

The Effect of Customer Reviews on Impulsive Buying at Tik Tok Stores (Study Generation Z in Indonesia)

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ABSTRAK

The purpose of this study is to ascertain how online customer reviews, which are influenced by price consciousness, risk perception, and trust, affect impulsive online purchases on Tik Tok. Generation Z is the group of people who have made purchases on Tik Tok and are now patrons of the Tik Tok online store. Purposive random sampling was the approach used for sampling. First, they must be members of Generation Z; second, they must have made a purchase on TiK Tok. A sample of 135 members of the Z generation was acquired. Smart-PLS was used to analyze the data. The study's findings indicate that: 1) customer reviews have a favorable impact on impulsive online purchases made on Tik Tok; and 2) customer reviews have a negative impact 3) risk perception positively impacts impulsive buying; 3) risk perception positively impacts trust; 4) customer reviews positively impacts trust; 5) trust positively impacts impulsive buying; and 6) customer reviews positively impacts impulsive buying decisions made online. The relationship between customer reviews and impulsive buying is moderated by price consciousness.

INTRODUCTION

Consumer behavior in internet marketing has grown in interest over the last 20 years, both conceptually and empirically (Darley, 2010). The study of how people use products and services to satisfy their wants is known as consumer behavior (Kotler & Keller, 2009; Notoatmodjo, 2007; Sunyoto, 2012). Online marketing is made possible by technological literacy and the Internet (Warschauer, 2001).

Generation Z in Indonesia is the generation that uses the Tik Tok platform more frequently, which has led to a rapid growth in the country's electronic commerce industry (APJII, 2018; Novia & Mustika, 2019). According to Secapramana (2017), Generation Z in Indonesia presents a significant market opportunity for online businesses, particularly in TiK Tok. Generation Z is inundated with online goods, particularly in the fashion category, which is closely related to lifestyle (Fletcher & Nielsen, 2018; Hikmawati et al., 2019). Generation Z comprises the generation of learners in Indonesia (Dewidita, 2020; Sebastian, 2020). Online shopping decisions made by Generation Z are a component of education (Setiadi, 2008; Solomon, 2013; Syaiful & Sari, 2017). Impulsive online purchases are those that are made based more on online research and customer experiences than on the actual state of as the item (Setiadi, 2008). In Indonesia, generation Z is highly interested in and in demand for fashion products (Kataria & Hasan, 2014).

The existence of endogenous elements, such as personality (Dobre & Milovan-Ciuta, 2015), perception (Chang & Wang, 2011; Milan et al., 2015), and individual traits (Vachhani & Bhayani, 2012; Zhonghua, 2012), that influence online decision behavior has been described by prior research. psychological (Kusumah, 2015; Rafidah, 2017; Furkonudin et al., 2016; Caraka & Rachmawati, 2015) Websites are examples of exogenous elements that affect judgments made when making purchases online (Coviello et al., 2001; Pomirleanu et al., 2013; Tiago & Verissimo, 2014) Information, design, and speed of a website will influence users' decisions to buy (Geetha & Rangarajan, 2016; Salehi, 2011; Yoon, 2010).

Studies on the impact of digital platforms or websites on online impulsive buying have yielded varying results; some of these have been found to be significant (Amanah et al., 2017; Pramudita & Agustia, 2020; Setiadi, 2008; Tjahjono et al., 2013). However, other studies have found no significant differences (Bacik et al., 2017; Dapas et al., 2019; Katawetawarak & Wang, 2011; Sherlita, 2010). Studies on the impact of digital platforms or websites on online impulsive buying have shown a considerable disparity in results (Furi et al., 2020; Kim & Lennon, 2013; Ridwan et al., 2020; Wahyuni et al., 2017). Some of these studies have found insignificant results (Alhasanah, 2014; Fernandus & Legowo, 2020; Rostiana & Zuliestiana, 2019; Salameh et al., 2015; Salehi, 2011). (Alhasanah (2014); Mahkota (2014); Rostiana Fernandus & Legowo, 2020)

The ABC attitude model and the S-O-R theory approach are used in this study. S-O-R Theory, which stands for Stimulus-Organism-Response, is a communication theory. According to this hypothesis, the result is a particular response to the stimulus, which makes it possible to predict and gauge how closely the communicative response and the message align. According to Solomon (2013), the ABC attitude model explains how cognitive, emotional, and behavioral factors influence impulsive purchasing behavior. Although there are studies outlining the ABC model's sequence of processes (Dabholkar), this study does not explain the sequence of processes between cognitive, affective, and behavioral, nor does it explain the sequence of processes between cognitive affective (Bloom, 1956; Hawkins & Mothersbaugh, 2010). & Bagozzi, 2002; Dobre & Milovan-Ciuta, 2015; Pomirleanu et al., 2013; Solomon, 2013).

