

The effect of online customer review and perceived risk on purchase decisions: A study of Somethinc consumers on the TikTok shop platform

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Abstract

This study analyzes the effects of online customer reviews and perceived risk on Somethinc consumers' purchase decisions on TikTok Shop in Batam. A quantitative survey was conducted with 100 Generation Z respondents aged 15–24 years who had previously purchased Somethinc through TikTok Shop. Data were collected using a 4-point Likert questionnaire distributed via Google Forms and analyzed with multiple linear regression. The results show that online customer reviews have a positive and statistically significant effect on purchase decisions, while perceived risk has a negative but insignificant effect. Together, the two variables explain 36.8% of the variance in purchase decisions. These findings highlight the strategic role of user-generated reviews in shaping Gen Z consumers' purchasing behavior and suggest that perceived risk may be less salient for a well-known local beauty brand operating on a popular social commerce platform.

Keywords: Online Customer Review, Perceived Risk, Purchase Decisions.

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INTRODUCTION

TikTok has rapidly evolved from a short-video entertainment platform into a leading social commerce ecosystem, with more than one billion active users worldwide. In Indonesia, TikTok Shop has seen significant growth in transaction values, making the country one of the largest contributors to TikTok Shop's gross merchandise value (GMV) globally. Estimates predict that Indonesia's GMV will exceed USD 6 billion in 2024, positioning it second only to the United States (Wulandari & Mulyanto, 2024). Recent studies indicate that social commerce features such as live shopping and in-app checkout on TikTok Shop are reshaping consumer purchasing behavior and are becoming crucial distribution channels for many brands in Indonesia. These platforms have successfully captured the attention of Generation Z consumers, driving engagement and sales (Burhanudin & Puspita, 2023).

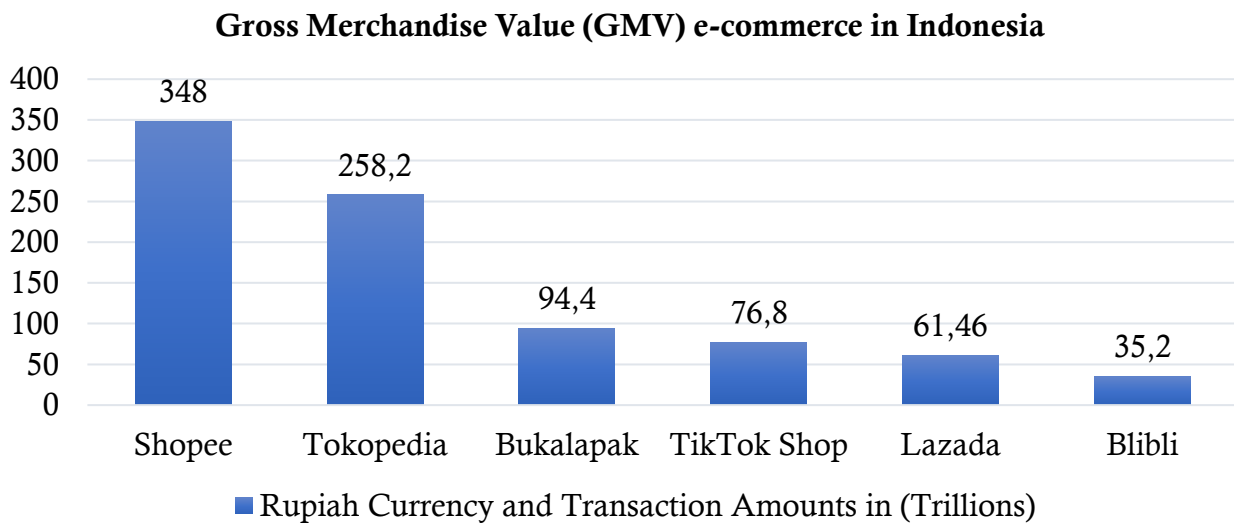


Figure 1. GMV e-commerce in Indonesia

Source: <https://shorturl.at/UvI5e>

One of the successful local brands leveraging TikTok Shop is Somethinc, an Indonesian beauty brand established in 2019. Through its official TikTok account, Somethinc promotes its products via live streaming, creative content, and user-generated reviews. This strategy enhances brand visibility and builds consumer trust in the products being offered. However, as TikTok transforms into an e-commerce platform, it brings several challenges for Somethinc, especially in terms of data privacy, ensuring product authenticity, and the potential for online fraud. These concerns contribute to what is known as Perceived Risk, which can influence consumer purchasing behavior. At the same time, Online customer reviews are important in influencing consumer purchasing decisions. While unfavorable reviews may lead to hesitation or skepticism, favorable ones tend to build trust and motivate consumers to proceed with a purchase.

In the context of social commerce, purchase decisions are increasingly shaped by two key psychological mechanisms, namely informational influence and risk perception. Online Customer Reviews (OCR) act as a form of social proof that reduces information asymmetry, while perceived risk reflects consumers' uncertainty toward online transactions. The interaction between these two factors becomes particularly relevant in platforms such as TikTok Shop, where user-generated content and transactional features coexist in a highly dynamic environment. Therefore, examining these variables is essential to understanding consumer decision-making in social commerce.

