

Research Article

The Effect of Pricing Strategy, Promotion, and Online Reviews on Consumer Purchasing Decisions: An Empirical Study

Anik Sofiatun Amanah¹, Zainal Zawir Simon^{2*}

^{1,2} Faculty of Economics and Business, YARSI University, Jakarta

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Abstract

The rapid growth of digital commerce has intensified competition among online sellers, requiring businesses to understand the factors that influence consumer purchasing decisions in digital marketplaces. However, empirical evidence on how price, promotion, and electronic word of mouth particularly online customer reviews and ratings shape purchasing decisions in the TikTok Shop ecosystem remains limited. Therefore, this study aims to examine the effects of price, promotion, online customer reviews, and online customer ratings on purchasing decisions, and to review these relationships from an Islamic perspective. This study uses an explanatory research design with a population consisting of TikTok Shop consumers in North Jakarta and a sample of 125 respondents. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results show that price, promotion, and online customer reviews have a positive and significant effect on purchasing decisions, whereas online customer ratings do not. These findings provide empirical evidence on consumer behavior in the TikTok Shop marketplace and highlight the importance of pricing strategies, promotional activities, and credible online reviews in influencing purchasing decisions in digital commerce environments.

Keywords: Price, Promotion, Online Customer Review, Online Customer Rating, Purchase Decision

JEL Classification: M31, D12, M37

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Corresponding author: Zainal Zawir Simon (zainal.zawir@yarsi.ac.id)



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1. Introduction

In an increasingly competitive business world, companies must compete effectively through various marketing strategies (MR Ekatama et al., 2023; Sari et al., 2023). One important aspect in marketing is understanding the factors that influence consumer purchasing decisions (Isabella & Sari, 2023a). Purchasing decisions are the final stage of the purchasing process, in which consumers decide whether to buy a product or service. Therefore, understanding the factors that influence purchasing decisions is crucial to increasing sales and consumer loyalty (Sari & Isabella, 2024).

The development of technology and the internet in the current era of globalization has increased significantly year by year. With the development of technology and the internet, Indonesian people and people around the world can easily access all the information they need through available search platforms. According to Kusnandar (2021), cheaper than shopping directly. The marketplace is a platform that enables sellers and buyers to transact. The marketplace is likened to a traditional market that brings together sellers and buyers packaged in virtual form (Yustiani & Yunanto, 2017).

The emergence of e-commerce shifts consumer shopping behavior from offline to online, aligning with the findings. The presence of e-commerce provides benefits to consumers, including saving time on shopping. This is because consumers do not need to go to the store to buy what they want; they can use the e-commerce platform. Consumers can shop anytime and anywhere, without time limits. Consumers can compare the quality of goods and prices on the e-commerce platform because there are many stores to choose from. Saputro & Laura (2020) define purchasing decisions as consumers' actions to buy products offered to them. Purchasing decisions are operationally measured using indicators: problem recognition, information search, product selection, brand selection, and purchasing behavior.

The next variable, no less important in purchasing decisions, is promotion. Promotion is an activity that communicates the advantages of a product and persuades target customers to buy it (Kotler & Keller, 2016). Promotion is a form of communication a company uses to reach consumers or its target market, to convey information about the product/company so consumers buy. Promotion is also the process of providing information, persuading, and influencing consumers' purchasing decisions or use of a product or service. The general purpose of promotion is to increase the sales volume of a product or service.

In previous studies, promotion is also an important factor in purchasing decisions. (Amin & Hendra, 2020) Research indicates that promotion positively affects buyer decisions. Promotion has a significant effect on purchasing decisions (Ari, 2018; Shrestha, 2015). In his research at the Baskin-Robbins ice cream franchise in Thailand, Shrestha found that the promotional mix positively and significantly influenced purchasing decisions. Research entitled "The Effect of Product Quality, Price and Promotion on Purchasing Decisions (Case Study of Pempek Mangcek, Celenteng Branch), stated that product quality and promotion simultaneously have a significant effect on purchasing decisions, but partially promotion does not have a significant effect on purchasing decisions.

