The Effect of Income, Past Experience, Customer Reviews, Store Ratings on Tiktok Shop Customer Buying Decisions

LEO ALLERIO EDWARD PARUHUM PASARIBU[1], SIH MIRMANING DAMAR ENDAH[2],

[1,2]Department of Acccounting, Faculty of Businness and Economics, Universitas Katoplik Soegijapranata, Indonesia

Abstract

This study investigates the impact of past experience, online customer reviews, and store ratings on customer purchase decision in the context of TikTok Shop. Along with the development of e-commerce, platforms such as TikTok Shop have emerged as important players, combining social media engagement with direct purchasing options. This research aims to understand how these factors influence consumer behavior and decision-making processes. Past experience refers to customers' previous interactions and transactions on the platform, which shape their level of trust and satisfaction. Online customer reviews provide social proof and insights into product quality and seller reliability, which influence potential buyers. Store ratings, a summary of overall customer satisfaction, serve as a quick reference to evaluate a seller's credibility. This research contributes to the understanding of consumer behavior in social commerce environments and offers practical implications for sellers looking to optimize their strategies on TikTok Shop. By capitalizing on past positive experiences, encouraging customer reviews, and maintaining.

INTRODUCTION

The field marketing has long been interested in understanding the factors that influence customer purchase intentions. Although various aspects of consumer behavior have been studied extensively, the role of past experiences, ratingsstore, and customer reviews in shaping purchase decisions has not been fully explored. This research aims to fill this gap by focusing on the effects of past experiences store ratings, and customer reviews.Online reviews can reveal a lot about your online . storeThe sheer number of positive words can have a measurable impact on your, sales encouraging purchases and creating a consumer base that will support you and your. productsThese key points outline the benefits that make online so reviews important for your online store. Past experiences play an important role in individuals' behavior, including their purchasing decisions. Previous experiences with products, services or brands can influence customers' expectations, preferences and trust in a company. In addition, past experiences can also shape customers' beliefs about the value and quality of a product, which can influence their willingness to make a purchase.

Understanding the impact of past experiences on purchase intent is critical for marketers, as it can help them tailor their strategies to better resonate with customers and increase sales. Social proof refers to a psychological phenomenon where people make judgments and decisions based on the collective actions of others. In this case, reading positive reviews from others who made similar purchases will increase confidence that buying a well-reviewed item is a good choice.

The relationship between past experiences, online customer reviews, and ratings store is complex and multifaceted. influenced Past experiences can shape a persons social identity and influence their interactions with others, which in turn can be by social factors. Social factors can also shape past experience sexperiences, as customers can shape their perceptions of a brand based on the presented in the review column.

Understanding the impact of store categories on customer purchase intent is

critical for marketers, as it can help them develop more effective marketing strategies, marketers can increase the likelihood of purchase. In addition, by understanding the role of store categories in shaping purchase intent, marketers can leverage the influence of online reviews to their advantage, ultimately driving sales and growth.

Despite TikTok Shop's growing popularity, there is limited research on what drives consumer purchases on this platform. Since TikTok Shop combines social media engagement with e-commerce, it creates a different shopping experience compared to traditional online stores. Businesses need to understand what influences buyers so they can improve their marketing strategies.

This study seeks to answer the following questions:

a. How does income affect purchasing decisions on TikTok Shop?
b. How does past shopping experience influence trust and buying behavior?
c. What role do customer reviews play in consumer decision-making?
d. How do store ratings impact a consumer's likelihood to buy?

Research Objectives

The study aims to:
a. Analyze the effect of income levels on TikTok Shop purchases.
b. Examine how past shopping experiences influence buying decisions.
c. Investigate how customer reviews affect consumer confidence and perceptions.
d. Assess how store ratings impact consumer trust and purchase intentions.
e. By achieving these objectives, this research will provide insights into consumer behavior on TikTok Shop and offer useful recommendations for businesses.

Significance of the Study

This study is important for businesses, marketers, and researchers. Understanding what influences purchasing decisions on TikTok Shop can help businesses refine their marketing strategies, improve product presentation, and build consumer trust. It also contributes to academic research on social commerce and digital consumer behavior. Additionally, policymakers can use these insights to create guidelines that promote fair and transparent online shopping practices.

Structure of the Study

This research is structured as follows. The literature review discusses previous studies on income, past experiences, customer reviews, and store ratings in e-commerce. The methodology section explains how data is collected and analyzed. The results section presents findings, followed by a discussion on their implications. Finally, the conclusion summarizes key insights and offers recommendations for businesses and future research.