Somethinc is one of the most prominent local beauty brands in Indonesia, established in 2019 and quickly achieving leading sales performance in the domestic skincare market. The brand actively leverages digital platforms, including TikTok and TikTok Shop, through intensive live streaming sessions, short-form video content, and collaboration with key opinion leaders to

reach Generation Z consumers. Recent research on Somethinc's digital marketing strategy shows that the brand relies heavily on social media marketing, interactive content, and user-generated content to strengthen brand engagement and purchase intention among young consumers (Permana, et al, 2024) In particular, live streaming on TikTok Shop has been reported to generate millions of views and sell millions of skincare units, indicating the strategic importance of this platform for Somethinc's online sales performance (Salsabila et al., 2021). The rapid growth of social commerce has raised concerns related to data privacy, product authenticity, and potential online fraud, which are reflected in consumers' perceived risk when shopping through digital platforms. Previous studies in the Indonesian context have shown that perceived risk can negatively affect online purchase intention and purchase decisions, though its significance may vary across different product categories and platforms (Putri et al., 2022). At the same time, online customer reviews and ratings have been consistently identified as key informational cues that help reduce uncertainty, shape brand evaluations, and drive purchase decisions in e-commerce settings (Agustiningsih & Hartati, 2023). Recent evidence from Indonesian platforms such as Shopee and TikTok Shop suggests that positive online reviews not only increase consumer confidence in product quality but also strengthen their willingness to buy, especially among younger, digitally-savvy consumers (Salsabila et al., 2021).

Against this background, Generation Z represents a crucial consumer segment because of its high level of digital literacy and strong engagement with social media and social commerce platforms. Studies in Indonesia consistently show that Gen Z is highly exposed to TikTok content, easily influenced by digital marketing stimuli, and actively involved in shopping activities on TikTok Shop (Burhanudin & Puspita, 2023). However, empirical evidence that specifically examines how online customer reviews and perceived risk jointly shape Gen Z consumers' purchase decisions for a particular local beauty brand on TikTok Shop in a specific city is still limited. Therefore, this study aims to analyze the effects of online customer reviews and perceived risk on Somethinc consumers' purchase decisions on TikTok Shop among Generation Z respondents aged 15–24 years in Batam. The study is expected to contribute to the social commerce literature by providing contextual evidence from a rapidly growing platform and a leading local beauty brand, while offering practical insights for marketers on how to manage user-generated reviews and perceived risk when targeting Gen Z consumers in Indonesia.

This research attempts to understand the individual and combined impact of Online Customer Review and Perceived Risk on the purchase decisions of Somethinc through TikTok Shop. The research targets Generation Z consumers aged 15–24 years residing in Batam, who have previously purchased Somethinc products via the platform. The scope of this research is limited to the variables of Online Customer Review, Perceived Risk, and purchase decision. It focuses exclusively on TikTok Shop as the platform and Somethinc as the brand. Theoretically, this research contributes to the growing body of literature on how online customer reviews and Perceived Risk affect purchasing decisions in the context of TikTok Shop. Practically, it offers insights for Somethinc to develop more effective marketing strategies by leveraging Online Customer Reviews and managing consumers' Perceived Risk. By understanding the factors influencing purchasing decisions, Somethinc can enhance customer satisfaction, build consumer trust, and ultimately increase sales on TikTok Shop.

Kotler and Keller stated that consumer behavior is influenced by various inputs, such as marketing factors (product, price, distribution, and communication) and external variables (economic, technological, political, and cultural), all of which can affect consumer behavior (Wulandari & Mulyanto, 2024). In addition to the consumer behavior framework proposed by Kotler and Keller, this study is also grounded in several key theoretical perspectives that explain consumer decision-making in digital environments. Social Proof Theory (Cialdini, 2001) suggests that individuals rely on the opinions of others when making decisions under uncertainty, particularly in online settings where direct product experience is limited. Furthermore, Perceived Risk Theory (Bauer, 1960) explains that consumers evaluate potential

risks before engaging in a transaction, especially in e-commerce contexts where uncertainty is higher compared to offline purchasing. These elements influence the psychological state of the customer (including motivation, perception, learning, and experience) as well as personal characteristics, which in turn affect how they respond when making purchasing decisions. One of the key psychological factors influencing consumer purchases is perception, which refers to how an individual interprets and processes information from their senses to form their view of the world.