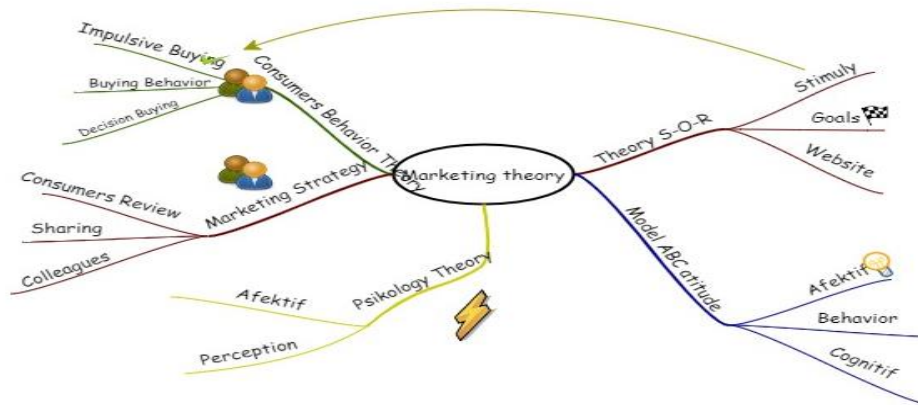
Tik Tok is a digital platform that functions similarly to a website, serving as a meeting point for content and retail transactions to assist customers in finding and making purchases. Numerous elements on this platform, including user reviews, ordering, payment, and delivery services, as well as a number of discount offerings like coupons, vouchers, and bonuses, might influence impulsive online purchases. The goal of this study is to ascertain the impact of customer reviews on online impulsive buying on Tik Tok, which is mediated by perception (cognitive process) and trust (trust), and moderated by price consciousness. It is based on empirical studies, variations in prior research, and variations in theoretical models.

THEORETICAL REVIEW

Consumer Behavior

Impulsive purchases made online are common in consumer behavior. According to Mangkunegara (2007), consumer behavior refers to the actions that people, groups, or organizations perform in relation to the decision-making process when obtaining and using economic goods and services that may be impacted by the environment. According to Kotler and Keller (2009), consumer behavior is the study of how people, groups, and organizations select, pay for, and use goods and services. It also includes consumer experiences with goods and services that meet their needs and preferences. The dynamic interplay between environmental events and human behavior's conditions and impacts is known as consumer behavior (Peter & Olson, 2009).

The behaviors of people who are directly involved in the purchase and use of goods or services, as well as the decision-making process involved in the planning and execution of activities, are also referred to as consumer behavior (Swastha, 2007). One of the key elements of consumer behavior is impulsive buying. These are the phases that consumers go through when making impulsive purchases of products or services (Prajitno, 2008). A purchasing choice is the result of weighing two or more alternative possibilities; hence, in order for one to decide, there must be a number of other options (Schiffman & Kanuk, 2009).



Source : (Davis, 1989; Gentile et al., 2007; Kotler & Armstrong, 2008; Kotler & Keller, 2007; Solomon, 1999; Sudrajat, 2008; Tolman, 1938)

Figure 1. Theoretical Perspectives in Research

Marketing

For the development and reciprocal exchange of goods and values with others, marketing is a social and management activity that enables individuals and groups to obtain what they need and want (Kotler & Armstrong, 2001). In order for products and services to align with consumers and subsequently sell themselves, marketing seeks to fully comprehend and know them. One kind of marketing is online promotion. According to Kotler and Armstrong (2008), the purpose of promotion is to accomplish a variety of consumer communication goals. Promotion is the process of explaining a product's advantages and convincing a target customer to purchase it (Kotler & Armstrong, 2008).

