at TikTok Shop, although there are still respondents who are less active in comparing products before buying.

Validity Test

Table 2. Validity Test

Variable	Item	R Count	R Table	Ket
Online Customer Rating (OCRt)	OCRt.1	0,558	0,172	Valid
	OCRt.2	0,645	0,172	Valid
	OCRt.3	0,597	0,172	Valid
	OCRt.4	0,619	0,172	Valid
	OCRt.5	0,636	0,172	Valid
	OCRt.6	0,622	0,172	Valid
Online Customer Review (OCR)	OCR.1	0,611	0,172	Valid
	OCR.2	0,621	0,172	Valid
	OCR.3	0,589	0,172	Valid
	OCR.4	0,564	0,172	Valid
	OCR.5	0,598	0,172	Valid
	OCR.6	0,615	0,172	Valid
Free Shipping (FS)	FS.1	0,609	0,172	Valid
	FS.2	0,648	0,172	Valid
	FS.3	0,702	0,172	Valid
	FS.4	0,725	0,172	Valid
	FS.5	0,604	0,172	Valid
	FS.6	0,678	0,172	Valid
Live Streaming (LS)	LS.1	0,686	0,172	Valid
	LS.2	0,598	0,172	Valid

Purchase Decision (PD)	LS.3	0,587	0,172	Valid
	LS.4	0,686	0,172	Valid
	LS.5	0,746	0,172	Valid
	LS.6	0,607	0,172	Valid
	PD.1	0,565	0,172	Valid
	PD.2	0,599	0,172	Valid
	PD.3	0,568	0,172	Valid
	PD.4	0,606	0,172	Valid
	PD.5	0,584	0,172	Valid
	PD.6	0,575	0,172	Valid

Source: data processed by IBM SPSS 25

Referring to Table 2, each item was evaluated using an r-table threshold of 0.172. The results demonstrate that all variables are valid, as the calculated r-values for each item surpass the critical r-value

Reliability Test

Table 3. Reliability Test

Reliability Statistics		
Variable	Cronbach's Alpha	Description
Online Customer Rating	0,667	Reliable
Online Customer Review	0,637	Reliable
Free Shipping	0,741	Reliable
Live Streaming	0,730	Reliable
Purchase Decision	0,604	Reliable

Source: data processed by IBM SPSS 25

Cronbach's Alpha values, as reported in Table 3, are all above 0.6, suggesting that the reliability assessments for each variable meet the required standards.

Normality Test

**Table 4. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.00104815
Most Extreme Differences	Absolute	.061
	Positive	.054
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: data processed by IBM SPSS 25

This study utilized the Kolmogorov-Smirnov non-parametric test to assess the normality of the data distribution. A p-value exceeding 0.05 suggests that the dataset is normally distributed (Ghozali, 2018). The test findings yield a significance value of 0.200. The significance value of this data is 0.200, which exceeds the threshold of 0.05. Therefore, the data from 130 respondents are considered normally distributed, as they meet the criteria for normality at the specified significance levels.

Multicollinearity Test

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Online Customer Rating	0,627	1.595
Online Customer Review	0,513	1.950
Free Shipping	0,810	1.235
Live Streaming	0,705	1.418

a. Dependent Variable: Purchase Decision

Source: data processed by IBM SPSS 25

As presented in Table 5, all independent variables possess tolerance values above 0.10 and VIF values below 10. These results indicate the absence of strong intercorrelations among the independent variables. Therefore, the regression model shows no signs of multicollinearity and is valid for further study.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.532	1.316		1.925	0,057
	Online Customer Rating	-0,018	0,055	-0,036	-.326	0,745
	Online Customer Review	-0,093	0,061	-0,187	-1.524	0,130
	Free Shipping	0,055	0,039	0,138	1.410	0,161
	Live Streaming	0,018	0,046	0,040	.384	0,702

a. Dependent Variable: Abs_RES

Source: data processed by IBM SPSS 25

The findings imply homoscedasticity across all variables, as evidenced by significance levels above 0.05. This signifies that the residual variability is independent of the predictor values, so satisfying a crucial assumption in regression analysis. Consequently, this research can forward to the subsequent phase for a more comprehensive analysis of the correlations among the examined variables.

F Test (Model Fit Test)

Table 7. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	437.651	4	109.413	26.477	.000 ^b
Residual	516.541	125	4.132		
Total	954.192	129			

Source: data processed by IBM SPSS 25

The outcome of the F-test indicates an F-statistic of 26.477 with a significance level of 0.000. Since the significance value is less than 0.05, it implies that the independent variables collectively have a significant impact on the dependent variable. Therefore, the regression model is considered valid for further analysis.

Determination Coefficient Test

Table 8. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.459	.441	2.03281

Source: data processed by IBM SPSS 25

An Adjusted R Square value of 0.441 indicates that 44.1% of the variability in the dependent variable is explained by the four independent variables, while the remaining 55.9% is determined by factors that fall outside the current regression model.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.011	2.091		1.918	.057
	Online Customer Rating	.025	.087	.024	.292	.771
	Online Customer Review	.435	.097	.413	4.499	.000
	Free Shipping	.149	.062	.175	2.391	.018
	Live Streaming	.212	.072	.230	2.930	.004

Source: data processed by IBM SPSS 25

Multiple linear regression is utilized by researchers to predict changes in the dependent variable when two or more independent variables are involved.