In the context of digital marketing, social proof refers to support from other users, such as reviews or testimonials, which indicate that a product or service is trustworthy and of high quality. This strategy is used to enhance consumer trust and increase purchase intention (Nikmah & Zaidah, 2022). Online customer reviews can help reduce uncertainty by providing indirect information about an item to prospective buyers. (Ahmad, Rohim, & Oetarjo, 2023). From a theoretical perspective, online customer reviews can be explained through Social Proof Theory, where consumers use the experiences of others as a reference in decision-making. Additionally, Signaling Theory (Spence, 1973) suggests that reviews act as signals that reduce information asymmetry between sellers and buyers. Positive reviews signal high product quality, while negative reviews may indicate potential risks, thereby influencing consumer perception and purchase intention. This insight enables consumers to better comprehend the quality of the product being presented. The indicators used are based on those found in the study by Latifa and Harimukti (Aurani & Dirbawanto, 2024), that is, Perceived usefulness, Source of credibility, Argument of quality, Review valence, and Quality reviews.

Consumers' perception of potential risks or uncertainties during online transactions is known as perceived risk. According to Widianta & Ketut, perceived risk may relate to concerns about financial loss, product performance, or even social judgment (Salsabila et al., 2021). According to Perceived Risk Theory (Bauer, 1960), consumers tend to avoid decisions that may lead to negative consequences. In online shopping, perceived risk includes financial risk, functional risk, and psychological risk. Furthermore, Risk Reduction Theory explains that consumers actively seek information, such as reviews and ratings, to minimize uncertainty before making a purchase decision. The indicators used in this study are those that have been formulated by Ramulu and Sapna (Gratia Sara Rorie, LTumbel, & Gunawan, 2022), that is, functional risk, financial risk, psychological risk, and social risk.

A purchase decision is a decision-making process that occurs after various considerations to buy a product. The decision-making process can also be explained by the Theory of Planned Behavior (Ajzen, 1991), which states that consumer behavior is influenced by intention, attitudes, subjective norms, and perceived behavioral control. In this context, online customer reviews influence subjective norms, while perceived risk affects perceived behavioral control, both of which contribute to purchase decisions. Consumers, when choosing a product, will take into account several factors that influence their decision, such as price, service, and product quality (Gunawan, 2024). The indicators of purchase decision, as proposed by Kotler & Keller, include the following aspects (Mardiana & Sijabat, 2021): confidence in the product, buying habits, recommending to others, and repeat purchases. Based on the study by Aurani & Disbawanto (2024), the hypothesis of this research is:

Based on the integration of Social Proof Theory, Perceived Risk Theory, and the Theory of Planned Behavior, it can be understood that online customer reviews and perceived risk play important roles in shaping consumer purchase decisions, particularly in social commerce environments such as TikTok Shop. Drawing from prior research, the following hypotheses are formulated in this study:

H1: There is an influence of online customer reviews on Somethinc consumers' purchasing decisions on the TikTok Shop platform.

H2: There is an influence of perceived risk on Somethinc consumers' purchasing decisions on the TikTok Shop platform.

H3: There is an influence of online customer reviews and perceived risk on Somethinc consumers purchasing decisions on the TikTok Shop platform.

The conceptual framework of this research is presented in the image below:

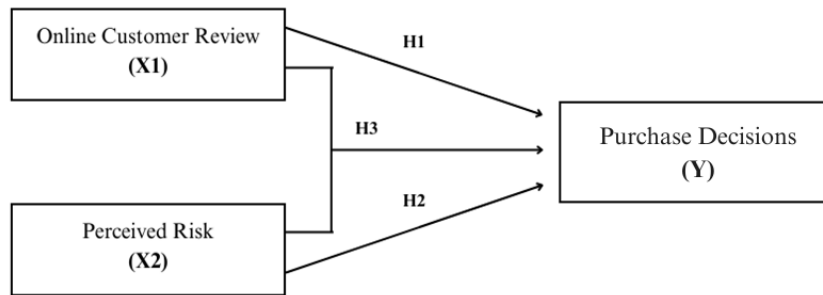


Figure 2. Conceptual Framework

Previous studies have shown that online customer reviews are a key driver of online purchase decisions, whereas the role of perceived risk remains mixed across different platforms and product categories. However, empirical evidence on how these two factors jointly influence purchase decisions in the context of TikTok Shop, particularly for a local beauty brand such as Somethinc and among Generation Z consumers in specific cities, is still limited.

This study aims to analyze the effects of online customer reviews and perceived risk on Somethinc consumers’ purchase decisions on TikTok Shop in Batam. The study contributes to the literature on social commerce by providing evidence from a rapidly growing platform and a popular local beauty brand, and offers practical insights for marketers on how to manage user-generated reviews and perceived risk when targeting Generation Z consumers.

