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Impact of digital marketing and online customer reviews on purchase decisions among economics education students at PGRI Wiranegara University on the TikTok Shop Platform

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ABSTRACT

This study aims to determine the effects of digital marketing and online customer reviews, both individually and jointly, on the purchasing decisions of Economics Education students at Universitas PGRI Wiranegara.A quantitative method was applied through a causal associative research design. The study involved 163 Economics Education students from the 2022 to 2025 cohorts, with 62 respondents selected as the sample. Data collection was conducted using questionnaires. The collected data were subsequently examined through multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination. The results reveal that digital marketing does not have a statistically significant effect on purchasing decisions when considered independently. The analysis produced a t-value of 1.126, which is below the critical t-value of 2.001, with a significance value of 0.265, exceeding the 0.05 threshold. Conversely, online customer reviews demonstrate a significant individual effect on purchasing decisions. This finding is supported by a t-value of 11.051, which is greater than the critical value of 2.001. The simultaneous analysis further shows that digital marketing and online customer reviews collectively have a significant relationship with purchasing decisions. The calculated F-value of 109.607 exceeds the F-table value of 3.15, while the significance value of 0.001 is below 0.05. The Adjusted R Square of 78.1% demonstrates that the two independent variables account for 78.1% of the variation in purchasing decisions, whereas the remaining 21.9% is associated with other variables not included in the research model. Thus, digital marketing alone does not significantly affect purchasing decisions, while online customer reviews make a significant individual contribution. When considered together, digital marketing and online customer reviews significantly affect the purchasing decisions of Economics Education students who use TikTok Shop.

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1. INTRODUCTION

Digital transformation has substantially reshaped the global commerce environment, moving beyond traditional e-commerce toward the increasingly integrated model of social commerce. In this context, social media has evolved from being solely a channel for online communication into an interactive, adaptable, and multifunctional medium that also facilitates commercial activities (Kamila, 2025). Indonesia is recognized as one of the countries with a substantial TikTok user population, particularly among Generation Z and university students, who are generally considered digital natives (Permana et al., 2025). Through TikTok Shop, users can simultaneously access short-form entertainment videos, live-streaming content, and direct purchasing services within a single application (Palupi, 2026). This development has contributed to considerable changes in contemporary consumer behavior, in which the purchasing process increasingly becomes integrated with digital entertainment and social interaction

Figure 1. Countries with the Largest Number of TikTok Users
Source: Dataloka.id (2026), *Indonesia Becomes the Country with the Highest Number of TikTok Users in April 2026*

Although social commerce platforms provide greater convenience and access to diverse products, online purchasing also involves challenges, particularly information asymmetry and the possibility that the physical product may differ from its visual representation (Inabah & Pradikto, 2025). In this context, digital marketing serves as an external stimulus that seeks to capture consumers' attention through accessibility, interactivity, and appealing visual content (Zed et al., 2025). Nevertheless, intensive promotional activities alone may not be sufficient to build consumer confidence, especially when buyers require information that is perceived as more independent and objective. Berikut versi parafrase akademik dalam bahasa Inggris dengan struktur kalimat, pilihan kata, dan susunan argumen yang dibuat berbeda, tetapi tetap mempertahankan makna serta sitasi: Online customer reviews (OCR) constitute a form of electronic word of mouth (e-WOM) that can provide potential buyers with valuable information based on other consumers' actual experiences. Such reviews may describe product quality, personal assessments, and practical considerations, thereby helping prospective consumers evaluate alternatives before deciding to purchase (Fitria, 2025; Wahidah & Mustaffa, 2023).

This relationship can also be explained using the Theory of Planned Behavior (TPB), which provides a framework for understanding how marketing stimuli, consumer evaluations, and purchasing behavior are interconnected (Ali et al., 2024; Purwanto, 2022). Digital marketing exposure may shape consumers' attitudes toward particular products, while reliable online reviews can strengthen subjective norms and perceived behavioral control by providing information that decreases uncertainty in online purchasing activities (Ali et al., 2024). However, previous studies have produced different findings, suggesting that further investigation is necessary. Sahabuddin et al. (2025) and Gustar et al. (2026) found that digital marketing activities and online customer reviews have a significant relationship with consumers' purchasing decisions. In contrast, Febrianah (2022) and Kawet et al. (2024) found that online customer reviews did not have a statistically significant effect on consumers' purchasing decisions. Previous research has also tended to examine digital marketing and online customer reviews separately, focus on conventional e-commerce platforms, or apply more complex models involving mediating variables. Therefore, this study seeks to address these limitations by applying a causal associative research design to examine the direct and partial effects of digital marketing and online customer reviews on purchasing decisions in the TikTok Shop context.

