



THE INFLUENCE OF BRAND AWARENESS, CALL TO ACTION, AND CUSTOMER REVIEWS ON PURCHASE DECISIONS OF TABOYA SKINCARE PRODUCTS ON TIKTOK SHOP

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Abstract. *TikTok Shop is an e-commerce feature integrated within the TikTok application that allows users to buy and sell products without leaving the platform. This feature utilizes the power of short, interactive, and entertaining videos to promote products directly to the audience. This study aims to analyze the influence of brand awareness, call to action, and customer reviews on purchase decisions for Taboya Skincare products on TikTok Shop, both partially and simultaneously. This research employs a quantitative method, with data collected through questionnaires distributed to 100 Taboya Skincare buyers in Surabaya. Data analysis was conducted using multiple linear regression, with the F-test and t-test used as hypothesis testing tools. The results indicate that brand awareness, call to action, and customer reviews have a significant influence on purchase decisions on TikTok Shop, both partially and simultaneously, with an F-test significance value of 0.000 (< 0.05).*

Keywords: Brand Awareness, Call to Action, Customer Reviews, Purchase Decision

INTRODUCTION

The rapid development of technology and social media has brought significant changes in various aspects of life, including how consumers interact with brands, seek information, and make purchasing decisions. Social media has become one of the most popular platforms for digital interaction. According to Asari et al. (2023:7), social media provides various features that allow users to interact, share, and distribute content without having a personal relationship with the recipient. This convenience and flexibility have driven the rapid growth of social media, making it an essential part of corporate communication strategies.

The higher effectiveness of social media compared to traditional communication methods has encouraged companies to adopt coordinated digital marketing strategies. A strong presence on social media is not only crucial for reaching a broader audience but also for building closer relationships with consumers. According to Erwin et al. (2023:30), social platforms now provide e-commerce functions that enable users to make purchases directly within the application. This trend, known as “social commerce,” presents great opportunities for companies to offer their products more easily and efficiently.

One of the rapidly growing platforms is TikTok, which was initially known as a short-video entertainment application but has now evolved into a potential marketing and e-commerce tool. The TikTok Shop feature allows users to buy and sell products without leaving the application, utilizing the power of interactive short video content to promote products directly to audiences (Asari et al., 2023:133). TikTok Shop offers an integrated shopping experience that combines entertainment content, easy transactions, and high viral potential (United Creative, 2024).

One of the local brands that utilizes TikTok Shop is Taboya Skincare. Through its social media account, Taboya actively shares educational and promotional content, including product usage tutorials, customer testimonials, and the latest information about products and special offers. The following are Taboya Skincare products sold through TikTok Shop. Sales data show that the Deep Treatment line dominates with 40,100 units sold, followed by Number 17 Cream

with 39,900 units, while Ciel Cream has the lowest sales with 4,564 units. This difference indicates both opportunities and challenges for Taboya in optimizing its product marketing strategy.

In digital era, consumer's purchase decisions are not only influenced by price or product quality but also by creative video-based content, direct interaction with brands, and user experiences shared on social media (Jesslyn et al., 2024). TikTok Shop provides such opportunities through the integration of direct shopping features and video content that encourages fast and impulsive purchasing decisions. In this context, brand awareness, call to action, and customer reviews become essential factors influencing purchase decisions.

Brand awareness is a key component in modern marketing, as it reflects the extent to which consumers can identify and recall a brand. A high level of brand awareness increases consumer trust and their tendency to purchase products (Fauzan et al., 2023:102). Previous studies by Saputra et al. (2024) and Fadilah et al. (2024) indicate that brand awareness significantly influences purchasing decisions, although Subkhan & Barrygian (2024) found otherwise.

In addition, a call to action (CTA) plays an important role in encouraging consumers to take specific actions, such as purchasing a product or visiting a store page. An appealing and clear CTA can improve purchase conversion rates (Mukhlis et al., 2023:125). Maulana (2024) also found that CTA has an influence on purchasing decisions.

Another equally important factor is customer reviews, which can enhance consumer trust in a product. Positive reviews act as social proof that encourage potential buyers, while negative reviews can reduce purchase interest. Studies by Mardalena & Sudrajat (2024) and Manurung & Sisilia (2024) demonstrate that customer reviews influence purchasing decisions, although Meidiastri et al. (2025) reported different results.

