

# The Influence of Live Streaming, Price Perception, and Customer Review on Purchasing Decisions for Skintific Products at the TikTok Shop

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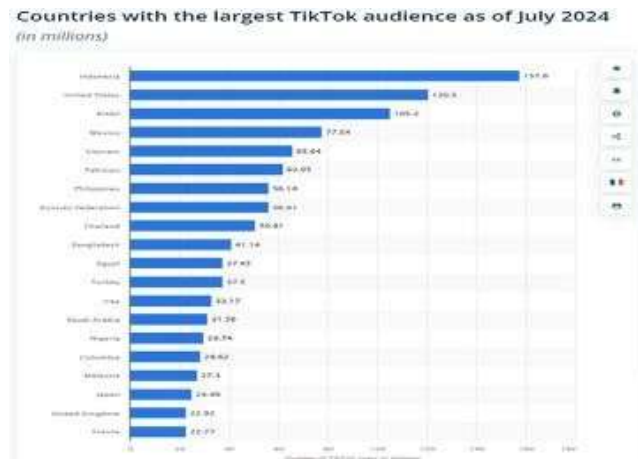
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Price perception  
Customer reviews  
Purchase decisions  
Tiktok shop

## ABSTRACT

**Objective:** This study aims to analyze the influence of live streaming, price perception, and customer reviews on consumer purchasing decisions for Skintific products on TikTok Shop. **Method:** A quantitative research design was implemented, using purposive sampling to target users who had purchased Skintific products through TikTok Shop. Data were collected from 96 respondents, determined using the Rao Purba formula, through questionnaires employing a Likert scale for measurement. The collected data were analyzed using SmartPLS software to evaluate the relationships among the studied variables. **Results:** The findings demonstrate that live streaming features, consumer price perceptions, and customer reviews each have a significant and positive impact on purchasing decisions. These factors enhance consumer engagement, trust, and confidence in online buying behavior. **Novelty:** This research contributes to the growing body of e-commerce literature by providing empirical evidence of how TikTok's interactive features and user-generated content drive consumer purchasing behavior, offering strategic insights for digital marketers in the social commerce environment.

## INTRODUCTION

Business development in Indonesia is now increasing, especially in the skincare business which is growing rapidly and quickly due to public awareness, especially for women [1]. Women in Indonesia are very aware of the importance of taking care of their facial skin very well, it is not surprising that skincare sales in Indonesia are very popular and more and more new brands are emerging in Indonesia [2]. Skincare has now become a daily necessity, this phenomenon is seen from the increasing number of consumers from all walks of life who are starting to actively use skincare. Skincare business players are now continuously competing in marketing their products to attract consumers and the more new skincare brands emerge, the tighter the competition between skincare business players in Indonesia [3]. This development is driven by technological advances and changes in consumer behavior patterns who currently tend to choose to purchase products online. The impact of the development of business in Indonesia is now that business players are taking advantage of social media for marketing Their products, one of which is TikTok, which presents the TikTok Shop feature, is considered a multi-functional application [4].



**Figure 1.** Countries with the Largest Number of TikTok Users as of July 2024

According to data compiled by Kompas.com, the number of TikTok users in Indonesia reached 157.6 million as of July 2024, making Indonesia the country with the largest number of TikTok users globally. This data shows that TikTok has become a highly popular platform, primarily focused on providing entertainment through engaging short videos.

TikTok not only functions as a platform for watching and creating funny and interesting videos, but also offers various other features, especially for marketing and selling products. One of TikTok's superior features for business people is TikTok Shop [5], which provides convenience for consumers and business people through live streaming and the inclusion of product links in uploaded videos [6]. This makes it easier for consumers to choose and buy products, just by watching a promotional video on the TikTok application and users can easily buy the desired product by clicking the yellow basket provided in the video they see and can immediately make transactions easily. Talking about skincare products, one that is currently popular and uses the TikTok application as their marketing medium is a product from the Skintific brand from Canada which was introduced in Indonesia in 2021, from the beginning of the product's introduction it proved successful because it quickly became a favorite product in the market [7]. Compared to other products such as Wardah, Scarlett or even Something, Skintific is more active in using TikTok Shop and live streaming features. Skintific is very popular with its excellent product quality and can adapt to the condition of Indonesian facial skin, coupled with the large number of followers on its TikTok account, making these Skintific products much in demand so that they are known to almost all women in Indonesia [8]. Skintific itself is an abbreviation of "Skin and Scientific" which claims that Skintific can overcome facial skin problems, moisturize, soothe, and maintain the skin barrier [9]. Behind the popularity of the Skintific brand, it is not uncommon for skincare users to complain about incompatibility in using Skintific products.