Referring to the table above, the regression model incorporating four independent variables can be described as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

The result can be said that the equation obtained is:

$$KP = 4.011 + 0.025 \text{ OCRt} + 0.435 \text{ OCR} + 0.149 \text{ FS} + 0.212 \text{ LS}$$

From the results of the equation, it can be concluded that the online customer review variable has a beta value of 0.435 and a significance value of 0.000. The free shipping variable has a beta value of 0.149 and a significance value of 0.018. The live streaming variable has a beta value of 0.212 and a significance value of 0.004, indicating that these variables have a positive and significant effect on purchasing decisions. Meanwhile, the online customer rating variable has a beta value of 0.025 and a significance value of 0.771, indicating that the online customer rating variable has a positive but insignificant effect on purchasing decisions.

T test

The t-test is employed to assess the extent to which each independent variable influences the dependent variable. According to Ghazali (2018), if the significance value is below 0.05, it indicates a statistically significant relationship between the variables. The analysis reveals that the Online Customer Review variable has a beta coefficient of 0.435, a t-value of 4.499, and a significance level of 0.000, demonstrating a positive and significant effect. Similarly, the Free Shipping variable has a beta coefficient of 0.149, a t-value of 2.391, and a p-value of 0.018, which also indicates a significant positive influence. The Live Streaming variable shows a beta coefficient of 0.212, with a t-value of 2.930 and a significance level of 0.004, confirming a positive and statistically significant impact. In contrast, the Online Customer Rating variable records a beta coefficient of 0.025, a t-value of 0.292 (which is below the critical t-value), and a significance level of 0.771, suggesting that it does not have a significant effect on purchasing decisions.

DISCUSSION

The Effect of Online Customer Rating on Purchasing Decisions

As indicated by the results, it shows that the Online Customer Rating variable has no significant effect on purchasing decisions. Based on Peter & Olson's cognitive theory (2018), ratings only provide information in the form of numbers that increase consumer knowledge, but are not sufficient to form strong beliefs and attitudes due to the lack of description of experience. The incompleteness of this cognitive aspect makes the rating unable to encourage consumers to make significant purchasing decisions. The highest answer from respondents is that I am more interested in buying a product at TikTok Shop when the product has a good rating. The results of research that states that online customer ratings do not have a significant effect on purchasing decisions are reinforced by research conducted by Christopher (2022), Lestari et al., (2022), Lila et al., (2023) which states that online customer ratings do not have a significant effect on purchasing decisions. In contrast, the results of research conducted by

Istiqomah & Marlana (2020), Arbaini (2020), Zed et al., (2023) state that online customer rating significantly enhances purchasing decisions.

The Effect of Online Customer Review on Purchasing Decisions

As indicated by the results, it shows that Online Customer Review exerts a meaningful and favorable impact on purchasing decisions at TikTok Shop. This is in line with Peter & Olson's cognitive theory (2018), which emphasizes the importance of knowledge, beliefs, and attitudes in the consumer cognitive process. Reviews provide more complete and descriptive information about other users' experiences, thereby enriching consumer knowledge and creating positive attitudes that support buying decisions. Respondents mostly chose the statement that I feel more confident in product reviews or reviews at TikTok Shop if they are accompanied by photos or videos from buyers who use them. This study's outcomes align with Mulyati (2020), Arbaini (2020), Zed et al., (2023) they came to the conclusion that consumer purchasing decisions are significantly influenced by internet customer reviews.

The Effect of Free Shipping on Purchasing Decisions

As indicated by the results, it shows that the Free Shipping variable exerts a meaningful and favorable impact on purchasing decisions. Based on Peter & Olson's (2018) cognitive theory, free shipping affects consumer attitudes through the perception of perceived financial benefits, resulting in a positive evaluation of the store or product. When consumers feel benefited because they don't have to pay shipping costs, this forms a positive attitude that accelerates buying decisions. The most answers show that respondents feel more encouraged to buy when there is free shipping. This study's outcomes align with Istiqomah & Marlana (2020), Marpaung & Lubis (2022), Yuni et al., (2023) which suggest that free shipping plays a meaningful and favorable role in shaping buying behavior.

The Effect of Live Streaming on Purchasing Decisions

As indicated by the results, it shows that Live Streaming exerts a meaningful and favorable impact on purchasing decisions. This is in accordance with Peter & Olson's cognitive theory (2018), where live streaming touches three cognitive aspects directly. First, live streaming increases consumer knowledge through real-time product demonstrations. Second, direct interaction with the seller forms stronger beliefs because consumers can ask questions and get answers directly. Third, the interactive experience during live streaming creates positive attitudes, such as trust and interest, which ultimately motivates consumers to purchase the product. The highest answer from respondents is that I feel that live streaming gives me the opportunity to ask directly about the product I am buying. This study's outcomes align with Fathurrohman et al., (2023), Rahmayanti (2023), Yuni et al., (2023) state purchase decisions are significantly and favorably impacted by live broadcasting.

CONCLUSIONS AND RECOMMENDATIONS

The findings of the study indicate that online customer reviews, free shipping, and live streaming exert a positive and significant influence on purchasing decisions within the TikTok Shop platform. Conversely, online customer ratings do not demonstrate a statistically significant effect on purchase decisions. It is recommended for business actors at TikTok Shop to further optimize the live streaming feature, product reviews, and free shipping as a strategy to increase consumer purchasing decisions, as well as improve the quality of ratings to be more informative and convincing to potential buyers.

ADVANCED RESEARCH

This research only focuses on four variables, namely online customer rating, online customer review, free shipping, and live streaming. The sample used is limited to students in the Purwokerto area, so the findings of this study cannot be generalized to a wider population. Therefore, it is recommended for future research to expand the sample size and consider adding other relevant variables.

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