BACKGROUND OF THE STUDY

The rapid growth of e-commerce platforms has changed the retail landscape, allowing consumers to shop conveniently from anywhere. Among these platforms, TikTok Shop has emerged as a unique and influential marketplace, combining social media engagement with e-commerce functionality. TikTok Shop leverages the platform's vast user base, allowing sellers to reach customers through engaging short videos and live shopping events.

Past experiences, online customer reviews and store ratings are critical in shaping consumer behavior in the digital marketplace. Past experiences provide customers with a personal frame of reference, which influences their future decisions. Similarly, online customer reviews serve as a form of electronic word-of-mouth (eWOM), which provides authentic and relatable insights from other consumers. Meanwhile, store ratings serve as a quick summary of a seller's credibility and service quality, which is often a deciding factor for potential buyers.

In the context of TikTok Shop, these factors become even more important as the platform uniquely combines entertainment and commerce. Unlike traditional e-commerce websites, TikTok Shop integrates

the shopping experience into users' content consumption, making the decision-making process faster and more dynamic. Therefore, understanding the interplay between past experiences, online customer reviews, and store ratings is critical to fostering consumer trust and increasing purchase intent.

Today's online store sellers promoting their products and stores are a far cry from conventional promotional activities. In the promotional display of an online store, promotion is done by simply opening the tagline (#) of the online store, then a lot of promotions will appear. Promotion is also through video, live streaming, as well as various consumer reviews or reviews about the experience of consumers shopping at the online store. consumers shopping at the online store. Various promotion models that carried out will provide a great opportunity to attract consumers, the more capable the online store is to attract visitors (Daulay, 2022). online store attracts visitors (Daulay, 2022).The promotional strategy above is to attract people to shop at the online store. at the online store. The existence of promotions in any form will influence the decision to buy or not to buy. This means that there is strong correlation between promotion and buyer decisions. Research by Putri et al., (2023) and Subhan et al., (2022) found a correlation between promotion and purchasing decisions, where the conclusion is that promotion has a positive effect on purchasing decisions. purchasing decisions, where the conclusion is that promotion has a positive and significant effect on purchasing decisions. significant on purchasing decisions.

In an effort to support ease of shopping, online stores provide various payments. This payment model is an alternative offer provided by online stores to consumers, so that there are many choices of payment methods according to consumers' abilities/ beliefs, which payment methods provide convenience and comfort for consumers (Handayani et al., (2022). Various payment models are sought to have an impact on consumer loyalty which is very important in business, and maintaining it is a priority for long-term profits (Daulay, 2021).
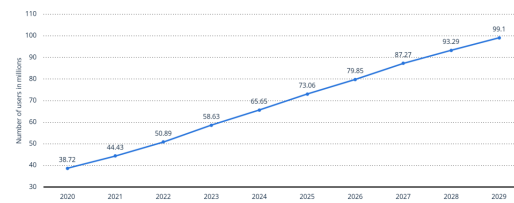
Source: Statista (processed by PDSI, Ministry of Trade)

The chart illustrates the increasing number of e-commerce users in Indonesia from 2020 to 2029. It is a line chart with the x-axis representing the years (2020–2029) and the y-axis showing the number of users in millions.

Key Observations:
a. Steady Growth: The number of users has consistently increased each year, indicating a rising trend in e-commerce adoption. 2020 to 2023 Growth: In 2020, there were 38.72 million users, which increased to 58.63 million users in 2023.
b. Projected Growth: The number of users is expected to reach 99.1 million by 2029, reflecting a significant expansion.
c. Average Annual Increase: The number of users appears to grow at a relatively stable rate each year.

The data highlights the rapid digital adoption in Indonesia, suggesting that e-commerce is becoming an essential part of consumer behavior. If this trend continues, Indonesia's e-commerce market will likely experience significant growth in the coming years.

RESEARCH URGENCY

Market Growth and Competition: TikTok Shop is growing quickly, attracting millions of users and sellers. Understanding the key drivers of purchase intent can help sellers stay competitive in this dynamic market.
Consumer Trust in Social Commerce: Social commerce platforms often face trust issues due to concerns over product quality, fraud, and transparency. By identifying the factors that influence purchase intent, this research can provide actionable insights to improve customer trust and satisfaction.

The influence of eWOM on the Modern Consumer: Online customer reviews and ratings are increasingly important in shaping purchasing decisions. Analyzing their impact on TikTok Shop provides valuable insights into how consumers navigate this unique shopping environment.