S-O-R THEORIES (Stimulus-Organism-Respon)

A person's conduct can be affected by stimulation in the form of physical, visual, or verbal cues (Assael, 2004; Pluzinski & Qualls, 1975; Setiadi, 2008). Any physical or verbal cue intended to sway consumer behavior is referred to as a marketing stimulus (Setiadi, 2008). The design of a website environment intended to affect customer behavior is another definition of a website's atmosphere, or virtual environment (Pluzinski & Qualls, 1975). A marketing stimulus found on the website is called organic stimulation marketing (Menendez & Jonsson, 2010).

Model ABC (Affective, Behaviour, Cognitive)

Behaviors including motivation, emotions, feelings, interests, attitudes, and values are examples of affective concepts. Affective learning is a field that deals with moral obedience, interests, sentiments, and emotional components. cognitive as a process whereby each person actively constructs a meaning and comprehension system via interaction with the environment and experience (Piaget, 1999).

Perception

According to Sugihartono (2018), perception is the brain's capacity to translate stimuli or the process by which inputs reach the human senses. According to Waldito (2004), perception is the process by which each person organizes and interprets the stimuli they are exposed to in order to make them meaningful. People can adopt different actions in response to their perceptions. The focus of an individual determines which stimuli will elicit a response. The brain uses perception to interpret and evaluate the world around it (Waidi, 2016). Interpreting or interpreting data from the human sensory system is the process of perception (Suharman, 2005).

Trust

Customer trust is derived from the consumer's perspective of the seller's experience, dependability, and ability to meet and exceed customer expectations. Within the domain of electronic commerce, trust is characterized as the consumers' readiness to incur potential losses during online transactions, predicated on the belief that the seller will fulfill their promises and fulfill the transaction satisfyingly.

Proposition Development

Based on previous theories and research, the propositions that can be formulated in this study are:

1. The organic stimulation of online marketing has a positive effect on online impulsive buying. Organic stimuli on Tik Tok sites consist of color schemes, music, images, design, interactivity, speed, product information, consumer opinions, quantity and diversity (Menendez & Jonsson, 2010). Marketing stimuli are any communication that is well designed to influence consumer behavior (Kotler & Keller, 2007)
2. Consumer psychographics can be seen from three indicators, namely lifestyle, consumer characteristics in the form of personality and demographic characteristics (age, gender, occupation, education, nationality, religion and family life cycle (Kotler & Keller, 2007) Several previous studies have explained the influence of lifestyle on consumer purchasing decisions (Aziz, 2015; Septianingrum & Restuti, 2016).
3. Affective-cognitive learning (emotions, preferences, perceptions) mediates the Positive Influence between Online Marketing Organic Stimuli and Online Consumer Impulsive buying. Emotions are the first response experienced by consumers as part of the affective learning process. Marketing stimuli will affect consumer psychology (motivation, perception, learning, and memory) (Kotler & Keller, 2007) Consumer perceptions, preferences and behaviors are closely related to purchase interest (Erviatin, 2018) Perception affects purchasing decisions (Jamaludin, 2015; Wahyuningtyas & Widiastuti, 2017)

Framework

Based on the results of several empirical studies and literature reviews that have been described, the researcher developed a research model as follows