This study specifically examines students in the Economics Education Study Program at Universitas PGRI Wiranegara. This group has particular characteristics because the students have

fundamental knowledge of economics and an understanding of rational decision-making while also belonging predominantly to Generation Z, which has strong engagement with TikTok as a digital platform. Based on this context, the study aims to provide empirical evidence regarding the contribution of digital marketing content and online customer reviews to students' purchasing decisions within the social commerce environment of TikTok Shop.

2. METHOD

This study employs a quantitative approach using a causal-associative research design to investigate the relationship between digital marketing (X1), online customer reviews (X2), and purchasing decisions among Economics Education students who use the TikTok Shop platform at PGRI Wiranegara University. The research population includes students registered in the Economics Education program at PGRI Wiranegara University.

Table 1. Student Population of PGRI Wiranegara University

Study Programme	Year of entry	Amount
Economics Education	2022	73
Economics Education	2023	43
Economics Education	2024	22
Economics Education	2025	25
	Total	163

The research applied a probability sampling technique using proportionate stratified random sampling. The number of respondents was established through the Slovin formula at a 10% margin of error. The target population comprised 163 students, including 73 students from the 2022 cohort, 43 from the 2023 cohort, 22 from the 2024 cohort, and 25 from the 2025 cohort. The calculation resulted in a total sample of 62 student who participated as respondents this technique was chosen because the research population consists of several strata based on year levels with varying numbers of students. The sample size was determined using the Slovin formula, then the sample was distributed proportionally across each stratum. Furthermore, respondents were selected randomly so that each member of the population had an equal chance of being included in the sample.

The sample calculation uses the Slovin formula as follows:

$$n = N/(1+Ne^2) \quad (1)$$

Where:
n = Number of samples
N = Population size
e = Margin of error = 10% = 0.1
Using the formula above, the number of samples to be taken is:

n = N/(1+N (〖e)〗 ^2)
n = 163/(1+163x (〖0.1)〗 ^2)
n = 163/(1+(163x0.01))
n = 163/(2.63)
n = 61.97 = 62

The data were obtained using a questionnaire based on a five-point Likert scale, with response scores ranging from 1 to 5. Prior to its distribution, the questionnaire underwent validity and reliability assessments to ensure that the instrument was appropriate for data collection. The validity test was conducted by comparing the r-count value with the corresponding r-table value. Meanwhile, instrument reliability was examined using Cronbach's Alpha, with 0.60 set as the minimum acceptable coefficient. Data processing and statistical analysis were performed with SPSS version 27. The analysis began with descriptive statistics, followed by classical assumption testing. The assumption tests included the Kolmogorov–Smirnov test for normality, the multicollinearity test using the Variance Inflation Factor (VIF), the scatterplot method for detecting heteroscedasticity, and the linearity test. Multiple linear regression analysis was subsequently applied to determine the relationship between the explanatory variables and the dependent variable. The hypotheses were evaluated through the partial significance test (t-test), the simultaneous significance test (F-test), and

the coefficient of determination (R^2). The regression equation used in this study is formulated as follows:$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$.

3. RESULTS AND DISCUSSION

3.1 Instrument Test

Prior to its application in the main study, the research instrument was subjected to a preliminary test to assess its validity and reliability. The pilot test involved 30 respondents who were not part of the actual research sample. This preliminary assessment was necessary to ensure that each instrument item was appropriate for data collection. The findings from the test were subsequently used to evaluate the validity and reliability of the instrument. Thus, the instruments employed for data analysis were required to demonstrate adequate validity and reliability.

3.1.1 Test Validitas

Table 2. Test Results Validitas Digital Marketing XI

Item Number	R-count	R-table	Information
X1	0,695	0,374	Valid
X2	0,636	0,374	Valid
X3	0,652	0,374	Valid
X4	0,748	0,374	Valid
X5	0,818	0,374	Valid
X6	0,795	0,374	Valid
X7	0,722	0,374	Valid
X8	0,794	0,374	Valid
X9	0,815	0,374	Valid
X10	0,878	0,374	Valid

Table 3. Test Results Validitas Online Customer Review X2

Item Number	R-count	R-table	Information
X2.1	0,812	0,374	Valid
X2.2	0,741	0,374	Valid
X2.3	0,823	0,374	Valid
X2.4	0,921	0,374	Valid
X2.5	0,748	0,374	Valid
X2.6	0,850	0,374	Valid
X2.7	0,747	0,374	Valid
X2.8	0,733	0,374	Valid

