



The Influence of Influencer Marketing and Online Customer Reviews on Purchase Intention Through the Perceived Value of Cosmetic Products on Tiktok Shop (An Empirical Study on Students in the City of Pekanbaru)

Azzahra ¹, Awliya Afwa ², Moniko ³

¹Faculty of Economics and business, Islamic University of Riau

Email: ¹azzahra@student.uir.ac.id, ²awliyaafwa@eco.uir.ac.id, ³moniko.ac.id@gmail.com

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Abstract

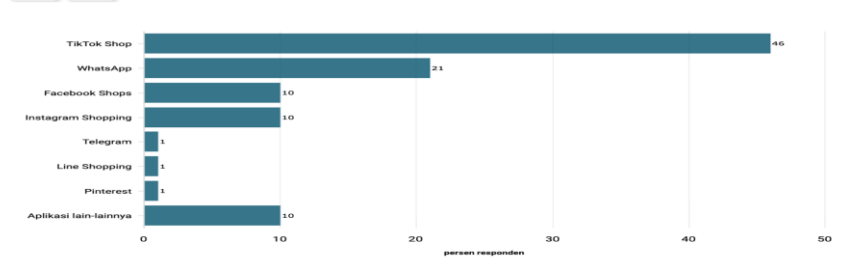
This research aims to determine the extent of the influence of influencer marketing and online customer reviews on purchase intention through the perceived value of Tiktok Shop cosmetic products. This study consists of two independent variables, namely influencer marketing and online customer reviews, and one dependent variable, which is purchase intention, with perceived value as an intervening variable. The analytical method used is path analysis. Data collection for this research was conducted using a questionnaire filled out by respondents who are students in the city of Pekanbaru and have purchased cosmetic products from Tiktok Shop more than once. The results of the study, based on Partial Tests (t-tests), are as follows: a) There is no significant influence of influencer marketing on perceived value. b) There is a significant influence of online customer reviews on perceived value. c) There is no significant influence of influencer marketing on purchase intention. d) There is a significant influence of online customer reviews on purchase intention. e) There is a significant influence of perceived value on purchase intention. f) Perceived value does not mediate the influence of influencer marketing on purchase intention. g) Perceived value mediates the influence of online customer reviews on purchase intention.

INTRODUCTION

TikTok Shop is a phenomenon related to the integration of the TikTok social media platform and e-commerce activities in Indonesia. This phenomenon involves several aspects that make it intriguing and have a significant impact on the business and marketing landscape. TikTok Shop represents the integration of TikTok, a highly popular platform for sharing short videos among young people, with e-commerce activities. In TikTok Shop, users can view product promotion videos and directly make purchases within the TikTok platform without having to leave it. TikTok Shop also provides opportunities for Micro, Small, and Medium Enterprises

(MSMEs) to market their products to a wider audience. This is because the platform offers access to a large audience without high advertising costs. Product promotion videos on TikTok Shop can quickly go viral if they capture users' attention. This creates a phenomenon where specific products can become very popular in a short period. TikTok Shop encourages sellers and influencers to create creative and entertaining content. This creates a more engaging shopping experience for consumers. TikTok Shop also drives innovation in the e-commerce industry. It fosters healthier competition and stimulates improvements in services for consumers. Overall, TikTok Shop is a phenomenon that reflects the convergence of social media, marketing, and e-commerce. In Indonesia, this phenomenon has created significant business opportunities and influenced how brands and sellers interact with consumers. However, it's important to note that this phenomenon also poses challenges related to integrity and regulation in the industry.

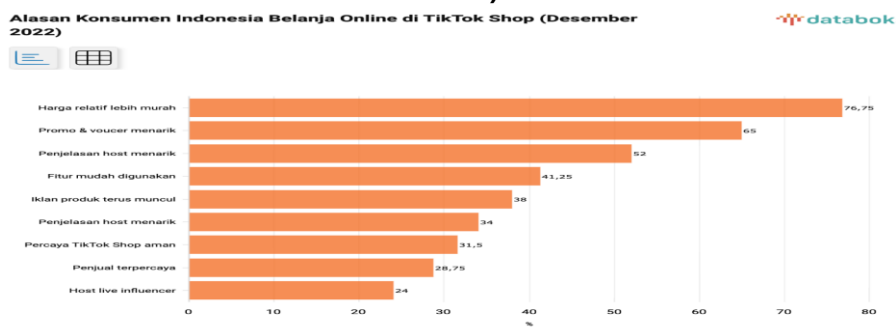
Picture 1 Social Media Respondents Use To Shop (July-August 2022)
 Media sosial yang Digunakan Responden untuk Belanja (Juli-Agustus 2022)
 databoks



Source: Databoks, 2023

According to Hootsuite, social commerce is the online buying and selling of products conducted through social media platforms. Unlike traditional e-commerce, in social commerce, buyers and sellers can interact more freely and conduct transactions directly on social media without having to access other digital websites or applications. According to a Populix survey of 1,020 respondents in Indonesia, only 86% have shopped through social media. Among this group, the majority made purchases through Tiktok Shop. Meanwhile, respondents who have shopped through WhatsApp, Facebook, Instagram, and other social media apps are fewer, as seen in the graph. Populix also found that the most commonly purchased products through social media are the latest clothing and fashion (61%), beauty products (43%), food and beverages (38%), and mobile phones and accessories (31%). This survey was conducted from July 28 to August 9, 2022, with 1,020 respondents residing in urban areas of Indonesia, primarily from Jabodetabek (35%), Bandung (7%), and Surabaya (7%). 70% of the respondents were unmarried, while 24% were married with children. The proportion of male and female respondents was balanced, with the majority aged 18-25 years (67%) and 26-35 years (22%).