Furthermore, Online Customer Review (OCR) is a review by consumers who have purchased products in online stores, so that other consumers can find out information about the desired product. Online customer reviews for consumers today are not only a consideration in purchasing a product but also help shape expectations for a product (Mu'nis & Komaladewi, 2020). Online customer reviews are consumer evaluations of a product across various aspects. With this information, consumers can find the quality of the product they are looking for through reviews and experiences written by other consumers who have purchased products from online sellers. According to Alman (Sari, 2019), online customer reviews are information created by individuals and can be used by consumers to find and obtain product information, which later influences purchasing decisions.

In addition to online customer reviews, an important and mandatory feature in e-commerce is customer ratings. Online customer ratings are summaries of consumers' opinions or assessments of a product, expressed on a star scale. The number of stars obtained by a particular product can be interpreted as the quality of the product in question (Auliya, Umam, & Prastiwi, 2017). In previous research, the purchasing decision factor was online customer ratings. Research by Arbaini (2020) found that customer ratings significantly influenced purchasing decisions. Research by Kamila (2019) found that customer ratings did not significantly influence purchasing decisions.

2. Literature Review and Hypothesis

Buying decision

Purchasing decisions are influenced by consumer behavior, including the choice of what to buy, the quantity, and the method of purchase, according to Schiffman and Kanuk. This decision involves selection among several available alternatives. According to Kotler et al. (2018), there are several indicators in purchasing decisions, including: 1) buying habits; 2) Recommendations from others; and 3) repeat purchases. Alma, Buchari (2018), a consumer decision that is influenced by financial economics, product, price, location, technology, politics, culture, promotion, people and process.

Promotion

Promotion is an activity of notification, dissemination, and provision of information to persuade prospective buyers, offer a product or service, sell the product, and facilitate the purchase process (Alnando & Hutapea, 2021). Meanwhile, according to Sari (2020), promotion is defined as information that influences individuals or organizations to purchase products or services. Promotion is a form of communication used by companies to reach consumers or target markets and convey information about the product/company, so consumers want to buy.

Online Customer Review

Arbani et al. (2020) state that online customer reviews are part of Electronic Word of Mouth (Ewom), which is a direct opinion from someone, not an advertisement. Reviews are one of several factors that determine a person's purchasing decision. Meanwhile, according to Auliya et al. (2017), online customer reviews are consumer evaluations of products across various aspects. With this information, consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from online sellers. Online customer reviews are written by consumers who have purchased a product from an online store, so that other consumers can find information about the desired product (Hidayati, 2018).

Online Customer Rating

With online reviews and ratings, sellers on online marketplaces can evaluate their businesses. Customers are free to express their praise and even complaints when shopping at online stores, so that sellers can see what shortcomings they have experienced while running an online business. The customer rating feature uses a star symbol to represent customer feedback from shoppers who have shopped online at the store. According to Auliya et al. (2017), ratings are one way for prospective buyers to obtain information about sellers. Hence, the presence of ratings in online buying and selling is logical if consumers consider them a measure of quality.