Past Experience: While past experience has been studied in traditional e-commerce, its role in social commerce platforms like TikTok Shop remains poorly understood. This research can bridge this gap, contributing to a broader understanding of consumer behavior in an ever-evolving digital landscape.

By addressing such factors, this research aims to provide practical implications for sellers, marketers, and platform developers, so that they can create strategies that increase customer satisfaction and drive sustainable growth on TikTok Shop.

LITERATURE REVIEW

Buying Decision

The final decision of purchase planning by consumers is to make a decision to buy or not to buy. Looking further, that making a purchase decision by consumers requires various realistic and unrealistic considerations before deciding to make a purchase decision. determine the purchase decision. Because basically buying is an activity through a complex thought process that occurs within a person to assess and choose the best option (Daulay & Kurnia, 2023). a person to assess and choose the best option (Daulay & Kurnia, 2023).

According to (Sangadji & Sopiah, 2021) purchasing decisions are deliberate behavior based on desires that result when consumers consciously choose one of the following actions consciously choose one of the alternative actions available. Behavior Conscious consumer behavior to make purchasing decisions is carried out to encourage the fulfillment of the desire for something needed to be purchased or not purchased after going through various alternative choices. not purchased after going through various alternative choices. Such actions interpreted as the final decision of a selection stage process to decide whether to buy or not (Nasution & Putri, 2019). decide to buy or not (Nasution & Putri, 2019).

Purchasing decisions made by consumers are a process of interaction between affective, cognitive, behavioral attitudes and environmental factors, with which consumers make exchanges in all aspects of their lives (Nitisusastro, 2017). There are psychological elements and environmental factors involved and involved in every consumer purchasing decision, in addition to other factors that underlie purchasing decisions. So it is not It is not surprising that purchasing decisions do not occur spontaneously, but there is a process that underlies purchasing decisions. spontaneity, but there is a process that is passed.

Another understanding of purchasing decisions, where purchasing decisions is defined as an action taken by consumers to decide and determine a product that is considered to be a solution to the needs and desires of consumers (Fahmi, 2016). consumer needs and desires (Fahmi, 2016). This means that purchasing decisions become a final solution to a problem of fulfillment of needs, where the problem must be faced and resolved through steps that must be taken. problem must be faced and resolved through the steps taken to achieve purchasing goals (Astuti & Hakim, 2021).

Purchasing decisions according to Assauri (2015) is a process of making decisions for purchases that involve determining what to buy. decision-making process for a purchase that involves determining what to buy, or not making a purchase at all, and the decision is the result of previous activities. There is one or more initial activities that underlie the desire to buy and the process of considering whether a purchase is made or not.

Based on the several definitions of purchasing decisions above, an understanding is drawn an understanding, that consumer purchasing decisions are an action that is carried out consciously to make a decision in an effort to fulfill needs/ desires by going through several psychological and environmental considerations to determine whether a purchase is made or not made

Customer Experience

Customer experience experience Customer is defined as a multidimensional structure that focuses on the behavioral, cognitive, affective sensoryand social responses customers give to marketing (Schallehn et al., 2019). Customer experience is a memorable event that involves customers. Pleasant and positive

experiences influence influence consumer purchase intentions (Garg, 2014). Affective experience is one of the important aspects in the decision-making process of consumers towards products and consumers towards products and services (Nardini & Lutz, 2017). Creating a different customer experience is a kind of marketing activity that makes consumers' senses involved and focuses on customer experience. Experiences that are influenced by sensory stimuli are influenced being influenced by by the environment (Bustamante & Rubio, 2017). The purpose of creating customer experiences is to provide good service that meets customer expectations (Gorgoglione, & Panniello, 2018). According to Thomas (2017), customer experience is influenced by a series of customer feelings resulting from the company's products, services, and business.

Another that theory addresses the influence of past purchase experiences on future purchase intentions is Expectancy Disconfirmation Theory (EDT). According to this theory, individuals form expectations about products or services based on previous experiences or information. When their actual experience exceeds or falls short of these expectations, process acognitive known as disconfirmation occurs. If the experience exceeds expectations, it will lead to a positive disconfirmation, which can strengthen purchase purchases of intention for future the same product or service. Conversely, if the experience does not match expectations, a negative disconfirmation will occur, which may weaken future purchase intentions. process This creates a feedback loop where past purchase experiences directly influence future purchase decisions.