Table 4. Test Results Validitas Purchase Decision

Item Number	R-count	R-table	Information
Y.1	0,812	0,374	Valid
Y.2	0,771	0,374	Valid
Y.3	0,858	0,374	Valid
Y.4	0,743	0,374	Valid
Y.5	0,883	0,374	Valid
Y.6	0,916	0,374	Valid
Y.7	0,780	0,374	Valid
Y.8	0,624	0,374	Valid

3.1.2 Test Reliabilitas

Table 5. Test Results Reliabilitas Purchase Decision

Variabel	Nilai Cronbach Alpha	Standar Nilai Cronbach Alpha	Information
X1	0,913	0,600	Reliabel
X2	0,914	0,600	Reliabel
Y	0,913	0,600	Reliabel

3.2 Classical Assumption Test

3.2.1 Normality Test

The data for digital marketing (X1), online customer reviews (X2), and purchase decisions (Y), including their residuals, meet the assumption of normal distribution.

Table 6. Normality Test Results

One-Sample Kolmogorov of-Smirnov Test		
		Unstandards Ed Residual
N		62
Normal Parameters[a,b]	Mean	0000000
	Std. Deviation	2.08576064
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.050
Test Statistic		.089
Asymp. Sig. (2-tailed)[c]		.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig	.248
	99% Confidence Interval	
	Lower Bound	.236
	Upper Bound	.259

a. Test distribution is Normal

b. Calculated from data.

c. Lilliefors Significance Correction

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The normality test produced an Asymp. Sig. (2-tailed) value of 0.200, which is higher than the established significance threshold of 0.05. The One-Sample Kolmogorov-Smirnov test therefore indicates that the data do not show a statistically significant departure from normality. Thus, the research data meet the assumption of a normal distribution.

3.2.2 Multicollinerity Test

Tests correlation between X1 Digital Marketing and X2 Online Customer Review

Table 7. Test Results Multicollinerity

Coeffcients[a]								
		Unstandardized B	Coefficients Std. Error	Standardized Coefficients			Colinearity	Statistics
Model				Beta	t	Sig	Tolerance	VIF
1	(Constant)	334	2.548		131	896		
	Digital Marketing	090	080	085	1.126	265	632	1.583
	Online Customer Review	919	083	834	11.051	<,001	632	1.583

Dependent Variable: Purchase Decision

The multicollinearity analysis shows that each variable in the regression model has a Variance Inflation Factor (VIF) of 1.583, which remains well below the acceptable limit of 10. Therefore, the regression model is considered free from multicollinearity. This finding confirms that the independent variables do not have a strong linear relationship with one another.

3.2.3 Heteroscedasticity Test

Assesses the variability of residual values associated with the relationship among digital marketing (X1), online customer reviews (X2), and purchase decisions (Y).

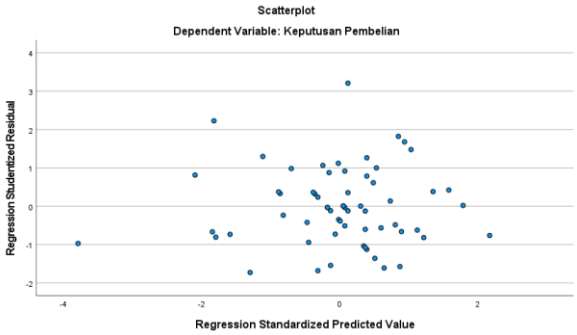

Figure 2. Heteroscedasticity Test Results

Based on the scatterplot above, the regression model can be considered free from heteroscedasticity. This conclusion is supported by the following observations: The residual points are distributed without forming a clear or consistent pattern. The points do not create any funnel-shaped, cone-shaped, wave-like, expanding, or contracting pattern. The residuals are scattered randomly around the zero (0) line, with observations appearing both above and below the line.

3.2.4 Linearity Test

Tests the linear relationship between digital marketing X1 online customer review X2 and purchase decision Y.

Table 8. Test Results Linearity Digital Marketing XI

ANOVA Table

			Sum Of Squares	df	Mean Square	F	Sig
Purchase Decision* Digital Marketing	Between Groups	(Combined)	668.671	16	41.792	3.227	001
		Linearity	436.704	1	436.704	33.725	<001
		Deviation from Linearity	231.967	15	15.464	1.194	311
	Whithin Groups		582.700	45	12.949		
	Total		1252.371	61			

The linearity test results show that the significance value for linearity is 0.001, which is below the 0.05 threshold. This indicates a statistically significant linear association between digital marketing and purchasing decisions. Meanwhile, the deviation from linearity has a significance value of 0.311, exceeding 0.05. This means that no significant deviation from a linear relationship exists between X1 (digital marketing) and Y (purchasing decisions). Thus, the results demonstrate that the relationship between digital marketing and purchasing decisions meets the linearity assumption, supporting the suitability of the regression model for subsequent analysis.

