

THE INFLUENCE OF ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER EXPERIENCE, BRAND TRUST ON PURCHASE DECISIONS THROUGH TIKTOK AFFILIATE CONTENT

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Abstract

The development of digital technology has been able to change the lifestyle of social society, especially in the marketing process which was originally conventional to digital or online. This change is supported by the emergence of affiliate programs that are useful for expanding marketing reach and increasing the effectiveness of marketing costs, by providing mutually beneficial benefits between sellers, buyers, and TikTok Affiliate content creators. The purpose of this study is to determine the effect of Online Customer Review, Online Customer Experience and Brand Trust on Purchasing Decisions through Tiktok Affiliate content for students in Sidoarjo Regency. This study uses a quantitative method with a descriptive approach. Sampling uses probability sampling techniques by distributing questionnaires through the help of Google Form. The sample used in this study amounted to 155 respondents. The data analysis technique in this study uses SEM-PLS analysis with the help of SmartPLS software. The results of the study show that Online Customer Review and Online Customer Experience have a positive and significant influence on Purchasing Decisions through TikTok Affiliate content. While Brand Trust has no influence and is not significant on Purchasing Decisions through TikTok Affiliate content. The main factors influencing purchasing decisions in this study are the quality and effectiveness of TikTok Affiliate content, which significantly affects Online Customer Review and Online Customer Experience.

Keywords: Online Customer Review, Online Customer Experience, Brand Trust, Purchase Decision, Tiktok Affiliate

Abstrak

Perkembangan teknologi digital telah mampu mengubah gaya hidup masyarakat sosial, terutama dalam proses pemasaran yang semula konvensional menjadi digital atau online. Perubahan tersebut didukung oleh munculnya program afiliasi yang berguna untuk memperluas jangkauan pemasaran dan meningkatkan efektivitas biaya pemasaran, dengan memberikan keuntungan yang saling menguntungkan antara pihak penjual, pembeli, dan para pembuat konten TikTok Affiliate. Adapun tujuan dari penelitian ini adalah untuk mengetahui pengaruh Online Customer Review, Online Customer Experience dan Brand Trust terhadap Keputusan Pembelian melalui konten Tiktok Affiliate bagi mahasiswa di Kabupaten Sidoarjo. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Pengambilan sampel menggunakan teknik probability sampling dengan menyebarkan kuesioner melalui bantuan google form. Sampel yang digunakan dalam penelitian ini berjumlah 155 responden. Teknik analisis data dalam penelitian ini menggunakan analisis SEM-PLS dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa Online Customer Review dan Online Customer Experience memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian melalui konten TikTok Affiliate. Sedangkan Brand Trust tidak memiliki pengaruh dan tidak signifikan terhadap Keputusan Pembelian melalui konten TikTok Affiliate. Faktor utama yang mempengaruhi keputusan pembelian dalam penelitian ini adalah kualitas dan efektivitas konten TikTok Affiliate, yang secara signifikan memengaruhi Online Customer Review dan Online Customer Experience.

Kata kunci: Online Customer Review, Online Customer Experience, Brand Trust, Keputusan Pembelian, Tiktok Affiliate



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INTRODUCTION

In recent years, digital technology has penetrated almost every aspect of people's lives. This transformation has brought about many fundamental changes in the way people interact, do activities, work, study, socialize, and shop. The main factor driving this change is the digital transformation that makes internet access easier to use and access for the global community. The ease of accessing the internet has led to new thinking among the public regarding the function of the internet as the main source of reference. Of course, this progress has resulted in changes in people's lifestyles, one of which is in the world of marketing, where the current marketing process has shifted from conventional to digital or online.¹ The growth of the internet has also contributed to changing the function of social media which is now used as a means of marketing communication to attract buyers' attention.²

One of the communication media and online marketing is Tiktok which has an online shopping feature, namely Tiktok Shop. The uniqueness of TikTok itself is that it has a smart algorithm that automatically adjusts videos or content according to user preferences. The way Tiktok Affiliate works is actually almost the same as affiliate platforms in other marketplaces. Where there are 3 parties involved, namely: (1) Merchant or seller, namely the party that provides products for sale, (2) Affiliate or content creator who promotes products from merchants through their Tiktok accounts to get profit without having to sell their own products, (3) Customer or buyer who buys the products offered. The presence of Tiktok Affiliate certainly makes it very possible for mutually beneficial buying and selling transactions for sellers, buyers, and creators who promote products through video content or live streaming. The commission that can be obtained by an affiliate depends on the ability of the content they create to influence consumer purchasing decisions and increase traffic to the website or marketplace, which ultimately results in purchases. Meanwhile, the amount of commission obtained varies greatly, depending on the percentage of commission promised by the seller.