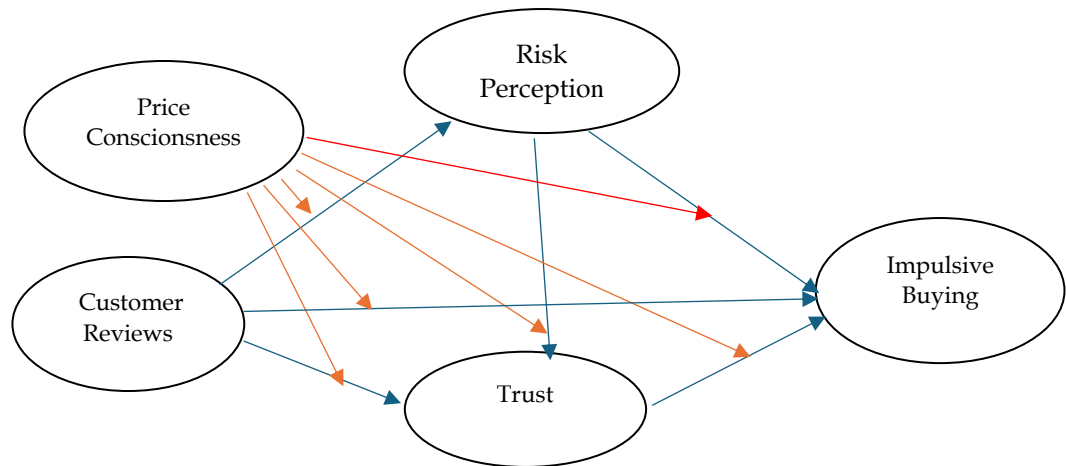


Figure 2. Impulsive Conceptual Model Buying of Online Consumers on Tik Tok.

Source: (assael, 2004; davis, 2006; gentile et al., 2007; kotler & keller, 2007; menendez & jonsson, 2010; mujiyana et al., 2009; sudrajat, 2008; tolman, 1938; zebrowski, 2014)

METHODOLOGY

One kind of research that primarily employs a deductive method is quantitative research. According to Creswell (2016), the study aims and hypotheses inform the choice of research design. In order to evaluate hypotheses – which are phenomena expressed as relationships between variables – test research design was employed in this study (Prajitno, 2008). The investigation was carried out in Indonesia. The subjects of this study were internet users. The attributes of the subject of study, which is Generation Z, are: 1) Customers have purchased products online via Tik Tok; 2) Generation Z is increasingly drawn to visual content, including fashion (Simbolon, 2007).

Online impulsive purchase is the dependent variable in this study, while customer reviews are the independent variable, risk perception and trust are the mediating variables, and price conscionsness is the moderating variable. Online shoppers make up the study's demographic. The sampling method is a purposive sampling method, which is non-random selection in which the researcher selects samples based on particular qualities that are consistent with the goals of the study and are anticipated to provide answers to research questions. There are 135 respondents in the sample size for this study.

Table 1. Operational Definitions and Indicators

No	Variable	Operational Definition	Indicator
1	Customer Reviews	A source of product information rich in variety, online site visitors have a desire to read OCRs when it comes to making purchasing choices	<ol style="list-style-type: none"> 1. Perceived Usefulness 2. Source credibility 3. Argument quality 4. Valance 5. Volume of reviews
2	Risk Perception (Schiffman & Kanuk, 2009)	Risk perception is an uncertainty faced by consumers when they cannot predict the consequences when making a purchase decision	<ol style="list-style-type: none"> 1. Conscious 2. Subconscious 3. Affective
3	Trust	all the knowledge that the consumer has and all the conclusions that the consumer makes about the object, its attributes and benefits	<ol style="list-style-type: none"> 1. Security 2. Product Quality 3. Product Information 4. Product Advantages 5. Customer Service
4	Price Conscionsness	A characteristic of consumers who tend to consider and look for the best or low price by comparing between existing stores or brands	<ol style="list-style-type: none"> 1. Pay more attention to price 2. Shop when you get promotional offers 3. Can save money when shopping
5	Impulse Buying	The act of buying is done without having any prior problems or pre-formed buying intent.	<ol style="list-style-type: none"> 1. Spontanitas 2. Strength, compulsion and intensity 3. Excitement and stimulation 4. Indifference to the consequences

A closed statement and response alternatives were sent to the respondents in order to build the research online questionnaire. The media utilized to distribute questionnaires online using a Google form that WAG supplied. The interval of 1

to 5 on the Likert scale is employed (Disagree, disagree, agree, strongly agree). Tests for validity and reliability are used to assess an indicator's validity and a variable's reliability. One method of data analysis is SmartPLS. The goal of Lisrel and AMOS, as well as statistical tools like SmartPLS or Smart Partial Least Square analysis, is to examine the association between variables; (2) The smartPLS technique is regarded as powerful because it is not predicated on several assumptions. (3) The The analysis just requires a modest number of samples. When the model being developed is complex and there are few samples available, it is strongly advised to employ Smart PLS.