Table 9. Test Results Linearity Online Customer Review X2

ANOVA Table

			Sum Of Squares	df	Mean Square	F	Sig
Purchase Decision* Online Customer Review	Between Groups	(Combined)	1036.029	16	41.792	3.227	001
		Linearity	980.290	1	436.704	33.725	<001
		Deviation from Linearity	55.739	15	15.464	1.194	311
	Whithin Groups		215.342	45	12.949		
	Total		1252.371	61			

The linearity test produced a significance value of 0.001, which is lower than the 0.05 significance level. This result indicates that purchasing decisions have a linear relationship with both digital marketing and online customer review. Furthermore, the Deviation from Linearity value was 0,311, exceeding the 0.05 criterion. This confirms that the relationship between online customer

reviews (X2) and purchasing decisions (Y) follows a linear pattern. Thus, the regression model examining the effect of online customer reviews on purchasing decisions satisfies the linearity assumption and can be used for further statistical analysis.

3.2.5 Multiple Linear Regression Analysis

Table 10. Test Results Multiple Linear Regression Analysis

Coeffcients[a]								
		Unstandardized B	Coefficients Std. Error	Standardized Coefficients			Colinearity	Statistics
Model				Beta	t	Sig	Tolerance	VIF
1	(Constant)	334	2.548		131	896		
	Digital Marketing	090	080	085	1.126	265	632	1.583
	Online Customer Review	919	083	834	11.051	<,001	632	1.583

a. Dependent Variable: Purchase Decision

The multiple linear regression model can be formulated as follows:

$$Y = 0.334 + 0.090X_1 + 0.919X_2 + e$$

The following is an explanation of the results of the multiple linear regression equation, namely the Constant (a) of 0.334 indicates that if the digital marketing and online customer review variables are considered to have a value of zero or have no influence, then the purchasing decision variable (Y) is 0.334. The digital marketing regression coefficient value (X1) of 0.090 states that for every 1% increase in the value of digital marketing, the value of digital marketing increases by 0.090. The online customer review coefficient value (X2) of 0.919 states that for every 1% increase in the value of online customer reviews, the value of online customer reviews increases by 0.919. The influence of other variables (e) is a factor that can influence other than those in the study, meaning that there are factors other than digital marketing (X1), and online customer reviews (X2). Based on the overall results, it can be concluded that the overall multiple regression coefficient is positive, so it is stated that the direction of the influence of variables X1 and X2 on Y.

3.2.6 Koefisien Determinasi (R2)

Table 11. Test Results Koefisien Determinasi

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	888[a]	788	781	2.121

a. Predictors: (Constant), Online Customer Review, Digital Marketing

b. Dependent Variable: Purchase Decision

The independent variable explained 78.1% of the observed changes in the dependent variable. Meanwhile, the remaining 21.9% was due to other factors or variables not included in this study.

3.2.7 Test Results F

Table 12. Test Results F

ANOVA[a]					
	Sum of Squares		Mean Square		
Model		df		F	Sig
1	Regression	334	2.548		896
	Residual	090	080	085	265
	Total	919	083	834	<,001

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Review, Digital Marketing

The findings reveal a significance value of 0.001, which is lower than the established 0.05 criterion. Furthermore, the obtained F-value of 109.607 is greater than the critical F-value of 3.15. This evidence confirms that digital marketing (X1) and online customer reviews (X2) jointly exert a positive and statistically significant effect on purchasing decisions (Y). Accordingly, the null

hypothesis (H_0) is rejected, confirming that both independent variables collectively play a significant role in influencing consumers' purchasing decisions.

3.2.8 Test Results t

Table 13. Test Results t

Coeffcients[a]						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1	(Constant)	334	2.548		131	896
	Digital Marketing	090	080	085	1.126	265
	Online Customer Review	919	083	834	11.051	<,001

a. Dependent Variable: Purchase Decision

The results of the partial t-test are described below: The findings indicate that digital marketing (X1) does not exert a significant individual influence on purchasing decisions. The calculated t-value of 1.126 is below the critical t-value of 2.000, while the significance value of 0.265 is greater than 0.05. Therefore, the null hypothesis (Ho) is accepted, suggesting that digital marketing does not significantly influence purchasing decisions when examined independently. Meanwhile, online customer reviews (X2) have a significant individual effect on purchasing decisions. The calculated t-value of 11.051 is higher than the critical t-value of 2.000, demonstrating a statistically significant relationship. Accordingly, the null hypothesis (Ho) is rejected, indicating that online customer reviews significantly influence consumers' purchasing decisions.