Previous studies have shown varying findings depending on the context, platform, and consumer characteristics. These differences highlight the need for further research with a more specific focus. Therefore, this study presents novelty in terms of the platform by focusing on TikTok Shop, in terms of variables by combining brand awareness, call to action, and customer reviews simultaneously, and in terms of the method by applying multiple linear regression analysis to examine the influence of these three variables together.

Through this approach, the study aims to provide a deeper understanding of how these three factors affect purchasing decisions and to contribute to the development of effective digital marketing strategies. Based on this background, this study is entitled: **“The Influence of Brand Awareness, Call to Action, and Customer Reviews on Purchase Decisions of Taboya Skincare Product on TikTok Shop.”**

THEORETICAL REVIEW

Brand Awareness

According to Fauzan et al. (2023:102), brand awareness refers to the consumer's ability to correctly recognize and recall a brand, which plays an important role in the purchasing decision-making process. Sitorus et al. (2022:112) state that brand awareness is the consumer's knowledge of a brand's existence that distinguishes it from other brands within the same product category. Meanwhile, Wardhana (2024:165) emphasizes that the more familiar a brand is to consumers, the higher the likelihood that they will choose it over other competing brands.

Therefore, brand awareness can be defined as the level of a consumer's ability to recognize, recall, and differentiate a brand from others, serving as the foundation for building trust and influencing purchasing decisions.

The indicators of brand awareness according to Sitorus et al. (2022:112) include:

- 1) Brand recall, Brand recall, which refers to the consumer's ability to remember a brand when asked to mention products within a specific category.

- 2) Brand recognition, which is the ability to identify a brand based on its distinctive characteristics.
- 3) Purchase decision, which indicates the extent to which a brand becomes one of the main options in a consumer's purchasing consideration.
- 4) Consumption, which reflects the consumer's habit of purchasing a brand that has become their primary choice.

Call to Action

According to Musnaini et al. (2020:58), a call to action (CTA) is an invitation or prompt designed to trigger an immediate response from users with the goal of increasing conversions, such as clicking the "Buy Now" or "Register Now" button. This invitation is typically presented in promotional content or sales pages to guide the audience in taking the next step directly. An effective CTA should be simple, attention-grabbing, and persuasive enough to encourage users to take action.

Thus, a call to action can be defined as an element of digital marketing communication that functions to direct the audience toward taking a specific action, such as clicking a link, purchasing a product, or following an account, in support of business objectives.

The indicators of a call to action according to Musnaini et al. (2020:59) include:

- 1) Offer, which involves attractive promotions or free trials that encourage the audience to try the product.
- 2) Text, which refers to the use of persuasive, clear, and appealing words that motivate the audience to follow through with the prompt.
- 3) Design, which relates to visual aspects such as color, size, and placement of the CTA button that should be contrasting and easy to notice to draw the user's attention.

Customer Reviews

Customer reviews are consumer's responses or evaluations of products they have used, expressed in either positive or negative comments (Mukhlis et al., 2023:142). These reviews are part of electronic word of mouth (eWOM) that can influence consumer's trust levels and purchasing decisions (Sudjanarti et al., 2023). The more positive the reviews provided, the higher the level of trust and purchase interest in the product (Sari & Othman, 2024).

The indicators of customer reviews according to Sudjanarti et al. (2023) include:

- 1) Perceived usefulness, which refers to the extent to which consumers feel that reviews help them make purchasing decisions.
- 2) Perceived enjoyment, which represents the level of pleasure and satisfaction consumers experience when reading customer reviews.
- 3) Perceived control, which reflects the extent to which consumers feel they have control over the purchasing process due to the availability of information from customer reviews.

Purchase Decision

A purchase decision is the process undertaken by consumers to evaluate, select, and decide to buy a product that meets their needs (Ismanto, 2020:132). This process involves various considerations influenced by internal and external factors, such as beliefs, values, and past experiences (Simarmata et al., 2021:102). According to Safitri (2023:36), a purchase decision consists of three main stages, pre-purchase, purchase, and post-purchase, which describe how consumers recognize their needs up to the stage of evaluating satisfaction after buying the product.

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The stages of the purchase decision process according to Kotler and Armstrong in Safitri (2023:43) consist of five indicators:

- 1) Need recognition, which is the stage when consumers realize the existence of a need or problem that must be fulfilled.
- 2) Information search, which is the stage when consumers seek information about products that can meet their needs.
- 3) Evaluation of alternatives, which involves comparing various product options based on certain criteria.
- 4) Purchase decision, which is the stage where consumers determine their final choice and make the purchase.
- 5) Post-purchase behavior, which refers to the reactions or satisfaction experienced by consumers after using the purchased product.