Picture 2 Reasons for Indonesian Consumers to Shop Online at TikTok Shop (December 2022)



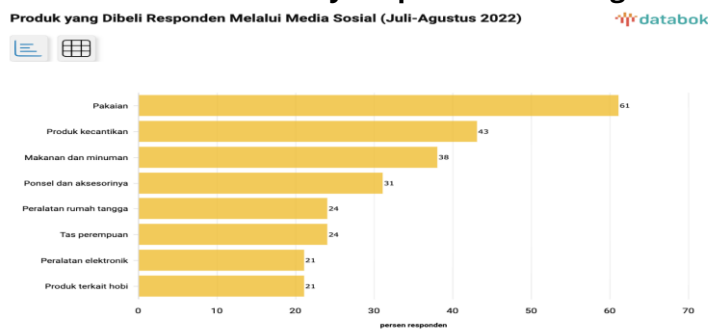
Source: Databoks, 2023

TikTok Shop is increasingly loved by online consumers in Indonesia. In fact, this feature began to rival a number of e-commerce platforms such as Shopee to Tokopedia. Through TikTok's social commerce feature, users and creators can promote and sell products through the short video application.

The digital survey from Telkomsel, tSurvey.id, revealed a number of reasons consumers in Indonesia choose TikTok Shop to shop over other platforms. As a result, the majority is because the products sold on TikTok Shop have relatively cheaper prices and many discounts. "The reason respondents choose to shop on TikTok is because the price is relatively cheap, as much as 76.75%," as quoted from the results of a survey tSurvei.id, Wednesday (15/3/2023). There are attractive promos and vouchers on TikTok Shop which is the next reason consumers choose online shopping in this feature, which is 65%. Then, as many as 52% of respondents said that the reason for the reason for their shopping on TikTok Shop.

There are also respondents who are interested in shopping at TikTok Shop because the feature is easy to use (41.25%). Other reasons are because product ads continue to appear on the homepage (38%), hosts explain products attractively when live (34%), believe TikTok Shop is safe (31.5%), and trust trusted TikTok Shop sellers (28.75%). On the other hand, the appeal of influencers as hosts of live events on TikTok Shop to encourage consumers to shop contributed only slightly (24%). The survey also showed that fashion products are items that are often purchased by respondents on TikTok Shop, reaching 75%. The rest are skincare/body care products (59%), household appliances (57%), gadget accessories (43%), snacks (41%), gadgets (33%), frozen food (31%), and other products (42%).

Picture 3 Products Purchased By Respondents Through Social Media



Source: Databoks, 2023

The placement of beauty or cosmetic products in TikTok Shop as the second position can be influenced by various factors. This may result from a combination of factors such as popularity, market demand, and the business strategy of the TikTok Shop platform itself. Beauty and cosmetic products have always been a popular trend among consumers, especially on social media platforms like TikTok. Many TikTok users are interested in sharing beauty tips, makeup tutorials, and cosmetic product reviews. This drives the growth and popularity of beauty products on the platform. Influencers on TikTok often focus on the beauty niche. They have a large and highly engaged following, making cosmetic brands see significant potential in partnering with them to promote their products. Influencers can help create buzz around specific beauty products and influence the purchasing decisions of their followers. TikTok is a highly visual platform often used for entertainment. Many users access it for fun and browsing. When they see appealing beauty products in videos, they are more likely to be tempted to make impulsive purchases, especially if there are easily accessible links for shopping.

TikTok Shop employs a strong video-oriented approach. Its videos often feature products in visually appealing and informative presentations. This makes it easier to visually promote beauty products, which may be more effective than selling products in text or image formats.

TikTok has introduced various features that allow users to shop directly from videos, creating a smoother and more convenient shopping experience. When beauty or cosmetic products are showcased in videos, users can easily click on links to view product details and make purchases. TikTok Shop itself may have a strategy to promote specific product categories. They may recognize that beauty products have significant potential to generate revenue or enhance user engagement, leading them to emphasize this category more in terms of placement and promotion. Therefore, various factors can contribute to the position of beauty or cosmetic products as some of the top offerings on TikTok Shop. It's important to note that this position may change over time, depending on shifting trends, TikTok Shop's business strategies, and changes in consumer interests.

In the TikTok application, there are users with a significant number of followers commonly referred to as influencers. Influencer Marketing focuses on leveraging individuals with a substantial following on their TikTok accounts to exert a strong influence over their followers. According to (Hariyanti & Wirapraja, 2018), one of the proofs of success in social media marketing is the utilization of Influencer Marketing. Therefore, Influencer Marketing has become the primary marketing strategy adopted by companies today. As per Liang & Lin (2018), influencer marketing involves someone who has an impact on shaping another person's perspective, thus altering their point of view. Based on these definitions, it can be concluded that Influencer marketing is a third party capable of influencing the purchasing decisions of potential customers, usually by defining a product specifically with engaging content.