3.3 Discussion

3.3.1 Discussion of the Non-Significant Effect of Digital Marketing on Purchasing Decisions

The results show that digital marketing does not have a significant partial effect on students' purchasing decisions on TikTok Shop. This finding indicates that promotional content may attract students' attention and create awareness of products, but it does not necessarily encourage them to make a purchase. One possible explanation is that students may not rely only on promotional content when making purchasing decisions. Promotional content is created by sellers and generally aims to persuade consumers.

Therefore, students may seek additional information from other consumers before deciding to purchase. Online customer reviews can provide information about actual product experiences, quality, and seller services. This may make reviews more useful in reducing uncertainty than promotional content alone. The characteristics of TikTok Shop may also explain this finding. Users are exposed to various promotional contents, product recommendations, and other information. This condition may cause information overload, making consumers compare several sources before making a decision. Price, product quality, trust, and perceived risk may also be considered, although these factors were not directly examined in this study.

This finding differs from Sahabuddin et al. (2025) and Gustar et al. (2026), who found a significant effect of digital marketing on purchasing decisions. The difference may be related to differences in respondents, research settings, platforms, and consumer behavior. In the present study, students may place greater importance on information from other consumers before purchasing products on TikTok Shop.For sellers, the findings suggest that digital marketing should not focus only on promotional content. Sellers should also provide clear product information, maintain product quality, and build positive customer experiences that can encourage credible reviews.

3.3.2 Discussion of the Effect of Online Customer Reviews on Purchasing Decisions

The results show that online customer reviews have a significant partial effect on students' purchasing decisions. This finding indicates that reviews from previous consumers can help students evaluate products before making a purchase. The finding can be explained through electronic word-of-mouth (e-WOM). Reviews provide information based on consumers' actual experiences. Students may use this information to assess product quality, conformity with product descriptions, seller services, and potential purchasing risks. Reviews that are considered credible and relevant may therefore increase consumer confidence in making a purchase .Online customer reviews may also be more influential than promotional content because they come from consumers who have

experienced the product. In the TikTok Shop environment, users can easily access promotional content and consumer-generated information at the same time. Students can therefore compare sellers' claims with the experiences of previous buyers before making a decision.

However, the large number of reviews can also create information overload. Consumers may need to consider the relevance, credibility, and consistency of reviews rather than simply the number of reviews. This finding shows that customer-generated information plays an important role in supporting purchasing decisions. For sellers, maintaining product quality and customer satisfaction is important because positive consumer experiences can strengthen the credibility of online reviews and influence potential buyers.

3.3.3 Discussion of the Simultaneous Effect of Digital Marketing and Online Customer Reviews on Purchasing Decisions

The results show that digital marketing and online customer reviews simultaneously have a significant effect on students' purchasing decisions. This finding indicates that both variables contribute to the purchasing decision process when considered together. Digital marketing can attract attention and introduce products to consumers, while online customer reviews provide additional information based on actual consumer experiences. These two factors can therefore complement each other. Consumers may first become interested in a product through promotional content and then examine customer reviews before making a final decision.

The high Adjusted R^2 value also indicates that digital marketing and online customer reviews collectively explain a substantial proportion of the variation in purchasing decisions. However, the remaining proportion may be influenced by other factors, such as price, product quality, trust, perceived risk, live streaming, and social influence. These factors were not examined directly in this study. For sellers and marketers, the findings suggest that promotional activities should be supported by positive customer experiences and credible reviews. Therefore, sellers need to combine attractive marketing content with accurate product information, good service, and consistent product quality.

4. CONCLUSION

Based on the research objectives and hypothesis testing, online customer reviews have a statistically significant partial effect on the purchasing decisions of Economics Education students at Universitas PGRI Wiranegara when using TikTok Shop. In contrast, digital marketing does not have a significant partial effect. This finding suggests that digital marketing activities are more effective in attracting initial consumer attention and increasing product or brand awareness, but they are not sufficient on their own to determine students' final purchasing decisions. However, when examined jointly, digital marketing and online customer reviews have a positive and significant effect on purchasing decisions. The coefficient of determination of 78.1% indicates that the two variables make a substantial combined contribution to variations in students' purchasing decisions. Digital marketing plays a role in capturing consumers' attention and providing initial product information, while online customer reviews, as a form of electronic word-of-mouth (e-WOM), offer consumers additional insights into product quality and strengthen their confidence before making a purchase. The combined role of these factors can therefore support and encourage students in making purchasing decisions through the TikTok Shop platform.

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