CONCEPTUAL FRAMEWORK

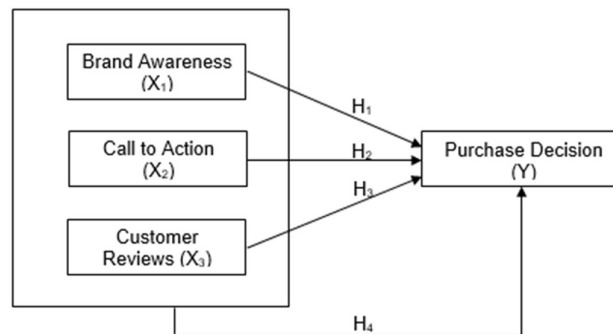


Figure 1. Conceptual Framework

RESEARCH HYPOTHESES

H1 = Brand awareness has an influence on purchase decisions on TikTok Shop.

H2 = Call to action has an influence on purchase decisions on TikTok Shop.

H3 = Customer reviews have an influence on purchase decisions on TikTok Shop.

H4 = Brand awareness, call to action, and customer reviews simultaneously have an influence on purchase decisions on TikTok Shop.

RESEARCH METHODS

This study employed a quantitative approach because it aimed to objectively measure the influence of independent variables on the dependent variable through the collection of numerical data using standardized questionnaires. The focus of this research was to analyze the effect of brand awareness, call to action, and customer reviews on purchasing decisions for Taboya Skincare on TikTok Shop Surabaya. The research population consisted of all consumers who purchased products during the period of January–March 2025, totaling 5,935 individuals. The number of samples was determined using the Slovin formula by Darwin et al. (2021:121) with a significance level of 10%, resulting in 100 respondents. Primary data were obtained through the distribution of closed-ended online questionnaires developed based on the indicators of each variable and measured using a Likert scale as stated by Iba and Wardhana (2024:74). Secondary data were collected from books, journals, articles, and recorded sales data from the TikTok Shop catalog. Data were analyzed descriptively and further examined through validity and reliability tests, as well as multiple linear regression analysis to determine the influence of independent

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variables on the dependent variable (Sihabudin et al., 2021:59). Classical assumption tests were conducted to ensure the feasibility of the model, while the coefficient of determination (R^2), F-test, and t-test were applied to assess both the simultaneous and partial effects of each variable (Syarifuddin and Al Saudi, 2022).

RESULTS AND DISCUSSION

1. Descriptive Analysis

Table 1. Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness	100	18	37	28.47	4.116
Call to Action	100	14	28	21.92	3.443
Customer Reviews	100	8	28	22.53	2.959
Purchasing Decisions	100	20	49	41.93	5.170
Valid N (listwise)	100				

Source: SPSS Output Version 23 (2025).

Based on Table 1, the average score for brand awareness was 3.56 (Agree) with a standard deviation of 4.116, indicating that respondents generally recognized and were familiar with the Taboya Skincare brand. The average score for call to action was 3.65 (Agree) with a standard deviation of 3.443, showing that the call to action elements in TikTok content were quite effective in capturing consumer's attention. The average score for customer reviews was 3.76 (Agree) with a standard deviation of 2.959, suggesting that user testimonials had an influence on the purchasing process. Meanwhile, the average score for purchase decisions was 4.19 (Strongly Agree) with a standard deviation of 5.170, which indicates that the majority of respondents decided to purchase the product due to the influence of these three factors.

2. Instrument Testing

a. Validity Test

Table 2. Validity Test

Variabel	Item	R count	R table	Result
Brand Awareness (X1)	x1.1	0.528	0.1966	Valid
	x1.2	0.519	0.1966	Valid
	x1.3	0.711	0.1966	Valid
	x1.4	0.599	0.1966	Valid
	x1.5	0.603	0.1966	Valid
	x1.6	0.596	0.1966	Valid
	x1.7	0.536	0.1966	Valid
	x1.8	0.669	0.1966	Valid
Call to Action (X2)	x2.1	0.650	0.1966	Valid
	x2.2	0.476	0.1966	Valid
	x2.3	0.593	0.1966	Valid
	x2.4	0.782	0.1966	Valid
	x2.5	0.642	0.1966	Valid
	x2.6	0.655	0.1966	Valid
Customer Reviews (X3)	x3.1	0.539	0.1966	Valid
	x3.2	0.599	0.1966	Valid
	x3.3	0.740	0.1966	Valid
	x3.4	0.605	0.1966	Valid
	x3.5	0.749	0.1966	Valid
	x3.6	0.672	0.1966	Valid
Purchase Decisions (Y)	y.1	0.525	0.1966	Valid
	y.2	0.673	0.1966	Valid