RESULTS

Characteristics Responden

Status

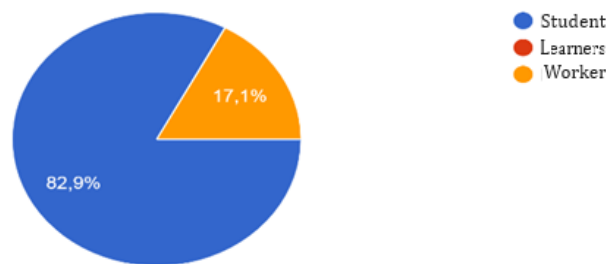


Figure 3. Status Respondent

Frequency of shopping on Tik Tok

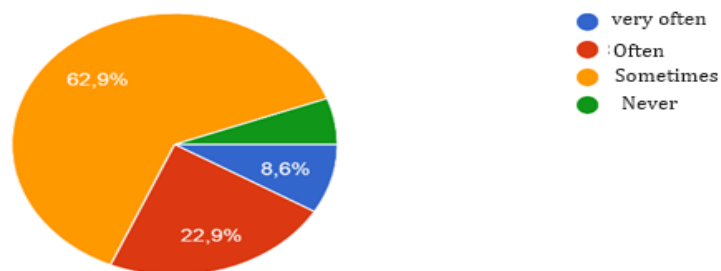


Figure 4. Frequency of Shopping on Tik Tok

Statistical Analysis with SmartPLS

Outer Model Testing

The purpose of testing the outer model is to evaluate a model's validity and dependability. The impact of factor loading, AVE (Average Variance Extrapolated), discriminant validity, and composite reliability will all be considered in the examination of this test. The first step in determining a model's validity is factor loading, which requires the loading factor to be greater than 0.6 in order for the indicator to be considered valid. It needs to be eliminated from

the model if it is invalid (Husein, 2015). Figure 1 below provides the analysis of the outer model used in this study below:

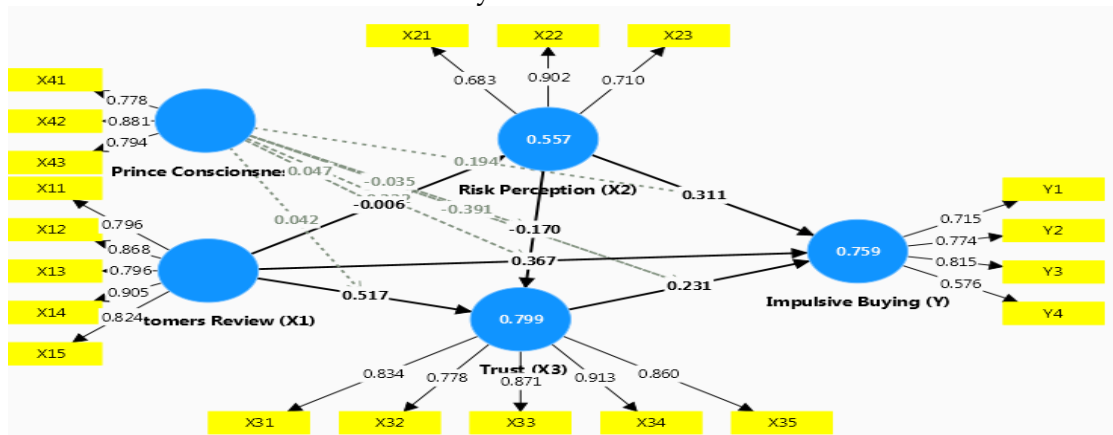


Figure 5. Outer Model

If you look at Figure 1 above, it can be seen that in the latent variable of the Purchase Decision there is one indicator (manifest variable) that must be dropped from the model because the factor loading value is < 0.6 , which is Y4 because the factor loading value = 0.578. So that the revision of the model obtained is as follows:

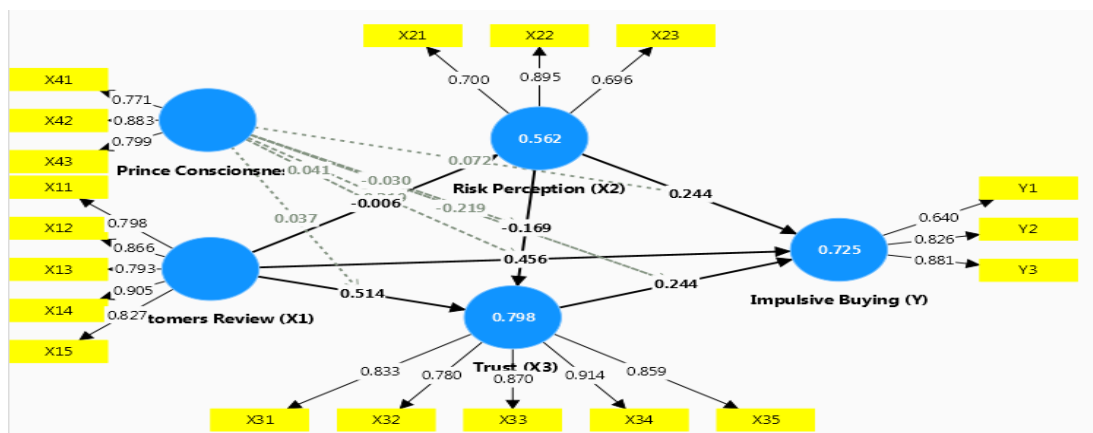


Figure 6. Outer Model Revision

Tabel 2. Path Coefficient-Matrix

	Impulsive Buying	Risk Perception	Trust
Customer Review	0,456	-0,006	0,514
Price Conscionsness	0,094	0,786	0,578
Risk Perception	0,244		-0,169
Trust	0,244		

Price Conscionsness x Trust	-0,219		
Price Conscionsness x Trust	0,072		-0,030
Price Conscionsness x Trust	0,219	0,041	0,037

Source : Data Processing 2024

Table 2 above indicates that all independent variables have a positive impact on the bound variable; however, some independent variables have an adverse effect on the bound variables. These include the following: 1) risk perception is negatively impacted by customer reviews; 2) risk perception is negatively impacted by trust; 3) price conscionsness negatively moderates the influence of trust on impulsive buying; and 4) price conscionsness moderates the negative influence of trust on impulsive buying. Positive influence denotes the bound variable's increase in response to an increase in the free variable. Conversely, negative influence indicates a reduction in the bound variable and an increase in the free variable.

Average variance extracted (AVE)

Because it is derived from convergent validity, the Average Variance Extract (AVE) value is utilized in convergent validity testing. The predicted AVE value in this study is >0.5, and all constructs have values above 0.5 (or greater than 0.5) when evaluated from the latent variable construct. Table 1 below provides more information about the AVE results below:

Table 3. Reliability Test

Variable	Cronbach Alpha	Composite Reliability	AVE
Customers Review	0,894	0,896	0,704
Impulsive Buying	0,700	0,727	0,526
Price Conscionsness	0,752	0,752	0,671
Risk Perception	0651	0,663	0,596
Trust	0,905	0,913	0,726

Source : Data Processing 2024

Discriminant Validity

Discriminant Validity can be tested by looking at the cross loading table, this output is used to test the validity of discrimination at the level of the indicator with the provisions, the correlation between the indicator and its latent variable is $>$ compared to the correlation between the indicator and other latent variables (outside the block). For more clarity, you can see the table below:

Table 4. Cross Loading

Discriminant validity - Cross loadings				
	Customers Review (X1)	Impulsive Buying (Y)	Price Conscionsness	Risk Perception (X2)
X11	0.796	0.688	0.617	0.376
X12	0.868	0.629	0.709	0.478
X13	0.796	0.575	0.689	0.573
X14	0.905	0.716	0.617	0.455
X15	0.824	0.585	0.533	0.383
X21	0.594	0.460	0.664	0.683
X22	0.337	0.684	0.590	0.902
X23	0.280	0.483	0.422	0.710
X31	0.707	0.618	0.638	0.560
X32	0.614	0.547	0.594	0.316
X33	0.799	0.723	0.736	0.450
X34	0.760	0.670	0.783	0.423
X35	0.663	0.525	0.745	0.508
X41	0.530	0.684	0.778	0.644
X42	0.705	0.645	0.881	0.526
X43	0.622	0.573	0.794	0.652
Y1	0.267	0.715	0.567	0.797
Y2	0.791	0.774	0.479	0.352
Y3	0.728	0.815	0.741	0.504

Source : Data Processing 2024

Composite reliability

To ensure that there are no measurement-related issues, the final step in the evaluation of the outer model is to test the unidimensionality of the model. This unidimensionality test was carried out using composite reliability and alpha cronbach. For both indicators, the cut off value is 0.7.