RESEARCH METHOD

This study adopts a quantitative explanatory survey design, aiming to examine the causal relationship between online customer reviews, perceived risk, and purchase decisions. This study uses quantitative methods, collecting responses through Google Forms-based questionnaires, using a Likert scale of 1 to 4, a four-point Likert scale to avoid neutral choices that could lead to ambiguity in drawing conclusions (Juliasari, Malihah, & Hidayati, 2022). The questionnaire consisted of questions related to respondents’ demographics and statements regarding the research variables. The details of the variable operationalization are presented as follows:

Table 1. Operational Variable

Variable	Indicator	Measurement Scale	Source
(X1) Online Customer Review	<ul style="list-style-type: none"> • Perceived of usefulness • Source of credibility • Argument of quality • Review valence • Quality of reviews 	Likert 1-4	(Aurani & Dirbawanto, 2024)
(X2) Perceived Risk	<ul style="list-style-type: none"> • Functional risk • Financial risk • Psychological risk • Social risk 	Likert 1-4	(Gratia Sara Rorie et al., 2022)
(Y) Purchase Decisions	<ul style="list-style-type: none"> • Confidence in the product • Buying habits • Recommending to others • Repeat purchases. 	Likert 1-4	(Mardiana & Sijabat, 2021)

There are three main variables in this study: online customer reviews (X1), perceived risk (X2), and purchase decisions (Y).

1. Online Customer Reviews (X1)

Online customer reviews refer to the information, comments, and ratings provided by other consumers regarding Somethinc products on TikTok Shop. The indicators include perceived informativeness, review credibility, review valence (positive or negative tones), and perceived usefulness of reviews in supporting purchase decisions. Several items were adapted and modified from previous studies on online customer reviews and electronic word of mouth in e-commerce and social commerce settings. Respondents indicated their agreement with statements reflecting how they perceive and use reviews on TikTok Shop when considering Somethinc products.

2. Perceived Risk (X2)

Perceived risk represents consumers' subjective perception of potential losses or negative consequences when purchasing Somethinc products through TikTok Shop. The indicators cover concerns about data privacy and payment security, doubts about product authenticity, worries about product quality not matching the description, and the possibility of being scammed or receiving counterfeit goods. Measurement items were adapted from prior research on perceived risk in online shopping and adjusted to the specific context of TikTok Shop and beauty products. Higher scores indicate lower perceived risk, while lower scores reflect higher perceived risk, so several items were coded appropriately to maintain consistent interpretation.

3. Purchase Decisions (Y)

Purchase decisions refer to the extent to which respondents have decided to buy Somethinc products on TikTok Shop and have actually carried out the transaction. Indicators include the strength of intention to buy, the frequency of purchases, the tendency to repeat purchases, and the preference for TikTok Shop compared with other online platforms when buying Somethinc products. Items for purchase decisions were adapted from previous studies on online purchase decisions and consumer behaviour in digital marketplaces.

A table of operational definitions and indicators for each variable was prepared to summarise the constructs, definitions, indicators, number of items, and measurement scale. This table serves as the basis for item construction and subsequent data analysis.

Purposive sampling is employed to guarantee that the selected respondents align with the research object. The sample criteria included: consumers residing in Batam City, aged 15–24 years (Gen Z), and having previously purchased Somethinc products through TikTok Shop. Based on data obtained from BPS Batam 2024, it is estimated that there are 200,700 Gen Z individuals in Batam. Using the Taro Yamane formula and a 10% margin of error, the minimum sample was set at 100 respondents. The data were processed through several statistical tests using SPSS software.

Validity and reliability tests were applied, where if the $r\text{-count} > r\text{-table}$ and Cronbach's $\text{Alpha} > 0.60$, the questionnaire is valid and reliable. Several classical assumption tests were carried out to verify that the regression model complied with the requirements of classical linear regression. The Kolmogorov-Smirnov test was employed to assess normality, with a significance value > 0.05 indicating that the data follow a normal distribution. If the tolerance value > 0.10 or the $\text{VIF} < 10$, it means multicollinearity is not present. Heteroscedasticity testing was conducted using a scatterplot. Hypothesis testing includes multiple linear regression analysis using the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n$$

Y is the dependent variable, α is the constant, β_1 to β_n are the regression coefficients, and X_1 to X_n are the independent variables. The t-test is used to assess the partial effect of each independent variable, and the result is considered significant if the t-value $> t\text{-table}$ or the

significance level < 0.05. The F-test evaluates the simultaneous influence of all X variables and is deemed significant when the F-value > F-table or significance < 0.05. The coefficient of determination (R²) is used to understand the contribution of the two independent variables in explaining the variation in the dependent variable. This research method is designed to assess how much online customer reviews and Perceived Risk affect the purchasing decisions of Gen Z consumers on the TikTok Shop.

RESULTS AND DISCUSSION

Result

Descriptive Analysis

The majority of respondents who completed the questionnaire were aged 20–24 years (87.5%), with the highest proportion residing in Sekupang (34.6%), followed by Batam Kota (23.1%) and Batu Aji (14.4%). Of the total 100 respondents, 62 were female, and 38 were male. Most respondents were found to have purchased Somethinc products only 1–2 times (54.8%) through the TikTok Shop platform. This indicates that the purchase frequency is still relatively low and the respondents tend to be new customers.