Figure 2. Negative Reviews of Skintific Users

Based on data proven by TikTok Shop Skintific.id, consumers complained about the quality of Skintific products that after using products from Skintific, facial problems arose such as breakouts and pimples when first used. Consumers also complained that the price of Skintific products was expensive but did not produce results on the user's facial skin. Therefore, Skintific must improve product quality and more updated marketing strategies by using available technology such as live streaming so that consumers can see reviews given on products explained during live streaming. Consumers can also choose or evaluate products explained by streamers, and also hold more affordable bundling discounts to influence purchasing decisions [10].

The Theory of Consumer Behavior describes consumer behavior in searching for, using, and evaluating goods and services with the aim of making purchasing decisions, which is referred to as consumer behavior [11]. Factors that can influence purchasing decisions made by consumers. Consumers are internal and external factors [12]. Internal factors that shape consumer behavior include attitudes, personality, motivation, learning, and perception, while external factors include the socio-cultural environment and product marketing strategies. Purchasing decisions are a process in which consumers seek information about products and also sort products by involving several choices [13]. These purchasing decisions are triggered by the consumer's drive or motive to fulfill their needs and desires. According to Yusuf, purchasing decisions involve an individual's thought process in evaluating various available product options and then choosing one of them [14]. In online purchases, several factors that are considered before making a purchasing decision are looking for product photo references, payment methods, and reviews from previous customers.

The Stimulus Organism Response Theory explains how external stimuli (such as Live Streaming, Price Perception and Customer Reviews) affect organisms (consumers) and produce responses (purchase decisions) [15]. In this case, Live Streaming, Price Perception, and Customer Reviews act as stimuli that influence consumer purchasing decisions. Live Streaming is a new feature that connects consumers with products sold

through live broadcasts. TikTok provides a live streaming feature so that sellers can market quickly and easily and build persuasive communication to attract consumers to buy the products offered [16]. Live streaming has been proven to help increase brand development and sales due to real-time interaction between sellers and consumers. In addition, sellers often offer discounts during live broadcasts, which can attract consumers to immediately purchase products because of the lower price at that time. Thus, another factor that influences purchasing decisions is price.

Price perception is how consumers assess whether a price is fair or not. This perception is related to the product's benefits, while the price itself is often viewed as a value. [17]. In making purchasing decisions, price perception is a fairly important factor. Therefore, the Skintific brand needs to pay attention to and consider price perception so that they can set an appropriate selling price. In addition to price, consumers also often pay attention to reviews of the products they are going to buy, because through reviews, both positive and negative, consumers can decide whether to buy or not. Customer Reviews are a tool used to allow consumers to freely and easily provide online reviews of the products they have purchased. [18]. Making a purchasing decision is not easy because there are several processes that must be carried out and considered if you want to buy a product online, starting from paying attention to the price and the results of reviews from previous customers. This is very important in purchasing decisions, because looking at reviews from previous customers helps potential consumers to assess whether the product is of good quality and matches the description being promoted.

Research was conducted by Dhea et.al [19] shows that the Live Streaming feature has a significant influence on purchasing decisions because the Live Streaming feature has a very important factor in purchasing decisions, making it easier for customers to interact with sellers. However, in the research results of Khairina et.al. [20] said that Live Streaming does not have a significant influence on purchasing decisions because Live Streaming has not become a major factor in purchasing decisions, consumers feel that there is not enough intense interaction with sellers or streamers.

Research conducted by Vika et.al [21] shows that price perception has a positive influence on purchasing decisions because price perception has a large and beneficial impact on decisions taken by consumers. However, in research conducted by Tania et.al. [22] shows that price perception does not have a significant influence on purchasing decisions because price perception does not play a big role in increasing purchasing decisions.

Research conducted by Agne et.al [23] shows that Online Customer Reviews have a partial influence on the decision to purchase a skintific product because skintific consumers are satisfied with the quality of the product they purchased. However, the results of research by Muhammad et.al [24] shows that Customer Reviews have a positive but insignificant effect on purchasing decisions, which means that the Customer Review variable is not able to increase purchasing decisions.

Previous research revealed a gap. Therefore, further research is needed to expand the information and strengthen the findings of the study, titled "The Influence of Live Streaming, Price Perception, and Customer Reviews on Purchasing Decisions for Skintific Products on TikTok Shop."

**Problem Formulation** : *Live Streaming*, *Price Perception* and *Customer Reviews* influence the decision to purchase skintific products on *TikTok Shop*.

**Research Question** : Do *Live Streaming*, *Price Perception* and *Customer Reviews* influence the decision to purchase *skintific products* on *TikTok Shop*?