The sale of cosmetics on the TikTok Shop platform has been a rapidly growing phenomenon in recent years. It is a combination of the continually expanding trend of online shopping and the popularity of TikTok as a highly visual and interactive social media platform. Many TikTok users, known as influencers, have utilized this platform to recommend cosmetic products. They often have millions of followers who trust their opinions on products, leading to a surge in cosmetic sales when endorsed by well-known influencers. This also raises questions about the extent of influencer impact on purchase decisions and whether their reviews are honest or influenced solely by sponsorships. TikTok users frequently create short videos that feature cosmetic product reviews, including usage demonstrations. These videos often capture the attention of consumers who want to see real results of the product before making a purchase. This can also create fierce competition among cosmetic brands to capture the attention of popular content creators.

TikTok is known for its rapidly spreading trends and challenges. Some specific makeup trends or beauty challenges can drive the sales of particular cosmetic products, even if those products may not necessarily meet the consumers' needs. The sale of cosmetics on TikTok Shop has also raised concerns regarding the quality and safety of the products. Some manufacturers may rush to market new products to capitalize on trends without adequate testing. This can pose risks to consumers who may experience skin or health issues due to the use of unsafe products. There are issues related to dishonesty in the promotion of cosmetic products on TikTok. Some users may exaggerate the benefits of products or use filters that make their skin appear better than the actual results. This can mislead consumers and create unrealistic expectations.

TikTok has made it easier to shop directly from videos. This means that consumers can purchase products they see in videos directly, increasing sales conversion. Like other social media platforms, there are concerns about privacy and user data security on TikTok. Sometimes, users may be asked to provide personal information when shopping, and there is a risk of this personal data being misused. Government and regulatory authorities may need to address issues related to the sale of cosmetics on TikTok Shop, especially concerning product safety, dishonesty in promotion, and consumer protection in general. It is important to remember that the sale of cosmetics on TikTok Shop has significant potential to benefit both manufacturers and consumers if conducted with proper ethics and transparency. Consumers should always

research before purchasing cosmetic products and be cautious of false or exaggerated product promotion. Additionally, manufacturers have a responsibility to ensure their products are safe and of high quality before marketing them on the TikTok Shop platform

Literature review

Influencer Marketing

An influencer is someone or a prominent figure in social media who has a substantial or significant number of followers, and their messages can influence the behavior of their followers. The use of influencers as a marketing tool to promote a product by advertising directly to a target audience. The role of influencers can take various forms, such as an endorser, promoter, and brand ambassador, which can be found across various social media platforms. (Agustina & Purnama Sari, 2021). An influencer is a figure who has a large following and is capable of exerting influence on their followers through the messages they convey. The trust of the influencer's followers is based on their credibility in reviewing a product. The credibility of an influencer represents the product honestly, reliably, and in a manner that aligns with what consumers expect. (Ishmah Azizah Dwi Putri, 2023).

Online Customer Review

According to Yofina (2020) cited in (Hana Yoflike Mokodompit, 2022). *Online Customer Reviews* (OCR) are evaluations provided by consumers regarding various aspects of a product. With this information, consumers can ascertain the desired product quality through reviews and experiences shared by other customers who have previously purchased the product from online sellers. According to Tadelis (2016) cited in (Rahmayanti & Dermawan, 2023) states that online customer reviews are typically used as feedback to build a seller's reputation, facilitating the establishment of consumer trust in merchant accounts on e-commerce platforms. The presence of online customer reviews benefits the store by influencing its reputation. If the reputation is tarnished, consumers may opt to seek out alternative stores with similar products and a well-preserved reputation. Kamila (2019) cited in (Ahmad Faisal Hakim, 2023), Online customer reviews are a part of electronic word of mouth (e-WOM), where potential buyers receive information about the strengths and weaknesses of a product from consumers who have made previous purchases.

Purchase Intention

According to (Juliana, 2023) Purchase intention, or buying intention, refers to a concrete representation of a plan that has formed to purchase a particular product. When consumers take action in response to an item by expressing their desire to make a purchase, it is called purchase interest. Consumers who hold a positive attitude towards a brand or product are capable of generating purchase interest in the product. Purchase interest is defined as a consumer's desire for a product influenced by the consumer's own attitude (Aqiella Sakinatun, 2023). Furthermore, purchase interest can arise after the consumer has gone through the thinking process and learning process, allowing perceptions about a product to form (Siaran et al., 2023). According to Priansa (2017:164) cited in (Alivia Nurrohma Nabila, 2023), purchase intention is the central focus of attention on something that accompanies a person's positive feelings towards a particular product or service, and this interest generates a desire to pay for or exchange the item.