Table 2. Descriptive Result
Online Customer Review

	N	Minimum	Maximum	Mode	Mean	Std. Deviation
Q1	100	1	4	3	3.31	.662
Q2		1	4	4	3.31	.761
Q3		1	4	4	3.32	.737
Q4		1	4	4	3.29	.808
Q5		1	4	3	3.22	.705
Q6		1	4	4	3.34	.714
Total	100	8	24	-	19.79	3.069

Perceived Risk

	N	Minimum	Maximum	Mode	Mean	Std. Deviation
Q1	100	1	4	2	2.58	.945
Q2		1	4	3	2.46	.999
Q3		1	4	3	2.55	.957
Q4		1	4	3	2.70	.990
Q5		1	4	3	2.73	1.024
Q6		1	4	3	2.78	1.001
Q7		1	4	3	2.66	1.066
Total	100	7	28	-	18.46	5.281

Purchase Decision

	N	Minimum	Maximum	Mode	Mean	Std. Deviation
Q1	100	1	4	3	3.17	.779
Q2		1	4	3	3.08	.837
Q3		1	4	3	3.16	.825
Q4		1	4	3	3.09	.805
Q5		2	4	3	3.23	.723
Q6		1	4	3	3.09	.780
Q7		1	4	3	3.29	.715
Total	100	10	28	-	22.11	3.676

The results of the descriptive analysis indicate that the Online Customer Review variable has a mean score ranging from 3.22 to 3.34, with the dominant mode being 4 (strongly agree), suggesting that respondents tend to agree with statements related to online customer reviews. The standard deviation values range from 0.662 to 0.808, indicating a fairly consistent set of responses. For the Perceived Risk variable, the mean score falls between 2.46 and 2.78, with the most frequent mode being 3 (agree), which implies that respondents tend to disagree with the presence of risk in purchasing. The higher standard deviation values (0.945–1.066) suggest greater variability in opinions compared to the other variables. Meanwhile, the Purchase Decisions variable has a mean score between 3.08 and 3.29, with the dominant mode being 3 (agree), indicating that respondents agree with the statements representing purchase decisions. The standard deviation ranges from 0.715 to 0.837, reflecting a relatively good level of consistency in responses.

Validity and Reliability Test

Instrument testing shows that all items used in the study meet the required psychometric standards. Item validity was confirmed through Pearson product–moment correlation between each item and its corresponding total score, with all corrected item–total correlation coefficients exceeding the critical r-value at the 5% significance level. This indicates that each item adequately represents the construct it is intended to measure.

Reliability analysis using Cronbach’s alpha demonstrates that all three constructs have acceptable internal consistency. The Cronbach’s alpha coefficients for online customer reviews, perceived risk, and purchase decisions are all above 0.70, which is commonly considered the minimum threshold for research in social sciences. These results support the reliability of the measurement scales.

Classical assumption tests were performed before running the multiple linear regression analysis. The one-sample Kolmogorov–Smirnov test and normal probability plots indicate that the residuals are normally distributed. Multicollinearity diagnostics show that tolerance values are above 0.10 and variance inflation factor (VIF) values are well below 10 for both independent variables, suggesting no multicollinearity problems between online customer reviews and perceived risk. The scatterplot of standardized residuals against predicted values does not exhibit a clear pattern, indicating the absence of heteroscedasticity. Overall, these diagnostics confirm that the data meet the assumptions required for the application of multiple linear regression.

Table 3. Validity and Reliability Result

Variable	Indicator	Correlation		Coefficient	
		r count	Status	Alpha Cronbach	Status
Online Customer Review (X1)	1	0.738	Valid	0.790	Reliable
	2	0.629			
	3	0.646			
	4	0.730			
	5	0.713			
	6	0.748			
Perceived Risk (X2)	1	0.693	Valid	0.875	Reliable
	2	0.804			
	3	0.805			
	4	0.780			
	5	0.640			
	6	0.812			
	7	0.762			

Variable	Indicator	Correlation		Coefficient	
		r count	Status	Alpha Cronbach	Status
Purchase Decisions (Y)	1	0.582	Valid	0.797	Reliable
	2	0.742			
	3	0.747			
	4	0.693			
	5	0.644			
	6	0.641			
	7	0.645			

All items in the questionnaire were confirmed to be both valid and reliable, as evidenced by the r-value > r-table (0.1654) and Cronbach's Alpha for each variable > 0.60 (Online Customer Review = 0.803; Perceived Risk = 0.877; Purchase Decisions = 0.812).

Normality Test

Table 4. Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.92187148
Most Extreme Differences	Absolute	.086
	Positive	.083
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.067 ^c

a. Test distribution is Normal.

The significance value of 0.067 > 0.05 indicates that the regression residuals are distributed normally, as shown in the normality test table above, and therefore the normality assumption in linear regression analysis is fulfilled.

Multicollinearity Test

Results of the multicollinearity test, processed using SPSS, are shown in the table below:

Table 5. Multicollinearity Test Result

Variable X	Tolerance Value	VIF Value
Online Customer Review (X1)	0.952	1.051
Perceived Risk (X2)	0.952	1.051

Results of the multicollinearity test in the regression model summarized as follows:

1. There is no indication of multicollinearity in Online Customer Review (X1) because its tolerance is 0.952 > 0.1 and the VIF is 1.051 < 10.
2. There is no indication of multicollinearity in Perceived Risk (X2) because its tolerance is 0.952 > 0.1 and the VIF is 1.051 < 10.