Table 5. Composite Reliability

Variable	Cronbach Alpha	Composite Reliability	AVE
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Source : Data Processing 2024

The table above shows that all constructs have a composite reliability value above 0.7. Therefore, there were no problems of unidimensionality in the influence of customer reviews, risk perception, trust and price consciousness on impulsive buying.

Inner model testing

R² (R-Square) Determination Coefficient

The goodness of fit in PLS can be determined by the value of R-square has the same meaning as the coefficient of determination (R-Square) in regression analysis.

Table 6. R Square

	R-square	R-square adjusted
Impulsive Buying	0,759	0,697
Risk Perception	0,557	0,515
Trust	0,799	0,764

Source : Data Processing 2024

Based on the R Square Table, it can be known that the impulsive buying is as follows: $y = 0.759$, this means that 75.9 percent means that the model can explain 75.9 percent of the data and the rest is influenced by other factors.

Significance Testing and value F-Square pada PLS

The value of F Square, in addition to assessing whether or not there is a significant relationship between variables, a researcher should also assess the magnitude of the influence between variables with Effect Size or f-square. The value of the f square is 0.02 as small, 0.15 as medium, and the value of 0.35 as large. A value of less than 0.02 can be ignored or considered to have no effect (Sarstedt et al., 2017)

Table 7. Value F-Square in PLS

	F-square	Result
Customers review - > impulsive buying	0,175	No effect
Customers review - > risk perception	0,000	No effect

Customers review -> trust	0,444	There is an effect
Price Conscionsness -> Impulsive Buying	0,006	No effect
Price Conscionsness -> risk perception	0,600	There is an effect
Price Conscionsness -> trust	0,439	There is an effect
Risk Perception -> Impulsive buying	0,087	No effect
Risk Perception -> Trust	0,061	No Effect
Trust -> Impulsive buying	0,039	No Effect
Price conscioness x trust -> Impulsive buying	0,022	No effect
Price conscioness x Risk Perception -> Impulsive buying	0,007	No effect
Price conscioness x Risk Perception -> Impulsive buying	0,002	No effect
Price conscioness x trust -> Customers review -> Impulsive buying	0,023	No effect
Price conscioness x Customers review -> Risk perception	0,008	No effect
Price conscioness x Customers review -> Trust	0,004	No effect

Source : Data Processing 2024

Thus, the following conclusions may be drawn from the table of six F Square values above: 1) customer review of trust, 2) price conscionsness of risk perception, and 3) price conscionsness of trust are the major effects with the F Square threshold > 0.35. An F Square ranging from 0.15 to 0.35 indicates that customer reviews have a medium effect on impulsive buying. The tiny effect is that 1) Risk perception of impulsive purchasing, 2) Risk perception of trust, 3) Trust of impulsive buying, and 4) Price constraints x trust -> Impulsive buying have F Square values between 0.02 and 0.15. Since none of the other relationships have a F square value less than 0.02, they are disregarded.