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y.3	0.531	0.1966	Valid
y.4	0.735	0.1966	Valid
y.5	0.563	0.1966	Valid
y.6	0.755	0.1966	Valid
y.7	0.547	0.1966	Valid
y.8	0.716	0.1966	Valid
y.9	0.515	0.1966	Valid
y.10	0.677	0.1966	Valid

Source: SPSS Output Version 23, processed by the researcher (2025).

Based on Table 2, all statement items for the variables brand awareness (X1), call to action (X2), customer reviews (X3), and purchase decisions (Y) have calculated r values greater than the r table value (0.1966). This shows that all question items have a significant correlation with their respective total variable scores. Therefore, the instruments used have met the validity requirements and are appropriate for use in this study.

b. Reliability Test

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Result
Brand Awareness (X1)	0.733	Reliable
Call to Action (X2)	0.696	Reliable
Customer Reviews (X3)	0.725	Reliable
Purchase Decisions (Y)	0.820	Reliable

Source: SPSS Output Version 23, processed by the researcher (2025).

Based on Table 3, all variables in this study were declared reliable because they had Cronbach's Alpha values greater than 0.60. The brand awareness variable (X1) obtained a value of 0.795, indicating a high level of reliability. The call to action variable (X2) had a value of 0.675, while the customer reviews variable (X3) obtained 0.654, and the purchase decision variable (Y) reached 0.638. All these values meet the reliability criteria, meaning that the questionnaire instruments can be trusted to consistently measure each variable.

3. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.298	3.250		1.630	.106
X1	.762	.087	.606	8.733	.000
X2	.290	.101	.193	2.862	.005
X3	.381	.114	.218	3.332	.001

Source: SPSS Output Version 23 (2025).

Based on the data analysis results, the regression equation is as follows:

$$Y = 5.298 + 0.762X_1 + 0.290X_2 + 0.381X_3 + e$$

The equation indicates that:

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- a. The constant (a) = 5.298, meaning that if all independent variables are not considered, the purchase decision remains at a value of 5.298.
- b. The coefficient for brand awareness (X_1) = 0.762, showing a positive effect. Every one unit increase in brand awareness will increase the purchase decision by 0.762.
- c. The coefficient for call to action (X_2) = 0.290, meaning that the stronger the call to action in TikTok content, the purchase decision will increase by 0.290.
- d. The coefficient for customer reviews (X_3) = 0.381, indicating that every one unit increase in customer reviews will raise the purchase decision by 0.381.

These results prove that all three independent variables have a positive influence on the purchase decision for Taboya Skincare products on TikTok Shop.

4. Classical Assumption Test

The classical assumption test was conducted to ensure that the regression model met the requirements for analysis, including the normality test, multicollinearity test, and heteroscedasticity test.

a. Normality Test

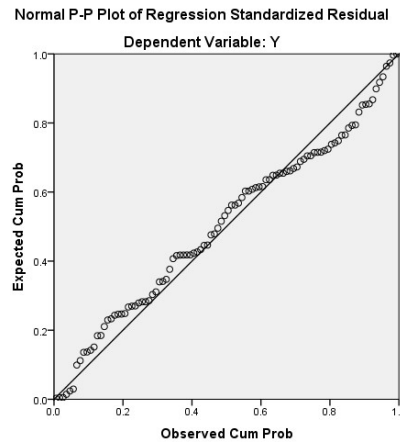


Figure 2. Normality Test

Source: SPSS Output Version 23 (2025).

Based on Figure 2, the data points are distributed around the diagonal line without significant deviations. This indicates that the residuals in the model are normally distributed and fulfill the normality assumption.

b. Multicollinearity Test

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.298	3.250		1.630	.106		
X1	.762	.087	.606	8.733	.000	.822	1.216
X2	.290	.101	.193	2.862	.005	.871	1.148
X3	.381	.114	.218	3.332	.001	.925	1.082

Source: SPSS Output Version 23 (2025).