**Category SDGs** : study This based on SDGs enter in category 12 with objective for ensure sustainable consumption and production patterns (*Responsible Consumption and Production*). This research will be useful for the Company to increase the amount of production by improving consumer purchasing decisions through *Live Streaming* , *Price Perception* and *Customer Reviews* to influence consumers in purchasing *Skintific products* on *Tiktokshop* <https://sdgs.un.org/goals/goal12> .

## RESEARCH METHOD

### Literature Review

#### Live Streaming

According to Budianto et.al [25] Live streaming is a live broadcast of a product being sold and offered to everyone at the same time and in real time. According to Online Persuasion Theory, live streaming allows buyers to be directly influenced through various persuasive strategies, such as product demonstrations, discussions about product features, and exclusive promotions. This theory emphasizes the importance of elements such as consumer engagement, trust, and seller credibility in driving purchasing behavior [26] . Live Streaming has a role in connecting buyers and sellers directly, providing an immersive shopping experience, and strengthening interpersonal relationships [27] . According to [28] There are 4 Live Streaming indicators which consist of:

1. Promotion time: the time chosen to run *the live streaming*. This time is very important because it affects the number of viewers who will watch.
2. Dikson or promotion: offer special Which given during *live streaming* for interesting buyer interest.
3. Description product: information details Which delivered about product Which for sale, covering features, benefits, ingredients and how to use.
4. Visual marketing: covers use element visual like picture, video or demonstration directly in *live streaming* to attract attention and explain the product.

#### Price Perception

According to perception theory, perception is a process in which the information received is also selected by individuals, organized and interpreted to create a meaningful picture of the world. Utility theory, developed by economists such as Adam Smith and Jeremy Bentham, states that consumers will purchase a product based on comparing the perceived benefits (utility) with the costs incurred. Consumers tend to choose a product

when they perceive the price offered is commensurate with the benefits obtained (value for money). Price perception can be defined as the extent to which a product's price is considered appropriate based on the perceived benefits. Price perception also reflects what consumers sacrifice to obtain a product [29] . There are 4 indicators of price perception according to [30] namely:

1. Affordability price: perception consumer about whether price something product is at in the scope of their financial capabilities.
2. Price to quality ratio: comparing whether the price they pay is commensurate with how good the quality of the product they receive.
3. Price competitiveness: the ability of a product's price to compete with the prices of similar products in the market.
4. Price-to-benefit ratio: consumer perception of whether the price paid is commensurate with the benefits obtained from comparable products.

### **Customer Review**

Customer reviews are various types of comments, whether positive, negative or neutral, as well as ratings of products or services submitted by consumers and shared with other consumers in a structured format, and published on certain sites [31] . Customer reviews are part of electronic word of mouth, providing information about a product's evaluation. Kelman's (1958) social influence theory explains that individuals tend to be influenced by others in their social group or community, especially in decision-making. In the context of TikTok Shop, customer reviews can serve as a form of social influence, encouraging potential buyers to follow recommendations based on other users' experiences with the product [32] . Customer review indicators according to [33] There are 4, namely:

1. Awareness: The level of consumer recognition or knowledge of available product reviews. This includes how much Lots consumer know and notice review moment make buying decision.
2. Frequency: How often consumers see or read reviews of a particular product. This includes how much consistent consumer look for information through review every time they shop.
3. Comparison: The degree to which consumers compare reviews from different sources or different products before making a purchase decision.
4. Influence: as far as where review consumer influence Decision purchase they

### **Buying decision**

Purchasing decisions are a series of stages before the transaction process actually occurs in the form of a consumer's decision to buy or not to buy a product [34] . In this process, consumers consider several things, such as what product to buy, whether to make the purchase or not, when is the best time to buy, the location of the purchase, and the payment method used [35] . According to Kotler and Keller (2009), there are five main stages in the purchasing decision-making process, namely: recognizing needs, searching for information, evaluating various options, making a purchasing decision, and post-

purchase behavior. Internal and external factors influence each of these stages, including information obtained through live streaming, perceptions of price, and reviews from other consumers. Purchasing decisions occur when consumers finally make a choice on a product based on consideration of various information and influencing factors [36]. According to [37], purchasing decision indicators consist of:

1. In accordance with need: product or service Which purchased must fulfil specific consumer.
2. Own benefit: offer benefit real Which felt by consumers.
3. Product purchase accuracy: A correct purchase decision means that consumers feel that the product they purchased is the best choice among the available alternatives.
4. Repeat purchase: measures whether consumers are satisfied with their purchase and decide to repurchase the product again in the future.

### **Variable Relationship**

#### **The Influence of Live Streaming on Purchasing Decisions**

Live Streaming plays a role in connecting sellers and buyers directly, creating a more immersive shopping experience, and strengthening interpersonal interactions between the two [27]. Through *Live Streaming*, consumers can immediately get information about products, see demonstrations of their use, and interact in *real-time* with sellers or influencers [20]. Research conducted by Dhea et.al [19] shows that the *Live Streaming* feature has a significant impact on purchasing decisions because it makes it easier for customers to interact with sellers.