Research Concept Framework

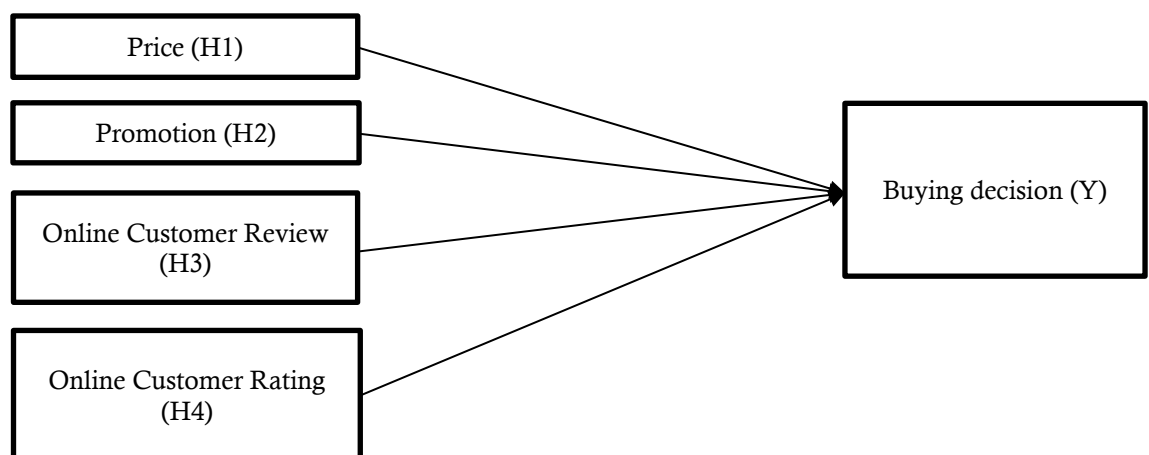


Figure 1. Research Concept Framework

Figure 1 presents the conceptual framework of this study, showing that Price (H1), Promotion (H2), Online Customer Review (H3), and Online Customer Rating (H4) are independent variables hypothesized to influence the Buying Decision (Y). Price reflects consumers' perceptions of affordability and value, promotion represents marketing activities that attract consumers, online customer reviews show previous buyers' experiences, and online customer ratings indicate product evaluations. These variables are proposed to affect purchasing decisions in the TikTok Shop marketplace directly and are tested using PLS-SEM analysis.

Research Hypothesis

The Influence of Price on Purchasing Decisions

Price is one of the key elements that greatly influences purchasing decisions (Sudirman et al., 2022; Syarief et al., 2022). In consumers' eyes, price often reflects a product's value (Tegowati et al., 2024). Consumers tend to compare the prices of one product with other similar products before making a purchasing decision (Isabella & Sari, 2023b). High prices can reduce consumer interest, while low prices can create the perception that product quality is poor (Budianto & Surya, 2023). Therefore, companies need to determine prices that align with product quality and attract consumer interest. Price is part of the marketing mix that generates income. Price cannot be equated with services or money for someone at a place and time, given the exchange rate (Sudaryono, 2016). Price is the monetary unit of a product or service that is exchanged to obtain ownership rights or the use of the good or service. Dessy & Koto (2017), Rosa, Afaia & Maulida (2020), and Gunarsih (2021) report consistent results: price has a positive and significant effect on purchasing decisions.

H1: Price has a positive influence on purchasing decisions

The Effect of Promotion on Purchasing Decisions

Promotion is an activity of notification, dissemination, and provision of information to persuade prospective buyers, offer a product or service, sell the product, and facilitate the purchase process (Alnando & Hutapea, 2021). Promotional strategies can take many forms, including advertising, sales promotions, public relations, personal selling, and digital marketing. Each of these promotional tools contributes to shaping consumer perceptions, increasing product attractiveness, and enhancing brand recognition. Promotion is an activity that informs about a product and invites buyers to purchase it. The results of research on the influence of Price on Purchasing Decisions conducted by Dessy & Koto (2017) indicate that Promotion has a positive and significant effect on purchasing decisions. This hypothesis posits that well-executed promotional activities increase consumer awareness, generate interest, and ultimately drive higher purchase rates. Companies that strategically invest in promotions can increase sales, improve brand loyalty, and gain a competitive edge.

H2: Promotions have a positive influence on purchasing decisions

The Influence of Online Customer Reviews on Purchasing Decisions

Online customer reviews are written by consumers who have purchased a product from an online store, so that other consumers can find information about the desired product (Hidayati, 2018). The results of research on the influence of Online Customer Reviews on purchasing decisions by Purwanto (2021), Kusumawati (2021), Arbaini (2020), and Amarta & Millyani (2020) indicate that Online Customer Reviews have a positive and significant effect on purchasing decisions. The results of this study align with Hidayat & Utami's (2022) research, which found that Online Customer Reviews have a significant effect on purchasing decisions. This study aligns with the research by Bima et al. (2021) and Latief & Ayustira (2020), which found that online customer reviews have a positive, significant effect on purchasing decisions.

H3: Online Customer Reviews Have a Positive Influence on Purchasing Decisions

The Influence of Online Customer Ratings on Purchasing Decisions

Found that sellers on online marketplaces can evaluate their online businesses through online reviews and ratings. Customers are free to share praise and even complaints when shopping on online stores, so sellers can see what is lacking in their business. Customer ratings serve as social proof, influencing potential buyers' perceptions of a product's quality and reliability. Higher ratings

generally indicate customer satisfaction and encourage more people to purchase the product, while lower ratings can deter potential buyers. This dynamic underscores the importance of maintaining positive customer experiences to sustain a competitive advantage in online markets. The results of research on the influence of Online Customer Rating on purchasing decisions by Kusumawati (2021), Febria, Setiawan, and Sulaeman (2022), and Arbaini (2020) indicate that Online Customer Rating has a positive and significant effect on purchasing decisions.