Perceived Value

"is the price reasonable in relation to the value?" The higher the perceived value, the higher the consumer interest. (Kotler & Keller, 2016). There are many definitions of perceived value, but essentially, consumer perceived value is the consumer's perception of the comparison between the price or sacrifices made to obtain the benefits of a product. As indicated by the term

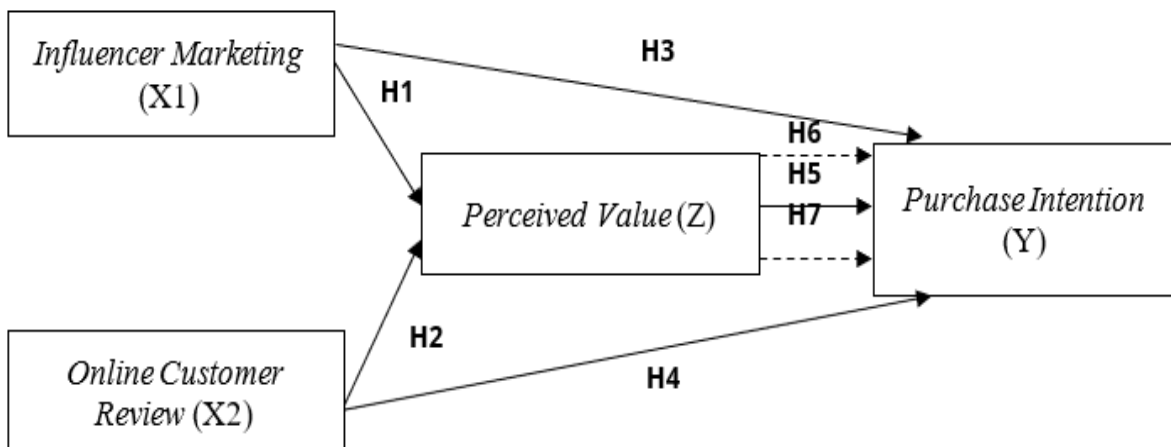
"perception" associated with this variable, its value is subjective. (Keni et al., 2019). Perceived value can be understood as the consumer's or society's perception of whether a product or brand can provide a certain amount of additional benefits relative to all the costs incurred by the consumer. Furthermore, perceived value can also be understood as the consumer's or society's perception of the products they are going to use, where people will assess whether the product they intend to use can be beneficial in improving their quality of life. Perceived value plays a significant role in building trust and purchase intent for a product, as individuals or consumers feel that using or buying a product can bring some benefits or added value to themselves, leading them to place trust in the product. (Keni et al., 2022).

Kotler & Keller (2016) Customer Perceived Value (CPV) is the assessment by potential consumers of the comparison between the benefits and costs of a product. Total customer benefits are defined as the perception of the economic, psychological, and functional benefits they expect from a specific market offering, while total customer costs encompass the perception of the costs required to use and evaluate a product, including financial, energy, time, and psychological costs. Perceived value is based on the comparison of the differences between the benefits obtained by consumers and the costs they incur for different choices. To enhance the value proposition, marketers can develop economic, emotional, or functional benefits and/or reduce costs. When choosing between two offers, V1 and V2, consumers will prefer V1 if the V1:V2 ratio is greater than one, prefer V2 if the ratio is less than one, and remain indifferent if the ratio equals one. In short, consumers intend to purchase a product or service offered by selecting the alternative with the highest perceived value, where the perceived benefits outweigh the costs required.

Research Framework

Based on the problem statement and the theoretical framework above, it can be said that there is an influence of the independent variables, influencer marketing and online customer reviews, on purchase intention as the dependent variable, with perceived value as an intervening variable.

Picture 4 Research Framework



Hypothesis

The hypotheses in this research can be formulated as follows:

1. H1 : It is suspected that influencer marketing has a significant influence on perceived value.
2. H2 : It is suspected that online customer reviews has a significant influence on perceived value.

3. H3 : It is suspected that influencer marketing has a significant influence on purchase intention.
4. H4 : It is suspected that online customer reviews has a significant influence on purchase intention.
5. H5 : It is suspected that perceived value has a significant influence on purchase intention.
6. H6 : It is suspected that influencer marketing has a positive and significant influence on purchase intention through perceived value.
7. H7 : It is suspected that online customer reviews has a significant influence on purchase intention through perceived value.

Methods

In this research, a quantitative method with a descriptive approach is utilized, according to (Sugiyono, 2019) Quantitative method is a method grounded in the philosophy of positivism. It is used to research specific populations and samples. Sampling techniques are typically carried out randomly, and data collection employs research instruments. Data analysis is quantitative/statistical in nature with the goal of testing established hypotheses. The population in this study comprises students who purchase cosmetic products from Tiktok Shop. In this research, an unknown population method is used, where the exact population size is not known with certainty. (Sugiyono, 2019).

The method used in this research is non-probability sampling. Non-probability sampling is a sampling technique that does not provide an equal chance or opportunity for every element or member of the population to be selected as a sample. The sampling technique employed here is purposive sampling, which is a method of sample selection conducted with specific considerations in mind. (Sugiyono, 2019). The criteria used are students who have made cosmetic product purchases from Tiktok Shop on more than one occasion. Research respondents are generally described by presenting characteristics such as age, gender, employment status, and income. The total number of respondents used in this research is 100 respondents.

Hypothesis testing in this research is conducted using the Structural Equation Model (SEM) approach based on Partial Least Squares (PLS). PLS is a structural equation model (SEM) that is based on components or variances. Structural Equation Model (SEM) is one of the statistical fields that can simultaneously examine a complex network of relationships, which can be relatively challenging to measure all at once. (Hair et al., 2019). According to (Ghozali, 2020). Structural Equation Model (SEM) based on Partial Least Squares (PLS) is an alternative approach that shifts from the covariance-based SEM approach to a variance-based one. Covariance-based SEM typically tests causality or theory, while PLS is more of a predictive model.