Consumer trust and confidence in online shopping are often shaped by past experiences. Positive experiences, such as receiving high-quality products and smooth transaction processes, increase the likelihood of repeat purchases. On the other hand, negative experiences, such as receiving counterfeit goods or poor customer service, may deter future purchases.

Past experiences also contribute to consumer expectations. Consumers who have previously purchased from TikTok Shop may have a clearer understanding of product quality, delivery time, and refund policies, influencing their willingness to buy again. This research examines the extent to which past experiences affect consumer purchase intentions on TikTok Shop.

Researchers often study this phenomenon through surveys or experimental designs, measuring factors such as satisfaction levels, perceived quality, and repurchase intentions to understand how past experiences shape future behavior.

Income

The definition of income is stated by Dyckman (2002: 234) that revenue is "an inflow or other increase in an entity's assets or settlement of liabilities (orentity's assets or settlement of liabilities (or a combination of both) during a period from the delivery or production of goods, the provision of services, or other activities that constitute the principal operation or other activities that constitute the entity's primary or central ongoing operations" Sudono Sukirno (2005) writes that revenue is one of the most important factors affecting an entity. that affects a demand, in essence it is a hypothesis stating that the more income is earned, the higher the demand. hypothesis which states that the higher the income, the more demand for the goods. Conversely, the lower the income, the less demand for the goods. The relationship that exists is a directly proportional relationship, so that if there is an increase in income, this results in better demand for housing and even an increase in income. increase. The size of a person's income affects a person's purchasing power, including in buying a house. The higher the income, the more diverse the desires of consumers. I.B.N Purbawijaya and I Ketut Saputra (2009), which states that the greater the income earned by individuals has a positive influence on the decision to buy a house.

Income level is one of the most fundamental factors affecting consumer purchasing decisions. A higher income allows consumers to have more disposable funds, increasing their likelihood of purchasing products online. Conversely, consumers with lower incomes may be more price-sensitive and selective in their shopping choices. TikTok Shop, with its mix of affordable and premium products, caters to a wide range of consumers. However, the impact of income on purchase decisions varies based on promotions, discounts, and perceived product value.

Research suggests that income influences not only affordability but also shopping preferences. Consumers with higher incomes may prioritize branded or

premium products, while those with lower incomes may be more drawn to discounted offers. This study seeks to explore how different income levels influence shopping behavior on TikTok Shop.

Online Customer Review

Online Customer Review is a form of electronic word of mouth (eWOM) that refers to content posted on online sites and websitesthird-party . Furthermore, According to Sutanto, Aprianingsih (2016) online consumer reviews are a medium for other consumers to search for and obtain information that will influence purchasing decisions.

A study by Zhong-Gang et al. (2015) revealed that nearly 60% of consumers browse online product reviews at least once a week and 93% of them believe that these online reviews help them to improve the accuracy of their their purchase decisions, reduce the risk of loss, and influence shopping choices.

According to BrightLocal (2023), 98% of consumers read reviews before buying a product, and 76% consider them equivalent to personal recommendations. This shows how important reviews are in building customer trust. Dr. Philip Kotler, a marketing expert, states that customer reviews are a powerful promotional tool as they are able to form a positive perception of the brand.

Forbes (2022) also found that businesses with positive reviews are 270% more likely to attract customers. Conversely, negative reviews can decrease credibility and trust. Therefore, businesses need to respond well to customer reviews and improve the quality of their products and services.

Store Rating

Ratings can be interpreted as an evaluation of users' preferences for products, looking at the psychological and emotional position when they relate to virtual . Moe, W (2012) goodsconfronts ratings with buyer decision making. Before deciding to buy something, the impact of customer evaluations on ratings depends on how often customers rate or evaluate products. Hypotheses are not mandatory, especially for research with qualitative methods

Store ratings provide a quick indicator of a seller's reputation. Higher ratings generally indicate reliability, good customer service, and product quality, while lower ratings may signal potential risks. In an online shopping environment like TikTok Shop, where consumers may not have direct access to product trials, store ratings serve as an important trust signal.

Previous studies indicate that store ratings significantly impact consumer decisions. Buyers often compare ratings across different sellers before making a purchase, preferring those with consistently high ratings. This study will analyze the role of store ratings in shaping consumer confidence and their impact on purchase decisions.