H4: Online Customer Rating Has a Positive Influence on Purchasing Decisions

3. Data and Method

Types of research

The research design used in this study is explanatory. The data used in this study are primary and secondary. Primary data in this study are obtained from responses to questionnaires distributed via Google Forms to TikTok Shop consumers in North Jakarta. The questionnaire is a closed question in which the respondent's statement is limited to the provided choices. Secondary data in this study are obtained from the literature, library studies, and online media to support the research.

Data Collection Techniques

Data collection in this study employed a survey method, with a questionnaire as the research instrument. Data collection was conducted by distributing questionnaires via Google Forms to TikTok Shop consumers in North Jakarta. The research questionnaire includes written questions intended for TikTok Shop consumers. This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM). Partial Least Squares is one of the structural measurement techniques (SEM) that can predict the relationship between variables and their indicators.

Population and Sample

The population in this study is TikTok Shop Consumers in North Jakarta who have shopped at a TikTok shop, the number of which is not known for sure. Based on the calculation results above, the minimum sample size is 125 respondents. The sampling technique used is non-probability sampling, in which not all elements have an equal chance of being selected as samples, and the results cannot be generalized to the population. The sampling method used is Purposive Sampling; the sample is selected by targeting specific characteristics of the population.

4. Results

Evaluation of Measurement Model

Table 1. Evaluation of Measurement Model

Purchase Decision Variables
Composite Reliability 0.887 > 0.7
Price Variable
Composite Reliability 0.887 > 0.7
Promotion Variables
Composite Reliability 0.856 > 0.7
Online Customer Review Variables
Composite Reliability 0.915 > 0.7
Online Customer Rating Variables
Composite Reliability 0.887 > 0.7

Source: Processed Data (2023)

Based on Table 4 above, the study's results show that TikTok Shop meets consumer needs by offering a variety of products. Product prices are competitive and in accordance with the benefits provided. In terms of promotion, the chat feature facilitates interaction between sellers and buyers, and customer service helps build strong relationships. All variables have high reliability (> 0.7), meeting the established criteria.

Structural Model Evaluation

Table 2. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
R2 (Purchase Decision)	≤ 0.25 weak, 0.26 – 0.45 moderate, 0.46 – 0.70 strong, ≥ 0.70 very strong	R2 = 0.791
Q2 Predictive Relevance	Q2 < 0 = Model lacks predictive relevance	Q2 = 0.785
Tenenhaus Goodness of FIT (GoF)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.702

Source: Processed Data (2023)

Based on Table 2 above, the model test results indicate a Goodness of Fit (GoF) value of 0.702, indicating a high level of suitability. The R² value for purchasing decisions is 0.791, indicating that 79.1% of purchasing decisions are influenced by price, promotion, reviews, and customer ratings, while other factors influence the remaining 20.9%. In addition, this model has predictive relevance, as indicated by the positive Q² value.

Research Hypothesis Testing

Table 3. Research Hypothesis Testing

Variable Results	Coefficient	P-Value	Note
Price → Buying decision	0.289	<0.001	Significant
Promotion → Buying decision	0.430	<0.001	Significant
Online Customer Reviews → Buying decision	0.245	<0.002	Significant
Online Customer Rating → Buying decision	-0.041	<0.322	Not Significant

Source: Processed Data (2023)

Based on Table 3 above, the analysis results indicate that price (0.289), promotion (0.430), and online customer reviews (0.245) have a positive and significant effect on purchasing decisions (p-value <). However, the online customer rating (-0.041) has a negative, insignificant effect (p-value = 0.322). This indicates that price, promotion, and customer review factors play a greater role in influencing purchasing decisions than product ratings.

5. Discussion

Price Has a Positive and Significant Influence on Purchasing Decisions

The results show that price has a positive and significant effect on purchasing decisions. This indicates that competitive and reasonable pricing offered by sellers on TikTok Shop can encourage consumers to make purchasing decisions. In digital marketplaces, consumers tend to compare prices across platforms before making a purchase, making price an important factor in influencing consumer choice. When consumers perceive that the price offered reflects the product's value and benefits, they are more likely to proceed with the purchase.