Based on Table 5, the tolerance values for each variable are $X_1 = 0.822$, $X_2 = 0.871$, and $X_3 = 0.925$, while the VIF values are 1.216, 1.148, and 1.082, respectively. All values fall within the acceptable limits (tolerance > 0.10 and VIF < 10), indicating that the model is free from multicollinearity issues.

c. Heteroscedasticity Test

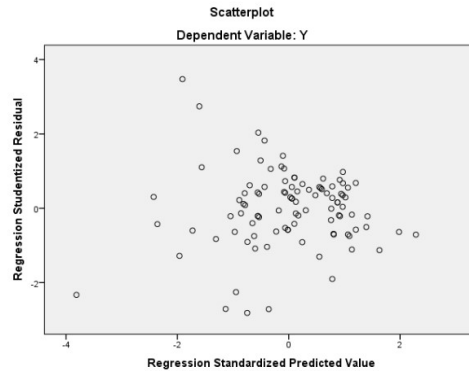


Figure 3. Heteroscedasticity Test
Source: SPSS Output Version 23 (2025).

Based on Figure 3, the data points are randomly scattered above and below the horizontal line without forming any specific pattern. This shows that the regression model is free from heteroscedasticity.

5. Coefficient of Determination (R^2)

Table 6. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.608	3.239

Source: SPSS Output Version 23 (2025).

Based on Table 6, the coefficient of determination (R^2) value is 0.619, meaning that 61.9% of the variation in purchase decisions can be explained by the three independent variables. The remaining 38.1% is influenced by other factors outside the study. This indicates that the regression model has a fairly good ability to explain purchase decisions for Taboya Skincare products on TikTok Shop.

6. Simultaneous Hypothesis Testing (F-Test)

Table 7. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1639.468	3	546.489	52.096	.000 ^b
Residual	1007.042	96	10.490		
Total	2646.510	99			

Source: SPSS Output Version 23 (2025).

Based on Table 7, the calculated F value is 52.096 with a significance level of 0.000. Since the significance value is smaller than 0.05 ($0.000 < 0.05$) and the calculated F value is greater than the F table value ($52.096 > 2.699$), H_4 is accepted. This means that the three variables simultaneously have a significant effect on purchase decisions for Taboya Skincare products through TikTok Shop.

7. Partial Hypothesis Testing (t-Test)

Table 8. t-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.298	3.250		1.630	.106
Brand Awareness	.762	.087	.606	8.733	.000
Call to Action	.290	.101	.193	2.862	.005
Customer Reviews	.381	.114	.218	3.332	.001

Source: SPSS Output Version 23 (2025).

Based on Table 8, the partial test results show that:

- Brand Awareness (X_1) has a significance value of $0.000 < 0.05$ and a t-count of $8.733 > 1.985$, so H_1 is accepted. This means that brand awareness has a positive and significant effect on purchase decisions.
- Call to Action (X_2) has a significance value of $0.005 < 0.05$ and a t-count of $2.862 > 1.985$, so H_2 is accepted. This means that the call to action has a positive and significant effect on purchase decisions.
- Customer Reviews (X_3) has a significance value of $0.001 < 0.05$ and a t-count of $3.332 > 1.985$, so H_3 is accepted. This means that customer reviews have a positive and significant effect on purchase decisions

DISCUSSION

8. The Influence of Brand Awareness on Purchasing Decisions for Taboya Skincare on TikTok Shop

The results of the study show that brand awareness has a positive and significant influence on purchasing decisions for Taboya Skincare on TikTok Shop. This means that the higher the level of consumer awareness of the Taboya brand, the greater their tendency to make a purchase. This finding confirms that brand awareness is an essential factor in the decision making process, particularly within the context of digital commerce marketing.

This relationship can be seen clearly from the questionnaire results. For instance, respondents who stated that Taboya was the first brand they considered before purchasing skincare ($X_{1.5}$) tended to believe that Taboya products have good quality (Y_5). Moreover, respondents who agreed that Taboya often comes to their mind when they plan to buy skincare ($X_{1.6}$) also tended to make purchases because they believe the product can meet their skin needs (Y_8). This indicates that brand awareness not only affects consumer's initial perceptions but also builds confidence that ultimately leads to purchasing decisions.