RESEARCH METHODS
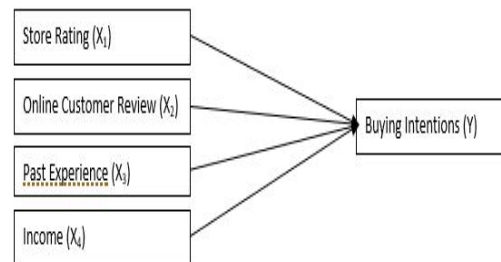
This research is causal type of research with quantitative. The method analysis used in this study is multiple regression models. The criteria for respondents are people aged eighteen years and over and have used the tiktokshop application to shop online.

This research uses a quantitative approach to collect data. Quantitative Mmethods methods can be interpreted as research research based on the philosophy of positivism, used to on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2019).

The questionnaire was distributed to respondents via a link that led to an online on Google Form. technique questionnaire The because it .data collection using Google Form is considered appropriate for this research can reach distant respondents in a fast and cost-efficient manner).

It describes the research design used comprises of methods, technique in collecting data, technique of data analysis, and varibles measurement which are written in paragraphs, not numbering.

RESULTS AND DISCUSSION

Data Analysis Test Results
Reliability Test

No	Variable	Cronbach Alpha	Reliability Standard	Result
1	Online Customer Review	0.763	0.600	Reliable
2	Past Experience	0.651	0.600	Reliable
3	Store Rating	0.675	0.600	Relibale

The table above shows that all variables used in this study have a cronbach alpha value of >0.600. This shows that all variables used in study are reliable.

Normality Test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
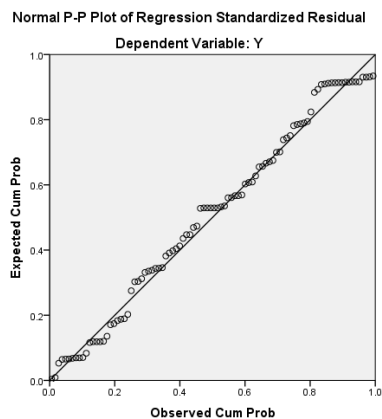
The plot has a diagonal reference line, and the data points closely follow this line, indicating that the residuals are approximately normally distributed. This suggests that the assumption of normality in the regression model is met, as there are no significant deviations from the diagonal.

Coeficiency Test

No	Variable	Coeficient	Prob.	Conclusion
	C	0.361	0.399	
1	X1	0.064	0.283	No Heteroscedasticity
2	X2	-0.308	0.386	No Heteroscedasticity
3	X3	0.045	0.296	No Heteroscedasticity

Source: SPSS

- Variable X1 has a significance value of 0.283 which means it is greater than 0.05, meaning that variable X1 does not experience symptoms of heteroscedasticity.
- Variable X2 has a significance value of 0.386 which means it is greater than 0.05, meaning that variable X2 does not experience symptoms of heteroscedasticity
- Variable X3 has a significance value of 0.296 which means it is greater than 0.05, meaning that variable X3 does not experience symptoms of heteroscedasticity.

CONCLUSION

Independent variables have a significance value greater than 0.05, so it concludes that there are no symptoms of heteroscedasticity or the assumptions of the heteroscedasticity test have been fulfilled.

Coefficient of Determination

No	Variable	Adjusted R Square	Conclusion
1	C	0.537	Accepted

Source: SPSS

It is known that the asjusterd Rsquare value is 0.537, it means that the variables x1, x2, and x3 contribute a joint influence of 53.7% to the purchasing decision variable and the remaining 46.3% is influenced by other variables outside this study.

F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.027	3	44.676	36.998	.000[b]
	Residual	108.676	90	1.208		
	Total	242.703	93			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X1, X2

The significance value obtained is 0.000 (<0.05), it concludes that variables X1, X2, and X3 have a significant effect simultaneously (together) on the purchasing decision variable.

T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.755	.740		1.019	.002
	X1	.114	.104	.105	1.098	.000
	X2	.507	.077	.671	6.625	.000
	X3	-.006	.075	-.007	-.085	.001

a. Dependent Variable: Y

- Variable X1 has a significance value of 0.000 (<0.05), it concludes that variable X1 has a significant effect on purchasing decision variables (H1 accepted).
- Variable X2 has a significance value of 0.000 (<0.05), it concludes that the X2 variable has a significant effect on the purchasing decision variable (H2 accepted)
- Variable X3 has a significance value of 0.001 (<0.05), it concludes that variable X3 has a significant effect on purchasing decision variables (H3 accepted).