H1: Live Streaming has a significant positive influence on purchasing decisions for Skintific products on TikTok.

#### **The Influence of Price Perception on Purchasing Decisions**

Price perception is the amount of money that consumers must sacrifice or pay to obtain a product [29]. Price perception influences how consumers assess a product, whether the price is considered reasonable, expensive, or cheap [38]. Research conducted by Vika et.al [21] concluded that price perception has a positive influence on purchasing decisions, because prices that are considered reasonable can help consumers make profitable decisions.

H2: Price perception has a significant positive effect on purchasing decisions for Skintific products on TikTok Shop.

#### **The Influence of Customer Reviews on Purchasing Decisions**

Customer reviews are information that is part of Electronic Word of Mouth, containing reviews about the assessment of a product [39]. Positive reviews can increase consumer trust and influence consumer purchasing decisions, while negative reviews can reduce purchasing interest [37]. Research conducted by Agne et.al. [23] showed that online customer reviews partially influenced the purchasing decisions of *Skintific products*, because the quality of the products they purchased was able to satisfy the majority of consumers.

H3: Customer reviews have a significant positive influence on purchasing decisions for Skintific products.

## TikTok Shop

### Conceptual Framework

The conceptual framework is a framework for the combined relationship between independent variables (X) and dependent variables (Y) [40]. The conceptual framework in this study was designed based on several previous research references. So the researcher found that the variables Live Streaming (X1), Price Perception (X2), and Customer Review (X3) influence purchasing decisions.

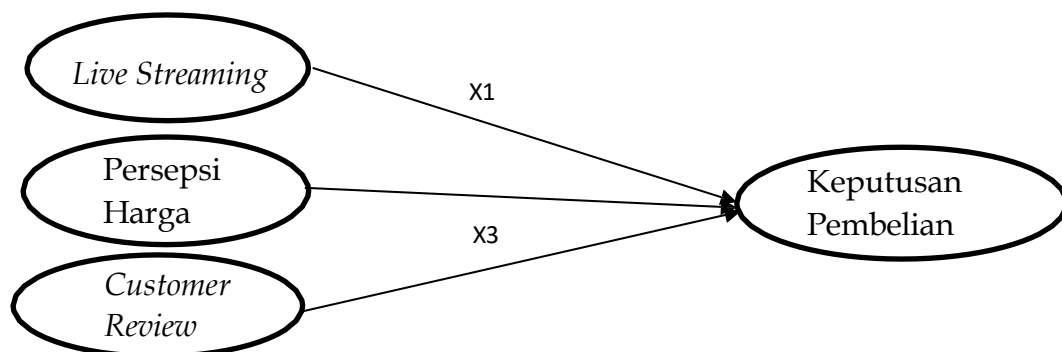


Figure 3. Conceptual Framework

## Method

### Types of research

This type of research refers to the use of quantitative methods. The researcher aims to analyze the variables Live Streaming (X1), Price Perception (X2), and Customer Reviews (X3) on purchasing decisions. Quantitative methods involve testing and analyzing data using statistical methods, then drawing conclusions from the analysis [41]. Data collection in this study was carried out through a questionnaire in the form of a Google form for TikTok consumers with 4 indicators for each variable. The questionnaire assessment used a scale of 1-5 and used secondary data from relevant articles or journals. This data collection was carried out using a questionnaire based on the Linkert scale and analyzed using Smart Partial Square (PLS) software.

The population of this study was consumers who used Skintific products aged 17-45 years and made purchases through the TikTok Shop. The population is the total number of subjects or objects that have characteristics to be used in the study [42]. The sampling method in this study used the Rao Purba formula. Sample characteristics included having used Skintific products and making purchases through the TikTok Shop application. The sampling technique used was a *non-probability sampling technique* [43]. In this study, the population is not yet known, so to determine the population, this study uses the Ro Purba formula and it is determined that the number of samples required is 96 respondents [44].

Here is Rao Purba's formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :

n : Number of Samples

Z: Confidence Level of Sample Determination (95% = 1.96) Moe: Margin of Error

With a Moe of 10%, a sample can be taken with the following number:

$$n = \frac{1,92^2}{4(0,10)^2}$$

n : 96.4

Based on calculations using the Margin of Error (MoE) formula, the sample size was 96.4. Therefore, the minimum number of respondents used in this study was set at 96.