Heteroscedasticity Test

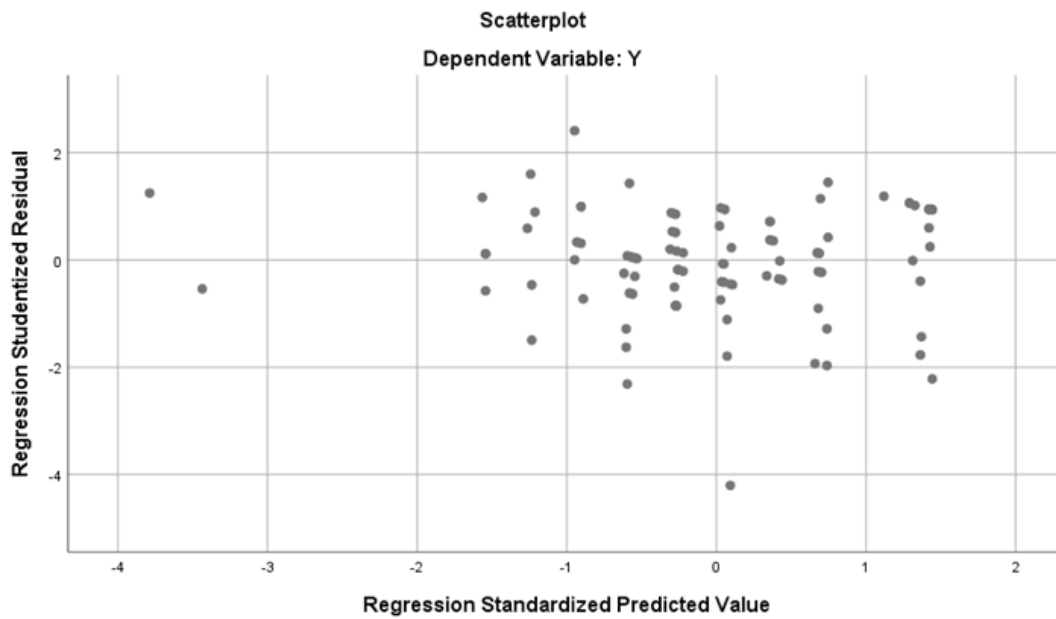


Figure 3. Heteroscedasticity Test Result

The scatterplot demonstrates that the residuals are dispersed randomly without forming a clear pattern, suggesting that the homoscedasticity assumption is fulfilled and no indications of heteroscedasticity were found within the model.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.157	2.446		3.335	.001
X1	.720	.099	.601	7.267	.000
X2	-.016	.058	-.023	-.281	.780

a. Dependent Variable: Y

The multiple linear regression equation based on the table:

$$Y=8.157+0.720X1-0.016X2$$

Brief Interpretation:

- The significance value for Online Customer Review is $0.000 < 0.05$, showing a positive and significant impact on purchasing decisions.
- The significance value for Perceived Risk is $0.780 > 0.05$, suggesting a negative yet statistically insignificant effect on purchase decisions.

The insignificant effect of perceived risk may indicate that consumers are less sensitive to potential risks when purchasing products from a well-known and trusted brand such as Somethinc. In addition, the integrated features of TikTok Shop, including secure payment systems and seller verification, may reduce perceived uncertainty. For Generation Z consumers, who are highly familiar with digital platforms, perceived risk tends to be lower as they are more accustomed to online transactions.

Simultaneous Test (F Test)

Table 7. F Test Result ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	492.594	2	246.297	28.267	.000 ^b
	Residual	845.196	97	8.713		
	Total	1337.790	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The significance value of $0.000 < 0.05$ and the F-value of $28.267 > F\text{-table} (2.36)$ indicate that purchase decisions are significantly influenced by the combined independent variables.

Partial Test (t Test)

Table 8. t Test Result Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.157	2.446		3.335	.001
X1	.720	.099	.601	7.267	.000
X2	-.016	.058	-.023	-.281	.780

a. Dependent Variable: Y

The results of the t-test in the table lead to the following conclusions:

1. Online Customer Review has a t-value of $7.267 > 1.660$ (t-table) and a significance level of $0.000 < 0.10$, indicating a positive and significant influence on Somethinc consumers purchase decisions on the TikTok Shop.
2. Perceived Risk shows a t-value of $-0.281 < 1.660$ (t-table) and a significance value of $0.780 > 0.10$, showing that variable has no significant influence on consumers purchasing decisions on TikTok Shop.

Coefficient of Determination (R²)

Table 9. R Test Result Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.355	2.952

a. Predictors: (Constant), X2, X1

R Square value of 0.368 indicates that Online Customer Review and Perceived Risk, when combined, can explain approximately 36.8% of the reasons why consumers decide to purchase the product. The rest 63.2% is attributable to other variables beyond the scope of this study.