In online shopping transactions, there are significant differences when compared to offline shopping, especially in the ability to assess the product to be purchased. If shopping offline,

¹ D. Hariyanto, *Buku Ajar Komunikasi Pemasaran* (Umsida Press, 2023), <https://doi.org/10.21070/2023/978-623-464-068-7>.

² M. Darmatama and R. Erdiansyah, "The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions," in *Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)*, 2021, 570.

consumers can see, hold, and try the product to be purchased directly before making a purchase.³ However, online purchases are highly dependent on information, descriptions and photos from the seller because the goods to be purchased cannot be checked directly.⁴ Therefore, buyers usually have another way to assess and evaluate a product or service when shopping online, namely by looking for information about reviews given by buyers who have made previous purchases. With Online Customer Reviews, consumers can compare various options, find the product that best suits their needs and preferences, and minimize the risk of unsatisfactory purchases. In addition, reviews on social media are often accompanied by photos or videos that show the product directly, providing a clearer and more realistic picture to potential buyers. This allows consumers to get a better context about the product before they decide to buy it. Therefore, reviews on social media networks are not only a valuable source of information, but also play an important role in shaping consumer opinions and purchasing decisions in this digital era. The theory used in the Online Customer Review variable is the theory of Lackermair and Kanmaz,⁵ which includes four important indicators, namely awareness, frequency, comparison, and effect.

In addition to the Online Customer Review form on social media, there is also an Online Customer Experience feature or customer experience that is often found in Tiktok affiliate content. Online Customer Experience is feedback given by consumers who have made online purchase transactions related to information about the products purchased in the form of reviews and ratings.⁶ This experience contains a combination of various interactions, so that every consumer activity in using a product or service can influence the assessment of the product.⁷ Online Customer Experience itself includes the entire customer experience when interacting with an e-commerce platform, starting from *browsing* to the checkout process and after-purchase service. And the assessment can be seen from several aspects, such as interaction with the site or application, ease of navigation, speed of service, and customer support. So that the reach of Online Customer Experience is broader in covering how customers feel the entire shopping process, which can affect their overall satisfaction and loyalty to the platform. The theory used in the Online Customer

³ D. Nuraini and E. Evianah, "Analisis Perbedaan Kepuasan Konsumen terhadap Pembelian Produk Baju Secara Online dan Offline," *Equilibrium: Jurnal Ekonomi-Manajemen-Akuntansi* 15, no. 2 (2019): 231.

⁴ I.P. Naomi and A. Ardiansyah, "The Effects of Online Customer Reviews and Online Customer Ratings on Purchasing Intentions in West Java Marketplaces," *Inovasi* 17, no. 4 (2021): 810–16.

⁵ G. Lackermair, D. Kailer, and K. Kanmaz, "Importance of Online Product Reviews from a Consumer's Perspective," *Advances in Economics and Business* 1 (2013): 1–5.

⁶ Z. Mo, Y.-F. Li, and P. Fan, "Effect of Online Reviews on Consumer Purchase Behavior," *Journal of Service Science and Management* 8, no. 3 (2015): 419–24.

⁷ Mariati Tirta Wiyata, Elisya Pramana Putri, and Ce Gunawan, "Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee," *Cakrawala Repositori IMWI* 3, no. 1 (April 4, 2020): 11–21, <https://doi.org/10.52851/cakrawala.v3i1.36>.

Experience variable is the theory of Schmitt and Zarantonello.⁸ This theory consists of five elements, including sense, feel, think, act, and relate.