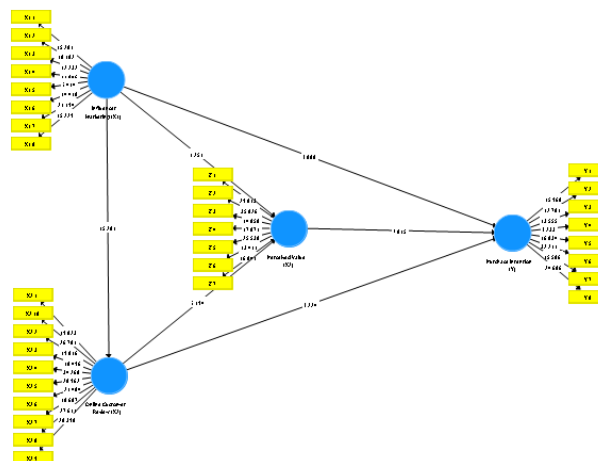
However, the key difference between covariance-based SEM and component-based PLS is in the use of structural equation modeling to test theories or theory development for predictive purposes. The path analysis to be used in this research is the Structural Equation Model (SEM) based on partial least squares (PLS), utilizing Smart PLS 3.3 software.

Results

Outer Model Testing (Measurement Model)

This research model will be analyzed using the Partial Least Squares (PLS) method with the assistance of Smart PLS 3.0 software. PLS is one of the alternative methods in Structural Equation Modeling (SEM) that can be employed to address issues in complex relationships among variables, especially when dealing with a small sample size (75-100 samples) and non-parametric assumptions. This means that the data is not required to follow a specific distribution. The output of the validity test using Smart PLS 3.0 loading factors in the path diagram algorithm provides the following results:

Picture 5 Diagram Path Algorithm



Source: The Data Processing Results of Smart PLS 3.0, 2023

Covergent Validity Test Results

Table 1 Loading Factor

	Influencer Marketing (X1)	Online Customer Review (X2)	Perceived Value (X2)	Purchase Intention (Y)
X1.1	0,755			
X1.2	0,785			
X1.3	0,727			
X1.4	0,718			
X1.5	0,611			
X1.6	0,746			
X1.7	0,819			
X1.8	0,758			
X2.1		0,800		
X2.1 0		0,839		
X2.2		0,841		
X2.3		0,841		
X2.4		0,889		
X2.5		0,876		
X2.6		0,881		
X2.7		0,837		
X2.8		0,863		
X2.9		0,826		
Y.1				0,807
Y.2				0,765
Y.3				0,783
Y.4				0,689
Y.5				0,810
Y.6				0,871
Y.7				0,793
Y.8				0,855
Z.1			0,843	
Z.2			0,878	
Z.3			0,766	
Z.4			0,820	
Z.5			0,870	
Z.6			0,765	
Z.7			0,812	

Source : Primary Data Processed, 2023

Based on the table above, it can be observed that many indicators of the research variables have outer loading values greater than 0.60. Therefore, it can be concluded that the statements are considered suitable or valid for use in the study and can be used for further analysis.

Discriminant Validity Test Results

Table 2 Cross Loading

	Influencer Marketing (X1)	Online Customer Review (X2)	Perceived Value (Z)	Purchase Intention (Y)
X1.1	0,755	0,594	0,498	0,477
X1.2	0,785	0,562	0,496	0,459
X1.3	0,727	0,508	0,508	0,403
X1.4	0,718	0,524	0,536	0,458
X1.5	0,611	0,387	0,333	0,265
X1.6	0,746	0,547	0,489	0,428
X1.7	0,819	0,689	0,505	0,537
X1.8	0,758	0,687	0,526	0,473
X2.1	0,723	0,800	0,668	0,613
X2.10	0,677	0,839	0,664	0,695
X2.2	0,607	0,841	0,652	0,621
X2.3	0,663	0,841	0,699	0,642
X2.4	0,646	0,889	0,718	0,691
X2.5	0,602	0,876	0,678	0,674
X2.6	0,688	0,881	0,674	0,652
X2.7	0,587	0,837	0,599	0,583
X2.8	0,652	0,863	0,647	0,660
X2.9	0,679	0,826	0,579	0,650
Y.1	0,510	0,695	0,746	0,807
Y.2	0,452	0,545	0,588	0,765
Y.3	0,412	0,588	0,639	0,783
Y.4	0,428	0,571	0,604	0,689
Y.5	0,492	0,563	0,684	0,810
Y.6	0,452	0,585	0,714	0,871
Y.7	0,539	0,642	0,676	0,793
Y.8	0,529	0,669	0,688	0,855
Z.1	0,549	0,632	0,843	0,778
Z.2	0,522	0,642	0,878	0,824
Z.3	0,489	0,518	0,766	0,639
Z.4	0,649	0,723	0,820	0,663
Z.5	0,627	0,674	0,870	0,697
Z.6	0,421	0,594	0,765	0,596
Z.7	0,533	0,674	0,812	0,616

Source : Primary Data Processed, 2023

Based on the table above, it can be seen from the cross-loading results in Table 2. that the correlation values between the constructs and their indicators are greater than the correlations with other constructs. Therefore, it can be concluded that all constructs or latent variables have good discriminant validity in composing their respective variables.