Discussion

A total of 100 valid responses were obtained from Generation Z consumers in Batam who had purchased Somethinc products via TikTok Shop. Most respondents were female and in the age range of 20–24 years, which is consistent with the main target market of beauty products and with previous studies on Somethinc consumers in Indonesia. The majority of

respondents reported having purchased Somethinc products on TikTok Shop one to three times in the last six months, indicating that they are not only aware of the brand and platform but also have recent purchasing experience.

Descriptive statistics show that the average scores for online customer reviews are above the midpoint of the four-point Likert scale, suggesting that respondents generally perceive reviews on TikTok Shop as informative, credible, and useful in evaluating Somethinc products. Perceived risk tends to be at a moderate-to-low level, which indicates that most respondents do not feel strong concerns regarding data privacy, product authenticity, or the possibility of fraud when shopping for Somethinc on TikTok Shop. Purchase decisions scores are also above the midpoint, reflecting a relatively high tendency to buy and to repeat purchases of Somethinc products through the platform. These descriptive patterns already hint at the potential importance of online customer reviews and the relatively limited salience of perceived risk in this context.

The majority of respondents who completed the questionnaire were aged 20–24 years (87.5%), predominantly residing in Sekupang (34.6%), followed by Batam Kota (23.1%) and Batu Aji (14.4%). The sample consisted of 62 females and 38 males, with most having purchased Somethinc products only 1–2 times via TikTok Shop.

Online Customer Review had a mean score of 3.22–3.34 and a dominant mode of 4 (strongly agree), indicating a high level of agreement with strong consistency. Perceived Risk had a mean score of 2.46–2.78 and a dominant mode of 3 (agree), indicating a tendency to disagree with the presence of risk, accompanied by greater variation in opinions. Purchase Decisions had a mean score of 3.08–3.29 and a dominant mode of 3 (agree), showing a tendency to agree with good consistency.

The validity and reliability tests showed that all indicators had an *r*-value greater than the *r*-table and a Cronbach's Alpha above 0.60. This demonstrates that the research instrument is valid and reliable for measuring Online Customer Review, Perceived Risk, and Purchase Decisions.

The normality test yielded a significance value of $0.067 > 0.05$, indicating that the regression model meets the assumption of normal distribution. The multicollinearity test, with Tolerance of 0.952 (>0.1) and VIF of 1.051 (<10), indicates no symptoms of multicollinearity between the independent variables. The heteroscedasticity test using a scatterplot showed no clear pattern, meaning the assumption of homoscedasticity is met.

The regression results show that online customer reviews have a positive and statistically significant effect on purchase decisions. The estimated coefficient for online customer reviews is positive, with a high *t*-value and a *p*-value below 0.05. This means that the better respondents perceive the informativeness, credibility, and usefulness of online reviews for Somethinc products on TikTok Shop, the stronger their decision to purchase these products. The significant effect of online customer reviews indicates that Generation Z consumers rely heavily on peer-generated information due to their high exposure to digital content and social media. As digital natives, they tend to trust user-generated content more than traditional advertising. This finding supports Social Proof Theory, which suggests that individuals use others' experiences as a decision shortcut, particularly in environments with abundant and easily accessible information such as TikTok Shop.

This finding is consistent with previous research in the Indonesian context, which has demonstrated that online customer reviews play a crucial role in shaping purchase decisions in e-commerce and marketplace environments. However, this result differs from several previous studies that found perceived risk to have a significant negative effect on purchase decisions. This discrepancy suggests that the influence of perceived risk may depend on contextual factors such as platform characteristics, brand reputation, and consumer demographics. In the case of TikTok Shop and Somethinc, strong brand equity and engaging platform features may mitigate the impact of perceived risk. Studies by Aurani and Dirbawanto (2024), Gunawan (2024), and Rahmawati (2021), for example, report that positive reviews and ratings can increase consumer

trust, reduce uncertainty, and ultimately strengthen purchase decisions in beauty and skincare product categories. Similar evidence is also found in studies on TikTok Shop and other social commerce platforms, where user-generated content and review features function as key social proof signals for young consumers.

The strong and significant effect of online customer reviews in this study highlights the importance of social proof for Generation Z consumers in Batam. As digital natives, Gen Z respondents are highly exposed to online content and tend to rely on the experiences of peers and influencers when evaluating product quality. In the case of Somethinc on TikTok Shop, live streaming sessions, short-form videos, and user-generated reviews appear to work together to build confidence in the brand and to trigger actual purchase decisions. This reinforces the view that, in social commerce settings, online reviews are not only complementary sources of information but also central drivers of consumer decision-making.