The Partial Least Square (PLS) method was used in this study as an approach to data analysis. As a form of structural equation modeling (SEM), PLS focuses on predictive aspects and is used to test or build theories [45]. The relationship between latent variables can be identified through the application of this method [46]. Constructs with reflective indicators are subjected to confirmatory factor testing as a means to evaluate the validity of each indicator and the construct's reliability. Validity testing, including convergent and discriminant validity, is conducted as part of the evaluation of the measurement model (outer model). Convergent validity analysis is conducted through the use of indicators such as factor loading and Average Variance Extracted (AVE), while discriminant validity is analyzed using cross-loading values, the square root of AVE, and correlations between latent constructs. Construct reliability is measured using Composite Reliability and Cronbach's Alpha values [47]. Assessment of the predictive power of the structural model was carried out with the help of SmartPLS 3 software, by observing the R-Square value on the endogenous latent construct, which represents the proportion of variance that can be explained by the model [48].

## RESULTS AND DISCUSSION

### *Result*

#### **Respondent Demographics**

A general overview of the characteristics of the respondents in this study was obtained through an analysis of several demographic aspects, such as gender, age, and profession. The background of the respondents who participated in the questionnaire can be understood from this information. Detailed demographic data is presented in the following table :

**Table 1.** Demographics Respondents

Category	Item	Amount	Presentation
<b>Type sex</b>	Woman	81	84.4%
	Man	15	15.6%
<b>Age</b>	17-24 Year	81	84%
	25-32 Years	11	11.5%

Category	Item	Amount	Presentation
<b>Profession</b>	33-40 Years	4	4.2%
	Students	71	74.1%
	Government employees	3	3.1%
	Private employees	11	11.4%
	Businessman	2	2%
	Other	9	9.4%

Source : Data Questionnaire (2025)

Based on the data in Table 1, the majority of respondents in this study were female (84.4%), while only 15.6% were male. In terms of age, the 17–24 age group was the largest (84%), followed by the 25–32 age group (11.5%) and the 33–40 age group (4.2%). In terms of profession, the majority of respondents were students (74.1%), followed by private sector employees (11.4%), and professions other categories include civil servants (3.1%), entrepreneurs (2%), and other categories (9.4%) in smaller proportions. This composition indicates that respondents are predominantly young people with educational backgrounds that align with the research focus.

### Analysis Data

Data analysis was carried out by applying the PLS-SEM method using SmartPLS software. 3.0. This process is divided into two stages, namely testing the measurement model (Outer model) and the structural model. (Inner model).

### Measurement Model Testing (Outer Model)

Outer Model testing aims to establish specifications and evaluate the extent of the relationship between latent variables and their constituent indicators. This step includes testing convergent validity, discriminant validity, and composite reliability. To measure convergent validity, the outer loading or loading factor value is used. An indicator is said to meet convergent validity if its loading factor value is more than 0.7 [47].

**Table 2.** *Loading Factor*

	Live Streaming	Perception Price	Customer Review	Buying decision
LS1	0.788			
LS2	0.777			
LS3	0.806			
LS4	0.799			
PH1		0.749		
PH2		0.838		
PH3		0.772		
PH4		0.781		
CR1			0.803	
CR2			0.774	
CR3			0.743	

<b>CR4</b>	0.792
<b>KP1</b>	0.814
<b>KP2</b>	0.747
<b>KP3</b>	0.745
<b>KP4</b>	0.738

Source : Data processed *Smart PLS 3.0* (2025)

Based on the loading factor values shown in the table above, all indicators for each variable in this study showed values above 0.7. This indicates that each indicator meets the validity criteria and is worthy of further analysis. In addition to using loading factors, indicator validity can also be tested using convergent validity values, measured by the Average Variance Extracted (AVE). The AVE values can be seen in Table 3 below.

**Table 3.** *Convergent Validity (AVE)*

	<b>Average Variance Extracted (AVE)</b>	<b>Information</b>
<b>Live Streaming</b>	0.628	Valid
<b>Perception Price</b>	0.617	Valid
<b>Customer Review</b>	0.606	Valid
<b>Decision Purchase</b>	0.580	Valid

Source : Data processed *Smart PLS 3.0* (2025)

Table 3 shows that the Average Variance Extracted (AVE) value of all variables in this study exceeds 0.5. Fulfillment of this value is an indicator that the convergent validity of each variable has been met well, so that its validity can be stated [48] . The following table presents the second method used in measuring construct validity.

**Table 4.** *Discriminant Validity (Fornell-Larcker Criterion)*

	<b>Customer Review</b>	<b>Price Perception</b>	<b>Buying decision</b>	<b>Live streaming</b>
<b>Customer Review</b>	<b>0.794</b>			
<b>Decision Purchase</b>	0.778	<b>0.824</b>		
<b>Live Streaming</b>	0.758	0.762	<b>0.879</b>	
<b>Perception Price</b>	0.755	0.797	0.812	<b>0.888</b>

Source : Data processed *Smart PLS 3.0* (2025)

The bolded numbers in the table above represent the square root of the AVE, while the other numbers indicate the correlation between constructs. Because the square root of the AVE is higher than the correlation between constructs, it can be concluded that the model meets the criteria for discriminant validity and is therefore valid.