Average Variance Extrated (AVE) Test Results**Table 3 Average Variant Extracted (AVE) Result**

Average Variance Extracted (AVE)
0,551
0,722
0,677
0,637

Source : Primary Data Processed, 2023

Based on the table above, it can be observed that all constructs or variables meet the criteria for good validity. This is indicated by the Average Variance Extracted (AVE) values exceeding 0.50, as recommended criteria. Therefore, it can be stated that each variable has good discriminant validity.

Reliability Test Results or Reliability Construct**Table 4 Composite Reliability Results**

	Cronbach's Alpha	rho_A	Composite Reliability	Decision
Influencer Marketing (X1)	0,883	0,890	0,907	Reliabel
Online Customer Review (X2)	0,957	0,958	0,963	Reliabel
Perceived Value (Z)	0,920	0,924	0,936	Reliabel
Purchase Intention (Y)	0,918	0,921	0,933	Reliabel

Source : Primary Data Processed, 2023

Based on the table above, it can be seen that the values of composite reliability and Cronbach's alpha are above 0.75, indicating that the constructs have good reliability and a high level of reliability that meets the minimum required threshold. Furthermore, if we examine the composite reliability values, they are nearly approaching one (1), which means that the questionnaire used is reliable, with coefficient reliability ranging from 0.9 to 1.0. This demonstrates that all the variables used have high reliability coefficients. For rho_A, which has a value greater than >0.7, it indicates that all four latent variables meet the specified criteria, confirming that these latent variables have good reliability as measurement tools.

Inner Model Testing (Structural Model)**Variant Analysis Test Results (R2) or R Square**

The Analysis of Variance (R2) is conducted to determine the magnitude of the influence of independent variables on the dependent variable. The values of the coefficient of determination (R-squared) can be found in Table 4.

Table 5 R Square Test Result

	R Square	R Square Adjusted
Perceived Value (Z)	0,612	0,604
Purchase Intention (Y)	0,739	0,731

Source : Primary Data Processed, 2023

Based on the table above, it can be observed that the r-squared value for the purchase intention variable is 0.739, which can be interpreted as 73.9% of the variance in purchase intention is explained by perceived value, while the remaining 26.1% is accounted for by other variables not included in this study. Furthermore, the r-squared value for the perceived value variable is 0.612, indicating that 61.2% of the variance in perceived value is influenced by influencer marketing and online customer reviews, while the remaining 38.8% is influenced by other variables not included in this study.

Hypothesis Test Results

Table 6 Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer Marketing (X1) -> Perceived Value (Z)	0,157	0,162	0,126	1,251	0,212
Influencer Marketing (X1) -> Purchase Intention (Y)	-0,071	-0,070	0,080	0,888	0,375
Online Customer Review (X2) -> Perceived Value (Z)	0,655	0,650	0,126	5,194	0,000
Online Customer Review (X2) -> Purchase Intention (Y)	0,329	0,333	0,102	3,224	0,001
Perceived Value (Z) -> Purchase Intention (Y)	0,632	0,628	0,090	7,015	0,000

Source : Primary Data Processed, 2023

Based on the table above, we can draw the following hypothesis conclusion:

1. The Influence of Influencer Marketing (X1) on Perceived Value (Z)

From the table 4.14 above, it can be seen that the original sample value is 0.157, with a t-statistic value less than 1.66 ($1.251 < t\text{-table } 1.66$), and a p-value greater than alpha ($0.212 > 0.05$). Therefore, we can conclude that H_0 is accepted, and H_a is rejected. The research results indicate that influencer marketing does not have a significant influence on perceived value.

2. The Influence of Online Customer Review (X2) on Perceived Value (Z)

Based on the table 4.14 above, it can be seen that the original sample value is 0.655, with a t-statistic value greater than 1.66 ($5.194 > t\text{-table } 1.66$), and a p-value smaller than alpha ($0.000 < 0.05$). Therefore, we can conclude that H_0 is rejected, and H_a is accepted. The research results indicate that online customer reviews have a significant influence on perceived value.

3. The Influence of Influencer Marketing (X1) on Purchase Intention (Y)

Base on the table 4.14 above, it can be seen that the original sample value is -0.071, with a t-statistic value smaller than 1.66, or ($0.888 < t\text{-table } 1.66$), and a p-value greater than alpha ($0.375 > 0.05$). Therefore, we can conclude that H_0 is accepted, while H_a is rejected. The research results indicate that influencer marketing does not have a significant impact on purchase intention.

4. The Influence of Online Customer Reviews (X2) on Purchase Intention (Y)

Base on the table 4.14 above, it can be seen that the original sample value is 0.329, with a t-statistic value greater than 1.66, or ($3.224 > t\text{-table } 1.66$), and a p-value smaller than alpha ($0.001 < 0.05$). Therefore, we can conclude that H_0 is rejected, while H_a is accepted. The research results indicate that online customer reviews have a significant impact on purchase intention.