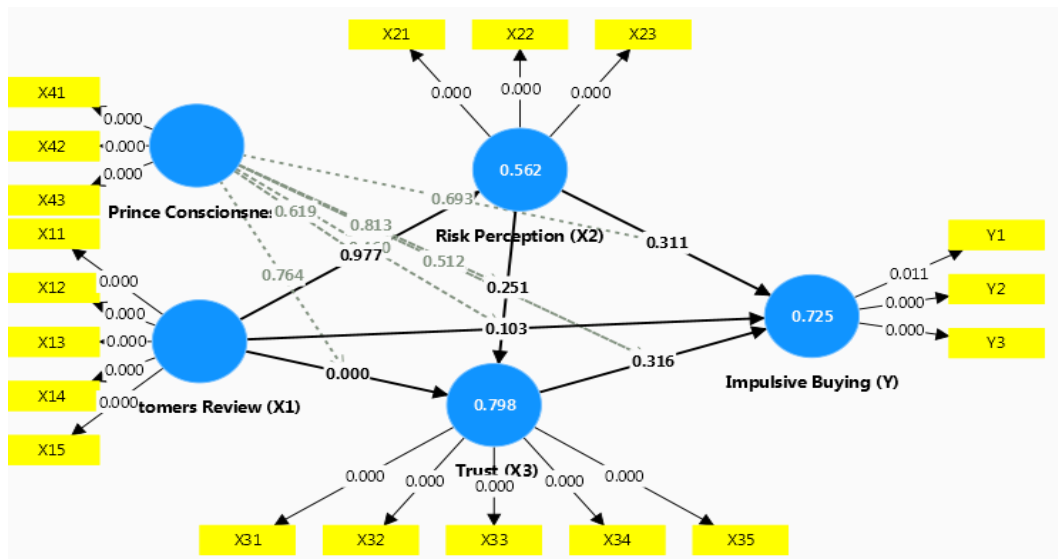


Figure 7 Bootstrapping Results

Based on table 3, it can also be concluded that only customer reviews have a significant effect on trust because of the significance value < 0.05 , while others have no significant effect.

DISCUSSION

Figure 2 leads one to the following conclusion: Online impulse purchases are positively impacted by customer feedback. This demonstrates that online impulse buying will rise in direct proportion to a product's customer reviews. Risk perception is negatively impacted by customer feedback. This demonstrates that consumers perceive less risk when they read positive customer reviews about the product. Trust benefits from the feedback left by customers. This demonstrates that a product's perceived trustworthiness increases with positive customer feedback. Online impulse purchases are positively impacted by risk perception. This indicates that online impulse buying will rise in proportion to the quality of user reviews for the goods. Trust is negatively impacted by the sense of risk. This demonstrates that the Higher levels of customer trust are correlated with better product reviews. Trust influences online purchase decisions in a favorable way.

This demonstrates how Price Consciousness negatively moderates the influence of customer reviews on online impulsive buying to a greater extent when there is greater trust in the product, i.e., Price Consciousness reduces the influence of consumers on online impulsive buying. The impact of customer reviews on trust is positively moderated by Price Consciousness, indicating that Price Consciousness enhances the influence of customer reviews on trust. Price Consciousness diminishes the impact of customer feedback on risk perception by acting as a negative moderator of the relationship between price and risk. Price

Consciousness enhances the impact of customer reviews on consumer purchases by positively moderating the influence of risk perception on online shopping decisions.

Price Consciousness is a negative moderator of the relationship between risk perception and trust, which means that it reduces the impact of risk perception on trust. Price Consciousness enhances the impact of trust on impulsive online buying by negatively moderating the influence of trust on purchase decisions made online. In other words, Price Consciousness increases the influence of customer reviews on online impulsive buying while moderating their negative impact.

CONCLUSIONS AND RECOMMENDATIONS

Online impulse purchases are positively impacted by customer feedback. This indicates that online impulse buying will rise in proportion to the quality of user reviews for the goods. Risk perception is negatively impacted by customer feedback. This demonstrates that consumers perceive less risk when they read positive customer reviews about the product. Trust benefits from the feedback left by customers. This demonstrates that consumers are more likely to trust a product if they have read positive customer reviews. Online impulse purchases are positively impacted by risk perception. This indicates that online impulse buying will rise in proportion to the quality of user reviews for the goods. Trust is negatively impacted by the sense of risk. This demonstrates that the higher the product reviews from customers, the greater level of product trust. Trust has a beneficial impact on impulsive internet purchasing. This indicates that online impulse buying will rise in direct proportion to the level of product trust.

It can be stated that Price Consciousness reduces the influence of customers on online impulsive purchase by moderating the negative impact of customer reviews. The impact of customer reviews on trust is positively moderated by Price Consciousness, indicating that Price Consciousness enhances the influence of customer reviews on trust. In other words, Price Consciousness reduces the impact of trust on consumer decisions by moderating its detrimental effect on online impulsive purchase. Price Consciousness enhanced the impact of customer evaluations on consumer decisions by favorably moderating the role of risk perception on online impulsive purchase. Price Consciousness is a negative moderator of the relationship between risk perception and trust, which means that it reduces the impact of risk perception on trust.

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