**Table 5.** *Discriminant Validity (Cross Loadings)*

	<b>Custome Review</b>	<b>Buying decision</b>	<b>Live Streaming</b>	<b>Price Perce ption</b>
<b>CR1</b>	<b>0.803</b>	0.583	0.549	0.613
<b>CR2</b>	<b>0.774</b>	0.596	0.539	0.639
<b>CR3</b>	<b>0.743</b>	0.638	0.641	0.554
<b>CR4</b>	<b>0.792</b>	0.645	0.620	0.547
<b>KP1</b>	0.608	<b>0.814</b>	0.626	0.633
<b>KP2</b>	0.560	<b>0.747</b>	0.590	0.604
<b>KP3</b>	0.633	<b>0.745</b>	0.634	0.620
<b>KP4</b>	0.613	<b>0.738</b>	0.657	0.570
<b>LS1</b>	0.640	0.643	<b>0.788</b>	0.527
<b>LS2</b>	0.567	0.618	<b>0.777</b>	0.607
<b>LS3</b>	0.601	0.655	<b>0.806</b>	0.532
<b>LS4</b>	0.594	0.693	<b>0.799</b>	0.579
<b>PH1</b>	0.560	0.584	0.622	<b>0.749</b>
<b>PH2</b>	0.560	0.620	0.497	<b>0.838</b>
<b>PH3</b>	0.639	0.622	0.581	<b>0.772</b>
<b>PH4</b>	0.608	0.672	0.528	<b>0.781</b>

Source : Data processed *Smart PLS 3.0* (2025)

Based on the cross loading table above, it can be seen that each indicator has a higher value on the variable it measures compared to other variables. This shows that each indicator clearly differentiates between one construct and another, so it can be concluded that the instrument in this study has met the criteria for discriminant validity. After the validity test is carried out, the next stage is to measure the internal consistency reliability of the construct. This measurement is based on the Cronbach's Alpha value, composite reliability (rho\_a), and composite reliability (rho\_c), with a minimum threshold of 0.7 [47]. The following are the results of the reliability test in this study.

**Table 6.** *Composite Reliability*

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Information</b>
<b>Customer Review</b>	0.783	0.783	0.860	Reliable
<b>Buying decision</b>	0.758	0.758	0.847	Reliable
<b>Live Streaming</b>	0.803	0.804	0.871	Reliable
<b>Price Perception</b>	0.793	0.794	0.866	Reliable

Source : Data processed *Smart PLS 3.0* (2025)

Table 6 shows a value above 0.7 for each latent variable in this study, so that internal consistency reliability can be met and the variable can be considered reliable.

#### **Measurement Model Testing (Inner Model)**

A framework for predicting causal relationships between latent variables is described by the inner model. The existence of these relationships is estimated through

the parameter T-test statistic values generated using the bootstrapping method. The strength of the estimates between latent variables or constructs is described by the inner model.

### R-Square Test

The assessment of the extent to which endogenous latent variables can be explained by exogenous latent variables in a model is carried out using the coefficient of determination (R Square). The range of R Square values is between 0 and 1. Evaluation of the R Square value for each endogenous latent construct is the initial step in testing the structural model, because this value reflects the predictive ability of the model.

**Table 7.** Test R-Square Test Result ( $R^2$ )

Variables	R Square	R Square Adjusted
Decision Purchase	0,788	0.781

Source : Exercise Data SmartPLS 3.0 (2025)

Based on the opinion of Hair et al., the coefficient of determination (R Square) value of 0.75 reflects high (strong) predictive ability, while a value of 0.50 indicates low (weak) predictive ability [47]. Information regarding the results of the R-Square test has been presented in detail in table 7.

Table 7 above shows that the R-Square value for the Purchase Decision variable is 0.781, or 78.1%. This means that the Purchase Decision construct is considered strong. These results indicate that 78.1% of the variation in the Purchase Decision variable is explained by Live Streaming, Price Perception, and Customer Reviews. The remaining 21.9% is explained by other variables outside the scope of this discussion.