The regression equation indicates that Online Customer Review has a positive and significant effect on Purchase Decisions (sig. $0.000 < 0.05$). The social proof theory supports this finding, as buyers rely heavily on consumer reviews before making purchase decisions. Helpful and high-quality reviews can provide additional information that strengthens positive perceptions of a product and reduces uncertainty that may arise during the online shopping process. In contrast, Perceived Risk has a negative but insignificant effect (sig. $0.780 > 0.05$). The F-test resulted in a significance value of $0.000 < 0.05$ and an F-statistic greater than the F-table, indicating that both variables simultaneously have a significant effect on purchase decisions. However, in the t-test, only Online Customer Review has a significant partial effect. The coefficient of determination test results show that the two variables account for 36.8% of the variation in purchase decisions, while the remaining 63.2% is explained by other variables not examined in this study. Therefore, further research should consider these aspects to gain a better understanding of customer purchasing behavior.

The findings of this study carry several practical implications for Somethinc and other brands operating on TikTok Shop. First, the strong and significant effect of online customer reviews on purchase decisions implies that managing user-generated content should be a strategic priority. Brands need to encourage satisfied customers to leave detailed and honest reviews, respond promptly and transparently to negative feedback, and collaborate with credible content creators whose reviews are perceived as authentic by Generation Z consumers. Second, although perceived risk does not show a significant effect in this study, it should not be ignored. Maintaining clear information about product authenticity, securing payment processes, and communicating platform protection features remain important to prevent potential spikes in risk perception due to isolated negative incidents. Transparent communication about return policies, guarantees, and official store status can further support consumer trust.

Overall, these findings indicate that in social commerce environments, particularly TikTok Shop, informational influence through online customer reviews plays a more dominant role than perceived risk in shaping purchase decisions. This reflects a shift in consumer behavior where trust is increasingly built through social interaction and shared experiences rather than solely through risk evaluation.

CONCLUSION

This study analysed the effects of online customer reviews and perceived risk on Somethinc consumers' purchase decisions on TikTok Shop among Generation Z in Batam. Using survey data from 100 Gen Z respondents and multiple linear regression, the results show that online customer reviews have a positive and statistically significant effect on purchase decisions, while perceived risk has a negative but insignificant effect. Together, both variables explain 36.8 percent of the variance in purchase decisions.

These findings confirm the central role of social proof in social commerce and suggest that, for young, digitally literate consumers buying a trusted local brand on TikTok Shop, strong online reviews and brand familiarity can outweigh risk concerns. For managers, the results

highlight the need to actively manage user-generated reviews, encourage detailed positive feedback, respond to negative comments, and clearly communicate platform protection and product authenticity.

From the analysis results, the following conclusions were obtained:

1. Online Customer Review on TikTok Shop have a significant influence on the purchasing decisions for Somethinc products. Simply put, better reviews lead to a higher chance of a customer buying the product. Hypothesis 1 (H1) is accepted, in line with the study by Aurani & Dirbawanto (Aurani & Dirbawanto, 2024), which found that in e-commerce, Online Customer Review play a significant role in their product purchase decisions.
2. Perceived Risk influences purchase decisions negatively but not significantly. Even while perceived risk typically lowers customers propensity to purchase, in the case of Gen Z consumers in Batam purchasing products from Somethinc on TikTok Shop, the effect is not statistically strong enough to influence their decisions. Hypothesis 2 (H2) is rejected, consistent with previous research (Syaputra & Putri, 2024) which found that perceived risk does not significantly affect e-commerce purchase decisions.
3. Online Customer Review and Perceived Risk, when analyzed together, has a significant joint impact on purchasing decisions. The results indicate that these two variables explain 36.8% of the variation in consumers purchasing decisions, while the other of variation is influenced by another factors. Hypothesis 3 (H3) is accepted, supporting previous finding (Aurani & Dirbawanto, 2024), which suggested that customer evaluations and perceived online risks significantly affect e-commerce purchasing behavior.

The study is limited by its cross-sectional design, single-city and single-brand focus, and use of self-reported data. Future research can add variables such as trust, price perception, perceived value, live streaming quality, and brand image, compare different brands or platforms, and use larger or longitudinal samples to capture broader and more dynamic patterns of consumer behaviour in social commerce.

Suggestion

Based on the analysis results, the majority of respondents for the Online Customer Review variable had a dominant mode of 4, which means they strongly agree with statements related to customer reviews. This indicates that online reviews greatly influence their perceptions. Sellers are advised to maintain and improve the quality of reviews by showcasing authentic testimonials, complete with product photos or videos, and actively responding to customer questions or comments.

For the Perceived Risk variable, the dominant mode of 3 indicates that respondents agree there are concerns or risks in making a purchase. Therefore, strategies are needed to minimize perceived risks, such as providing clear and transparent product information, guaranteeing product authenticity, offering an easily understood return policy, and using reviews from trusted buyers as social proof.

Meanwhile, for the Purchase Decisions variable, the dominant mode of 3 means that respondents agree with statements that reflect purchase decisions. To maintain this and encourage increased purchases, sellers should ensure consistent product quality, provide fast and friendly service, maintain on-time delivery, and offer promotions or loyalty programs to attract repeat purchases.

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