Brand awareness is formed through consistent exposure to content on TikTok, such as review videos, educational content, paid advertisements, and visual displays featuring distinctive brand logos and colors. Repeated exposure through the For You Page (FYP) system makes consumers increasingly familiar with Taboya, positioning it as their top choice when they need

skincare products. The consistency of visual elements and communication style also strengthens brand memory and builds positive perceptions, which eventually encourage continuous purchasing decisions.

This finding aligns with the research of Saputra et al. (2024), Adriyanto et al. (2023), Arrianda et al. (2024), and Fadilah et al. (2024), all of which conclude that brand awareness significantly influences purchasing decisions. Specifically, Saputra et al. (2024) found in their study on Kahf skincare products on Tokopedia that consumers tend to choose brands they already know and trust. The similarity of results highlights the importance of brand awareness in influencing purchasing decisions; however, this study differs in terms of media context. While Saputra's research focused on brand awareness developed through digital storefronts and one-way promotion, this study emphasizes brand awareness built through visual content, repeated exposure on the FYP, and user interactions on TikTok Shop.

Therefore, it can be concluded that strengthening brand awareness strategies is crucial in encouraging purchasing decisions. Consistent content, reinforced visual elements, and active audience engagement are key factors that Taboya Skincare should prioritize in facing competition within the digital commerce era.

9. The Influence of Call to Action on Purchasing Decisions for Taboya Skincare on TikTok Shop

The results of the study indicate that call to action has a positive and significant effect on purchasing decisions for Taboya Skincare on TikTok Shop. Thus, the hypothesis stating that call to action influences purchasing decisions is accepted. This means that the stronger and more effective the persuasive element conveyed in promotional content, the greater the consumer's tendency to make a purchase.

This influence can be seen from the questionnaire item analysis, which shows a relationship between persuasive prompts and purchasing decisions. For example, limited time promotions that encourage immediate purchase (X2.1) are correlated with statements that skin problems drive consumers to seek solutions such as Taboya Skincare (Y.2). This indicates that urgent calls to action can strengthen consumer's internal motivation to act immediately. Furthermore, the use of color in advertisements (X2.6) is also related to consumer's confidence in product quality through attractive packaging (Y.6). This finding demonstrates that visual aspects within call to action elements not only attract attention but also build positive perceptions of the product.

In the context of TikTok Shop, call to action is not limited to promotional text but is creatively delivered through short videos designed to capture attention within seconds. Elements such as striking colors, phrases like "buy now" or "today only," and emotionally driven narratives play important roles in triggering purchasing decisions. TikTok's algorithm based platform enables promotional content to spread rapidly and widely, giving effective calls to action a greater potential to generate direct purchasing behavior from users.

This finding is consistent with Maulana (2024), who revealed that persuasive elements in text, visuals, and promotional narratives significantly encourage audiences to make immediate purchases, particularly on social media platforms such as TikTok and Instagram. The similarity lies in the positive influence of call to action on consumer behavior. However, this study offers novelty in terms of context, as it focuses on TikTok Shop, a platform that functions not only as a promotional medium but also as a direct purchasing channel. In this setting, call to action becomes part of an interactive, algorithm-driven visual experience rather than a one-way persuasive message as seen in conventional media.

Therefore, the results of this study confirm that creatively designed, engaging, and relevant calls to action serve as a key driver of consumer purchasing decisions, especially within the competitive digital commerce ecosystem of TikTok Shop.

10. The Influence of Customer Reviews on Purchasing Decisions for Taboya Skincare on TikTok Shop

The research results show that customer reviews have a positive and significant influence on purchasing decisions for Taboya Skincare on TikTok Shop. Therefore, the proposed hypothesis is accepted. This means that customer reviews or testimonials play an important role in shaping interest and encouraging consumers to take purchasing actions, especially within the context of digital commerce.

The relationship between customer reviews and purchasing decisions can be seen from the results of the questionnaire item analysis. For example, reviews that help consumers understand the advantages of the product (X3.1) are related to consumer's perception of Taboya Skincare's good quality (Y.5). This shows that information obtained from reviews can strengthen consumer's confidence in the product's quality. In addition, reviews that make it easier to choose products that suit personal needs (X3.5) are also correlated with purchasing decisions based on the belief that the product can meet their skin needs (Y.8). These findings emphasize that customer reviews serve as social proof that reinforces consumer trust before making a purchase.