### F-Square ( $f^2$ )

F-Square( $f^2$ ) is used to assess the quality of the model, where an effect size value  $\geq 0.02$  indicates that the model is considered weak,  $\geq 0.15$  is considered quite good (moderate), and  $\geq 0.35$  is considered large [48]. From data processing in this study, the following F-Square ( $f^2$ ) was obtained:

**Table 8.** F-Square ( $f^2$ )

	Decision Purchase
Live Streaming	0.316
Perception Price	0.197
Customer Review	0.082

Source : Data processed Smart PLS 3.0 (2025)

Based on the results of the F-Square ( $f^2$ ) test shown in Table 8, it is known that the Live Streaming variable has an  $f^2$  value of 0.316, which indicates a moderate to large effect

on Purchasing Decisions. The Price Perception variable has an  $f^2$  value of 0.197, which also indicates a moderate effect on Purchasing Decisions. Meanwhile, the Customer Review variable has an  $f^2$  value of 0.082, which is included in the small influence category. Thus, it can be concluded that among the three independent variables, Live Streaming contributes the largest effect in explaining the variability of Purchasing Decisions, followed by Price Perception, and finally Customer Review.

**Hypothesis Testing**

This hypothesis testing is conducted by analyzing the values from the path coefficients table to measure the direct influence. Path coefficients are tested using a bootstrapping process to obtain t-statistics or P-values as well as values from the original sample. If the p-value is  $<0.05$ , it can be concluded that there is a direct influence between the variables, if  $>0.05$  then no significant direct influence was found [47]. Below are the path coefficients values from the test results.

**Table 9.** Results Test Hypothesis

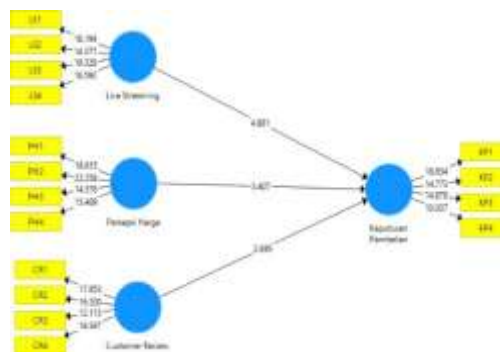
Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results	Hypothesis
Live Streaming -> Purchase Decision (H1)	0.418	0.418	0.086	4,881	0,000	Influential positive and significant	Accepted
Perception -> Purchase Decision (H2)	0.329	0.329	0.096	3,407	0.001	Influential positive and significant	Accepted
Customer Review -> Purchase Decision	0.229	0.230	0.085	2,695	0.007	Influential positive and significant	Accepted

(H3)

t

Based on Table 9, explanation of the results of the hypothesis test above is as follows:

1. H1 = On variables *Live Streaming* against decision purchase produce mark coefficient parameters of 0.418, mark T- *Statistic* 4,881 with P *value* 0,000. If mark T- *Statistic* > 1.96 And P *value* <0.05, **it can be concluded that *Live Streaming* has a positive and significant effect on purchasing decisions.** Therefore, H1 can be declared accepted.
2. H2 = On the variable Perception Price of purchasing decisions produces value parameter coefficient of 0.329, mark T- *Statistic* 3.401 with P *value* 0.001. If mark T- *Statistic* > 1.96 And P *value* <0.05, **it can be concluded that price perception has a positive and significant effect on purchasing decisions.** Thus, H2 can be declared accepted.
3. H3 = On variables *Customer Review* to purchasing decisions result mark parameter coefficient of 0.229, mark T- *Statistic* 2,695 with P *value* 0.007. If mark T- *Statistic* > 1.96 And P *value* <0.05, **it can be concluded that *Customer Reviews* have a positive and significant effect on purchasing decisions.** Therefore, H3 can be declared accepted.



Picture 4. Results Bootstrapping SmartPLS (2025)

## Discussion

### Live Streaming Influences Purchasing Decisions

The research findings provide evidence that purchasing decisions for Skintific products on TikTok Shop are positively and significantly influenced by live streaming. Live streaming facilitates real-time interaction between sellers and potential customers, creating a more informative and personalized shopping experience. Potential buyers can watch live product demonstrations, hear detailed explanations, and ask questions, which are answered directly by the host or seller. In the context of skincare products like

Skintific, live streaming plays a strategic role because this product requires education and clear explanations regarding ingredients, benefits, and how to use it. When sellers or live streaming hosts are able to explain the product in an engaging, convincing manner and responsive to audience questions, consumer trust increases. This encourages consumers to make quick purchasing decisions, even while the live stream is still in progress. A common strategy used in TikTok Shop live streaming is offering limited-time offers such as flash sales, exclusive vouchers, or special bundles only during the live session. This tactic creates a sense of urgency that makes consumers feel they don't want to miss out, thus encouraging them to immediately purchase the product. Furthermore, the communication style used by the host or streamer is also a significant factor. Hosts who are friendly, interactive, and authentic tend to be more successful at building emotional connections with their audiences. Consumers feel closer to and trust what they're saying, especially if the host demonstrates product use directly and provides personal testimonials.