5. The Influence of Perceived Value (Z) on Purchase Intention (Y)

Base on the table 4.14 above, it can be seen that the original sample value is 0.632, with a t-statistic value greater than 1.66, or ($7.015 > t\text{-table } 1.66$), and a p-value smaller than alpha ($0.000 < 0.05$). Therefore, we can conclude that H_0 is rejected, while H_a is accepted. The research results indicate that perceived value has a significant impact on purchase intention.

Table 7 Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer Marketing (X1) -> Perceived Value (Z) -> Purchase Intention (Y)	0,099	0,102	0,081	1,228	0,220
Online Customer Review (X2) -> Perceived Value (Z) -> Purchase Intention (Y)	0,414	0,408	0,096	4,292	0,000

Source : Primary Data Processed, 2023

Based on the table above, we can draw the following hypothesis:

1. The Influence of Influencer Marketing on Purchase Intention through Perceived Value as an Intervening Variable.

Base on the table 7 above, it can be seen that the original sample value is 0.099, with a t-statistic value less than 1.66 ($1.228 < t\text{-table } 1.66$) and a p-value greater than alpha ($0.220 > 0.05$). Therefore, H_0 is accepted, and H_a is rejected. The research findings indicate that perceived value mediates the influence of influencer marketing on purchase intention.

2. The Influence of Online Customer Reviews on Purchase Intention Through Perceived Value as an Intervening Variable

Base on the table 7 above, it can be seen that the original sample value is 0.414, with a t-statistic value greater than 1.66 ($4.292 > t\text{-table } 1.66$) and a p-value smaller than alpha ($0.000 < 0.05$). Therefore, H_0 is rejected, and H_a is accepted. The research findings indicate that perceived value can mediate the influence of online customer reviews on purchase intention.

Tabel 8. Hypothesis Testing Results

Hypothesis	Statement	Probability Value	Significance Level	Result
H1	It is suspected that Influencer Marketing has an influence on Perceived Value for cosmetic products on TikTok Shop	0.212	0.05	Rejected
H2	It is suspected that Online Customer Reviews have an influence on Perceived Value for cosmetic products on TikTok Shop	0.000	0.05	Accepted
H3	It is suspected that Influencer Marketing has an influence on Purchase Intention for cosmetic products on TikTok Shop	0.375	0.05	Rejected
H4	It is suspected that Online Customer Reviews have an influence on Purchase Intention for cosmetic products on Tiktok Shop	0.001	0.05	Accepted
H5	It is suspected that Perceived Value has an influence on Purchase Intention for cosmetic products on Tiktok Shop	0.000	0.05	Accepted
H6	It is suspected that Influencer Marketing has an influence on Purchase Intention through Perceived Value for cosmetic products on Tiktok Shop	0.220	0.05	Rejected
H7	It is suspected that Online Customer Reviews have an influence on Purchase Intention through Perceived Value for cosmetic products on Tiktok Shop	0.000	0.05	Accepted

Source: Processed data, 2023

DISCUSSION

Based on the results of the research that has been conducted, the researcher can implement the following aspects:

There is no Influence of Influencer Marketing on Perceived Value

There is no significant influence of influencer marketing on perceived value for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.157, with a t-statistic value smaller than 1.66 ($1.251 < t\text{-table } 1.66$) and a p-value greater than alpha ($0.212 > 0.05$), leading to the acceptance of H_0 and the rejection of H_a . College students may have a higher level of digital literacy and understanding of the influence of influencer marketing compared to other demographics. Therefore, the impact of influencer marketing may not be as significant among them because they are more likely to think critically and be skeptical of messages conveyed by influencers. Every individual has personal preferences and varying standards when evaluating cosmetic products. While influencer marketing may influence some individuals, not everyone will respond in the same way to influencer messages. This can lead to variations in the impact of influencer marketing on perceived value among college students.

The Influence of Online Customer Reviews on Perceived Value

There is a significant influence of online customer reviews on perceived value for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.655, with a t-statistic value greater than 1.66 ($5.194 > t\text{-table } 1.66$) and a p-value smaller than alpha ($0.000 < 0.05$), leading to the rejection of H_0 and the acceptance of H_a . Online customer reviews provide additional information to prospective buyers, including college students in Pekanbaru City, about others' experiences with the cosmetic products. This information can offer valuable insights into quality, results, and user satisfaction. Therefore, online customer reviews can enhance perceived value because consumers feel more confident in their purchases. College students in Pekanbaru City may feel more connected to customer reviews coming from local consumers or within the same geographic context. This can boost the relevance of customer reviews in influencing their purchase decisions because they may share more similar preferences with local reviewers.

There is no Influence of Influencer Marketing on Purchase Intention

There is no significant influence of influencer marketing on purchase intention for cosmetic products on TikTok Shop. This is evident as the original sample value is -0.071, with a t-statistic value smaller than 1.66 ($0.888 < t\text{-table } 1.66$) and a p-value greater than alpha ($0.375 > 0.05$), leading to the acceptance of H_0 and the rejection of H_a . Students' levels of trust in specific influencers can vary. Some students may highly value the opinions of certain influencers, while others may be more skeptical. This leads to variability in the impact of influencer marketing on purchase intention. Students have diverse preferences and needs that may not entirely depend on influencer marketing. They may have specific brand preferences, product types, or product effectiveness that have a greater influence on their purchase decisions than the messages conveyed by influencers.