These findings are consistent with previous studies conducted by Dessy and Koto (2017) and Rosa, Afalia, and Maulida (2020), which found that price significantly influences purchasing decisions. Similarly, studies by Cn and Helmita (2023), Dermawan et al. (2024), and Ekatama et al. (2022) emphasize that consumers evaluate the balance between price and product value before deciding to buy. Thus, in the competitive environment of digital commerce, such as TikTok Shop, appropriate pricing strategies remain an important determinant of consumer purchasing behavior.

Promotion Has a Positive and Significant Influence on Purchasing Decisions

The findings indicate that promotion has a positive and significant effect on purchasing decisions. This suggests that promotional activities carried out on TikTok Shop, such as discounts, flash sales,

free shipping, and advertising campaigns, effectively attract consumer attention and stimulate purchase intentions. Promotion plays an important role as a communication tool, informing consumers about product offerings and persuading them to make purchases.

This result supports the findings of Dessy and Koto (2017), who reported that promotion significantly influences purchasing decisions. In addition, explain that promotion helps companies communicate product value to consumers and create stronger purchase intentions. Studies by Aprilia et al. (2024) and Cn and Helmita (2023) also confirm that attractive promotional strategies can increase consumer interest and encourage purchasing behavior in online marketplaces.

Online Customer Reviews Have a Positive and Significant Influence on Purchasing Decisions

The results show that online customer reviews have a positive and significant effect on purchasing decisions. This finding indicates that reviews from previous consumers play an important role in influencing potential buyers on digital marketplaces. Consumers tend to rely on the experiences shared by other buyers as a source of information before making a purchase decision. Reviews that include detailed explanations, photos, or videos are often considered more credible and persuasive.

This finding confirms previous studies by Amaritha and Millyani (2021), Hidayat and Utami (2022), Bima et al. (2021), and Latief and Ayustira (2020), which found that online customer reviews significantly influence purchasing decisions. In the context of e-commerce, online reviews serve as electronic word of mouth, reducing uncertainty and increasing consumer trust in products and sellers.

Online Customer Rating Has Negative and Significant Influence on Purchasing Decisions

The results indicate that online customer ratings do not significantly affect purchasing decisions. This suggests that numerical rating scores alone may not be sufficient to influence consumers' decisions in the TikTok Shop marketplace. Consumers may pay closer attention to detailed reviews rather than relying solely on ratings, as reviews offer more comprehensive insights into product quality and user experience.

This finding is consistent with studies by Rahmawati (2020) and Aisyah and Rosyidi (2023), which also found that online customer ratings do not significantly influence purchasing decisions. One possible explanation is that rating scores are often perceived as too general or may be influenced by bias, whereas written reviews provide richer, more reliable information. Therefore, consumers may rely more on review content than on rating numbers when evaluating products on digital marketplaces.

6. Conclusion

Based on the results of the analysis and discussion, it can be concluded that the influence of price, promotion, online customer review and online customer rating on purchasing decisions in this study are as follows: Price has a positive and significant effect on purchasing decisions, Promotion has a positive and significant effect on purchasing decisions, Online customer review has a positive and significant effect on purchasing decisions, Online customer rating has no effect and is not significant on purchasing decisions.

To remain competitive in the evolving marketplace, businesses must strategically manage pricing, promotions, and online reviews to influence consumer purchasing decisions. An effective pricing strategy balances affordability and perceived value while leveraging psychological pricing techniques, such as discounts, bundle pricing, and dynamic pricing models, to attract buyers. Promotional efforts should be carefully designed to engage target audiences through multi-channel marketing, including social media campaigns, influencer partnerships, and personalized offers, to enhance brand visibility and drive sales. Additionally, online reviews and ratings play a crucial role in building consumer trust, making it essential for businesses to encourage positive feedback, respond promptly to customer concerns, and continuously improve products based on consumer insights.

Recommendation

Based on the research findings, several operational recommendations can be proposed for TikTok Shop. First, sellers should maintain competitive pricing by monitoring market prices and ensuring that product value aligns with consumer expectations. Second, promotional strategies should be optimized through digital marketing campaigns such as flash sales, free shipping programs, and targeted advertising to increase consumer engagement. Third, sellers should actively manage customer relationships through CRM strategies, including responding promptly to customer inquiries and feedback. In addition, digital performance indicators (KPIs) such as customer satisfaction scores, response time, review growth rate, and repeat purchase rates should be monitored regularly. These strategies can improve positive reviews and ratings, strengthen consumer trust, and ultimately increase purchasing decisions on TikTok Shop.

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