Multiple linear regression equation

0.755+ 0.114X1+0.507X2-0.006X3

- The constant value obtained is 0.755, which means that if the variable x1, x2, and x3 constant values are assumed to be 0, the purchasing decision value is 0.755
- The value of value regression coefficient variable x1 has a positive of 0.114, it means that if there is a 1% variable x1increase in, it will cause an increase in purchasing decisions by 0.100. - The value of the regression coefficient x2 variable is positive by 0.507, it it .means that if there is a 1% x2 variable, increase in the will cause an increase in purchasing decisions by 0.572
- The value of regression coefficient variable x1 has a negative valueof -0.006, it , it .means that if there is a 1% variable x1increase in will cause a decrease in purchasing decisions by 0.006.

HYPOTHESIS TESTING RESULTS

Effect of Store Rating on Buying Intention

The results of this study on Hypothesis 1, namely Store *Rating* (X1) has a significant and positive influence on the tendency to buy (Y), as shown by the t test results displayed in the previous table. These results support the research of Garg et al. (2014), which discusses that customer experience is an unforgettable event involving customers. Pleasant and positive experiences influence influence consumer purchase intentions. Store *Rating* (X1) has a t-statistic value of 1.987, a known t-table of 1.986, and a significance value of 0.000. The fact that the t-statistic value is and greater than the t-table value the significance of 0.000 is smaller than 0.05 can help explain the first hypothesis of this study, which states that noticing Store *Rating* (X1) has a effect positive and significant on the tendency to purchase (Y).

Effect of Online Customer Review on Buying Intention

Online (X2) Reviews has a t-statistic value of 6.625 with a known t-table of 1.986 and a significance value of 0.000. t-statistic This can be explained by the fact that the value is greater than the t-table value, and the significance of 0.000 is less than 0.05. Thus, the second hypothesis of this study is accepted: *Online* reviews (X2) have a effect positive and significant on the propensity to buy (Y). This also supports research according to Zhong-Gang et al. (2015) revealed that nearly 60% of consumers browse online product reviews at least once a week and 93% of them believe that these online reviews help them to improve the accuracy of purchasing decisions, reduce the risk of loss, and influence their shopping choices.

Effect of Past Experience on Buying Intention

The results of this study on Hypothesis 3, namely *Past Experience* (X3) does not have a significant and negative effect on the tendency to buy (Y), as shown by the t test results displayed in the previous table. results These are consistent with previous research where the impact of *past experience* is not significant on *online purchase intention* (Aziz & Wahid, 2018)

Effect of Income on Buying Intention

	Kurang dari 3 kali	3 sampai 5 kali	Lebih dari 5 kali
< 500.000	14	1	0
500.000 - 1.000.000	15	9	1
1.000.000 - 3.000.000	1	27	4
> 3.000.000	3	2	17

Figure 1. Results Income Data Processing

1. Most expenditures in the Rp1,000,000-Rp3,000,000 range occurred at a frequency of 3-5 times (27 people), indicating a more stable spending pattern in this range.
2. Expenditures below Rp500,000 and Rp500,000-Rp1,000,000 were made more frequently with a frequency of less than 3 times, 14 and 15 people respectively. This shows the tendency of people to make small purchases with low frequency.
3. Spending above Rp3,000,000 was more dominant in the frequency of more than 5 times (17 people), indicating a group that tends to make large expenditures intensively. According to Dr. Philip Kotler, a marketing expert, consumer behavior in purchasing is strongly influenced by needs, preferences, and income levels. Higher spending with frequent frequency tends to occur in groups of people with high purchasing power, while small spending with low

frequency reflects prudence in budget allocation.

In addition, Martin Lindstrom, in his book Buyology, mentions that high spending is often associated with emotional value or deep rational decisions. This is consistent with the data above, where high spending is most likely to be done by individuals who have certain needs or greater financial capacity.

This study highlights the significant influence of income, customer online reviews, and store ratings on TikTok Shop . customers' purchase intentionsDespite past negative experiences with the same store, customers are still motivated to buy when given positive comments and good reviews on TikTok Shop. These findings emphasize the persuasive power of social proof and the ability of well-curated customer Electronic Word of Mouth (E-WOM) to mitigate previous dissatisfaction, indicating the importance of effectively managing online presence to attract and retain buyers. Overall, this study underscores the complex decision-making process of online consumers, where perceptions are often more important than personal past experiences. The study reveals that strategic efforts to maintain high store ratings and encourage positive reviews can significantly improve consumer trust and purchase behavior. For businesses, this reinforces the need to prioritize customer engagement and review management to leverage the influence of digital feedback in shaping purchase intentions in the markethighly Shop competitive TikTok .

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