The Influence of Online Customer Reviews on Purchase Intention

There is a significant influence of online customer reviews on purchase intention for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.329, with a t-statistic value greater than 1.66 ($3.224 > t\text{-table } 1.66$) and a p-value smaller than alpha ($0.001 < 0.05$), leading to the rejection of H_0 and the acceptance of H_a . Customer reviews can help students find cosmetic products that best match their needs. If they come across reviews from consumers with similar preferences or concerns, this enhances purchase intention because the product feels more relevant. Honest and credible customer reviews can help build trust in the product. Students are more likely to feel comfortable purchasing a product with strong positive reviews, which can lead to a higher purchase intention. Online customer reviews can have a long-lasting impact. Students may view customer reviews as reliable guides for their purchases, influencing purchase intention in the future.

The Influence of Perceived Value on Purchase Intention

There is a significant influence of perceived value on purchase intention for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.632, with a t-statistic value greater than 1.66 ($7.015 > t\text{-table } 1.66$) and a p-value smaller than alpha ($0.000 < 0.05$), leading to the rejection of H_0 and the acceptance of H_a . Perceived value reflects how much consumers consider a product to be valuable. College students in Pekanbaru City who believe that cosmetic products on TikTok Shop offer benefits worth their price and meet their needs are more likely to have a high purchase intention. Perceived value is also related to product quality and consumer satisfaction. Students who perceive the cosmetic products as high-quality and meeting their expectations are more likely to have a positive purchase intention. The reputation of the cosmetic product brand also plays a significant role in perceived value. If a product has a

good reputation and is known as a trustworthy brand, students are more likely to have a positive purchase intention.

There is no Influence of Influencer Marketing on Purchase Intention Through Perceived Value

There is no significant influence of influencer marketing on purchase intention through perceived value for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.099, with a t-statistic value smaller than 1.66 ($1.228 < t\text{-table } 1.66$) and a p-value greater than alpha ($0.220 > 0.05$), leading to the acceptance of H_0 and the rejection of H_a . The research findings indicate that perceived value does not mediate the influence of influencer marketing on purchase intention. Students in Pekanbaru City may have access to a wide range of cosmetic products on TikTok Shop. With numerous options available, they may prioritize factors like quality, brand, or price over simply following influencer marketing. In this context, influencer marketing may not have a significant impact on purchase intention through perceived value among college students in Pekanbaru City. External factors, skepticism levels, individual preferences, and a wide array of product choices can affect how students make purchasing decisions, and the influence of influencer marketing may not always be the dominant factor in this process.

The Influence of Online Customer Reviews on Purchase Intention Through Perceived Value

There is a significant influence of online customer reviews on purchase intention through perceived value for cosmetic products on TikTok Shop. This is evident as the original sample value is 0.414, with a t-statistic value greater than 1.66 ($4.292 > t\text{-table } 1.66$) and a p-value smaller than alpha ($0.000 < 0.05$), leading to the rejection of H_0 and the acceptance of H_a . The research findings indicate that perceived value can mediate the influence of online customer reviews on purchase intention. Online customer reviews provide insights from real consumer experiences with the cosmetic products. College students in Pekanbaru City may view this information as a credible source to assess the product's value. Strong positive reviews enhance perceived value, subsequently increasing purchase intention. Online customer reviews create a powerful social proof effect. When students see that many others have purchased and given positive reviews about a specific cosmetic product on TikTok Shop, it can psychologically motivate them to follow suit. This enhances perceived value and purchase intention. In many cases, students make purchase decisions based on online customer reviews. If these reviews consistently convey positivity, it significantly influences perceived value and purchase intention. Thus, online customer reviews can significantly influence purchase intention through perceived value in the context of cosmetic products on TikTok Shop among college students in Pekanbaru City. Customer reviews provide insights, build trust, and create social proof effects that are crucial in the purchase decision-making process.

CONCLUSION

Based on the review, research findings, and discussions presented earlier, the following conclusions can be drawn:

1. There is no significant influence of influencer marketing on perceived value for cosmetic products on TikTok Shop.
2. There is a significant influence of online customer reviews on perceived value for cosmetic products on TikTok Shop.
3. There is no significant influence of influencer marketing on purchase intention for cosmetic products on TikTok Shop.
4. There is a significant influence of online customer reviews on purchase intention for cosmetic products on TikTok Shop.

5. There is a significant influence of perceived value on purchase intention for cosmetic products on TikTok Shop.
6. Perceived Value cannot mediate the influence of influencer marketing on purchase intention for cosmetic products on TikTok Shop.
7. Perceived Value can mediate the influence of online customer reviews on purchase intention for cosmetic products on TikTok Shop.

SUGGESTION

1. Focus on marketing strategies that are not overly dependent on influencers but rather prioritize online customer reviews as they have a significant influence on perceived value and purchase intention.
2. Companies can enhance the quality and reliability of online customer reviews to improve perceived value and purchase intention.
3. Although influencers may not have a significant impact on perceived value and purchase intention, it is still essential to consider their presence in the overall marketing strategy.
4. Companies may conduct further research to understand other factors that might influence perceived value and purchase intention on the TikTok Shop

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