In the context of TikTok, customer reviews do not only appear in text form but also in videos, personal narratives, and direct comment interactions. This more visual and emotional form of content creates a more realistic and trustworthy image of the product. Consumers can directly see the product results, authentic testimonials from other users, and spontaneous interactions, which increase both trust and emotional connection with the product.

These findings are in line with the studies by Manurung and Sisilia (2024), Mardalena and Sudrajat (2024), Riska et al. (2023), and Pondra et al. (2024), which all conclude that customer reviews have a significant effect on purchasing decisions. Specifically, Manurung and Sisilia (2024) found that electronic word of mouth plays an important role in building the trust of potential buyers of local cosmetic products on Shopee. The similarity of findings lies in the conclusion that consumer reviews can increase purchase interest and encourage purchasing decisions.

However, the main difference lies in the media and the way reviews are delivered. While Manurung and Sisilia's research focused on text and rating, based reviews on marketplaces, this study shows that reviews on TikTok are presented through visual content such as before-after videos, personal experience storytelling, and interactive comments on the For You Page (FYP). This approach not only builds trust through rational information but also through stronger emotional and social experiences. Thus, customer reviews become an essential element in driving purchasing decisions because they provide real evidence, emotional closeness, and a high level of trust toward the product.

11. The Influence of Brand Awareness, Call to Action, and Customer Reviews on Purchasing Decisions for Taboya Skincare on TikTok Shop

The research results show that brand awareness, call to action, and customer reviews simultaneously have a significant influence on purchasing decisions for Taboya Skincare on TikTok Shop. Therefore, the proposed hypothesis is accepted. This finding demonstrates that

these three variables complement one another and play important roles in encouraging consumers to make purchasing decisions.

Purchasing decisions are not formed by a single factor but are the result of a combination of several key elements. Brand awareness serves as the initial step in building consumer recognition and trust in Taboya's products. Once consumers are familiar with and remember the brand, the call to action functions as a trigger that encourages them to make a purchase through persuasive and appealing messages. Meanwhile, customer reviews provide validation through the experiences of other users, strengthening consumer's confidence that the product is of good quality and worth purchasing.

These three variables are interconnected and collectively form a strong influence on consumer behavior. Brand awareness creates initial familiarity and opens the opportunity for subsequent promotional messages to be received. Call to action then moves consumers from the consideration stage to the purchasing stage, while customer reviews provide social proof that enhances trust and reduces hesitation before buying.

The process of forming purchasing decisions on TikTok Shop also differs from that in offline stores. While offline purchases tend to be linear and driven by direct needs, purchasing decisions in digital platforms are shaped through more complex and emotional processes. Consumers not only receive one-way information but are also influenced by repetitive visual content, persuasive messages, and authentic narratives from other users.

Therefore, the results of this study confirm that the success of digital marketing strategies on TikTok Shop heavily depends on the synergy among brand awareness, call to action, and customer reviews. Together, these three elements form a vital foundation for creating positive perceptions, building trust, and driving both immediate and continuous purchasing decisions. A strategy that integrates all three components will be more effective in optimizing sales conversions and achieving competitive advantage in the digital commerce ecosystem.

CONCLUSION

Based on the results of the research conducted, it can be concluded that brand awareness, call to action, and customer reviews have a positive and significant influence on purchasing decisions for Taboya Skincare products on TikTok Shop, both partially and simultaneously. A high level of brand awareness has been proven to shape purchasing decisions through consistent exposure on the For You Page (FYP), the use of distinctive visual elements such as logos and signature colors, as well as a communication style that makes consumers feel familiar and confident with the brand. In addition, call to action elements in TikTok promotional content have been shown to effectively encourage consumers to make immediate purchases. Attractive visuals, persuasive phrases such as "buy now" or "today's promo only," and the convenience of direct purchasing access from the platform create an instant urge that is difficult for consumers to resist.

On the other hand, customer reviews also play an important role in influencing purchasing decisions. Testimonials in the form of comments, personal experience stories, and video reviews provide tangible evidence from other users, which enhances the trust and confidence of potential buyers. Overall, the combination of these three variables creates a digital shopping experience that is both emotional and rational, where purchasing decisions are influenced not only by the product's functional needs but also by trust, storytelling, and the emotional connection built through digital content. These findings emphasize that marketing strategies in the digital era should focus on creating engaging visual content, delivering well targeted calls to action, and

leveraging customer reviews as a form of social proof to enhance promotional effectiveness and drive purchasing decisions on social media, based e-commerce platforms such as TikTok Shop.

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