The results of this study align with the theory that live streaming is a highly effective digital marketing strategy for increasing engagement, trust, and ultimately purchasing decisions. Engaging, informative, and live broadcasts can create an experience that resembles face-to-face interactions in a physical store [49]. Findings This is also supported by research previously shown that *live streaming* own influence positive significant to decision purchases , especially in context *e-commerce* video- based such as *TikTok Shop* [50].

### **Price Perception Influences Purchasing Decisions**

Research evidence indicates that purchasing decisions are positively and significantly influenced by price perception. Consumer perception of the price of Skintific products on TikTok Shop is demonstrated as a key determinant in purchasing decisions. Price perception is not solely influenced by the nominal amount; consumers' assessment of the product's benefits and quality relative to the price paid also contributes to this perception. Consumers' consideration of the appropriateness of the price offered to the product's quality, packaging, effectiveness, and long-term benefits is crucial in determining purchasing decisions. When consumers perceive a product as having high value at an affordable or competitive price compared to other brands, this motivates them to make a purchase decision. Furthermore, the clarity of pricing information displayed on TikTok Shop also contributes to positive price perceptions. Features such as price comparisons before and after discounts, bundled offers, and shipping transparency all contribute to a fairer and more rational price perception in consumers' eyes. This is reinforced by the phenomenon where many TikTok users utilize reviews from other users or video content to ensure a product is worth the price.

The theory that price perception is a subjective assessment of consumers towards prices that impacts purchasing decisions, especially when the product is perceived to have high value at a reasonable price, is strengthened by the results of this study [51]. Support for this finding is also provided by previous research, which places a positive and significant influence of price perception as a factor influencing purchasing decisions,

especially in the context of e-commerce platforms such as TikTok Shop, where price is the main object of comparison between directly competing products [52].

### **Customer Reviews Influence Purchasing Decisions**

Research evidence shows that purchasing decisions for Skintific products on TikTok Shop are positively and significantly influenced by customer reviews. Prospective buyers' confidence in assessing product quality before making a purchase is strongly influenced by reviews provided by previous consumers. In the context of TikTok Shop, customer reviews are typically conveyed through comments, ratings, or even video reviews uploaded directly by users who have tried the product. Customer reviews help reduce uncertainty about products, especially skincare products that concern comfort and safety. Consumers tend to pay attention to reviews with honest content, including before-and-after videos, personal experiences, and usage tips. When the majority of reviews indicate satisfaction with the results of using Skintific products, potential consumers will feel more confident and encouraged to purchase. Furthermore, positive reviews are often used by sellers during live streaming or other promotional content. Sellers will display testimonials as social proof that strengthens product credibility. Even negative reviews play a crucial role, because when sellers can provide positive responses and provide solutions, this will increase potential consumers' trust in the brand.

The theory that customer reviews play a significant role in shaping consumer trust and risk perception when shopping online is supported by this study. Perceptions of product quality and credibility can be strengthened through objective and informative customer reviews [53]. Support for this finding is provided by previous research, which places positive customer reviews as a factor that significantly increases interest and product purchasing decisions on e-commerce platforms such as TikTok Shop [54].

## **CONCLUSION**

**Fundamental Finding :** The study concludes that Live Streaming, Price Perception, and Customer Reviews each have a positive and significant influence on consumers' purchasing decisions for Skintific products on TikTok Shop. Live streaming enhances consumer engagement through interactive demonstrations and credible explanations, while price perception shapes confidence in purchasing decisions when prices are perceived as fair and aligned with product quality. Additionally, customer reviews serve as a crucial factor in building trust and providing social proof, particularly in skincare products, where authenticity and experiential feedback are highly valued.

**Implication :** These findings highlight the importance of optimizing digital marketing strategies on TikTok Shop by improving live streaming quality, ensuring transparent and value-driven pricing strategies, and effectively managing customer reviews. Businesses that strengthen these three factors are more likely to enhance consumer trust, satisfaction, and purchasing intention, thus improving brand competitiveness within social commerce environments. **Limitation :** The study is limited to the variables of Live Streaming, Price Perception, and Customer Reviews, excluding other influential aspects such as product quality, brand image, and other promotional elements. Moreover, the

sample is confined to TikTok Shop consumers of Skintific products, which limits the generalizability of the findings to broader contexts. **Future Research :** Future studies are recommended to expand the scope by incorporating additional variables—such as product quality, brand reputation, and promotional effectiveness—and by examining consumer behavior across different e-commerce platforms like Shopee, Lazada, or Instagram Shopping. This broader approach would offer more comprehensive insights into the determinants of purchasing decisions in the evolving landscape of social commerce.

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