In the world of marketing, Brand Trust plays a key role in forming a strong relationship between a brand and its consumers. As explained by Koçak Alan, Brand Trust refers to the belief that consumers have in a brand, where they believe that the brand will not harm, disappoint, or endanger them. Trust in a brand does not just appear out of nowhere, but is influenced by a number of complex and varied factors. One of the main factors that contributes to the formation of trust is how a brand positions itself in society, especially through advertising efforts made to build trust in a product or brand. In addition, in today's digital era, Generation Z students, who are known as consumers who are sensitive to brands and care about reviews, play an important role in forming trust in brands.⁹ The theory used in the Brand Trust variable belongs to Lau and Lee,¹⁰ which states that Brand Trust is built through three indicators, namely, brand characteristics, company characteristics, and consumer characteristics towards the brand. This emphasizes the importance of consistency, quality, and brand reputation in forming consumer trust. Therefore, Brand Trust is not just a concept, but also a valuable asset for a brand in maintaining customer loyalty and building strong long-term relationships. Brands that succeed in building trust will tend to have a more stable customer base, be more responsive to product innovation, and be better able to compete in an increasingly competitive market. Therefore, efforts to strengthen Brand Trust should be a priority for every company that wants to achieve long-term success.

Next is the Purchase Decision Making which is a crucial stage in the marketing process where consumers choose the product or service to be purchased. This process involves evaluating, comparing, and considering various options before finally making a purchase decision. Usually prospective consumers first look for information related to the product to be purchased through social media, such as how other users review the product, the ratings given and so on. Other factors that influence purchasing decisions are personal preferences, price, product quality, brand, social group influence, consumer reviews, promotions, and situational factors such as urgent needs or market conditions. From the product reviews, it will influence the opinions and perceptions of prospective consumers towards the product, and purchasing interest. So that the buyer's decision is fully in the hands of consumers to process all information and draw conclusions in the form of responses that arise what products will be purchased. The theory used in this variable belongs to

⁸ B.H. Schmitt, *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands* (New York: The Free Press, 1999).

⁹ G. Santoso and A. Triwijayati, "Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online pada Generasi Z Indonesia," *Jurnal Ilmu Keluarga dan Konsumen* 11, no. 3 (2018): 231–42, <https://doi.org/10.24156/jikk.2018.11.3.231>.

¹⁰ G.T. Lau and S. H. Lee, "Consumers' Trust in a Brand and the Link to Brand Loyalty," *Journal of Market-Focused Management* 4 (2007): 341–70.

Philip Kotler who emphasizes the importance of trust in forming a strong relationship between brands and consumers. Kotler identifies three main indicators in building and maintaining Brand Trust, namely evaluation, comparison and consideration.

In line with the discussion that has been mentioned, this study was conducted to review several previous research results that were contradictory. Research by Sri and Rizky showed that Online Customer Reviews contributed to purchasing decisions at TikTok Shop. Research by Kurniastutti et al. also indicated that Online Customer Reviews had a significant influence of 9.79% on purchasing decisions through the TikTok Shop marketplace. In contrast, research related to Online Customer Experience conducted by Naomi and Ardiansyah¹¹ found that ratings and reviews influenced purchasing decisions. However, different results were found in the research of Ilmiyah and Krishernawan,¹² which showed that Online Customer Experience had no effect on purchasing decisions. In addition, research related to Brand Trust by Nadiah¹³ stated that Brand Trust did not have a significant influence on purchasing decisions at TikTok Shop among teenagers in Malang City. Therefore, this study aims to explore the influence of Online Customer Reviews, Online Customer Experience, and Brand Trust on purchasing decisions through TikTok Affiliate content on TikTok social commerce among students in Sidoarjo Regency. This study also aims to understand the inconsistencies of previous research results and conduct an in-depth study of these variables. In addition, this study will seek an appropriate scheme to assess the perception of students in Sidoarjo based on their consumption patterns.

RESEARCH METHODS

This study uses a descriptive research type with a quantitative approach. The data sources used in the study are primary data and secondary data. Primary data were obtained from distributing questionnaires as research instruments in the form of google forms and shared online through structured questions regarding research variables. Secondary data comes from various references such as previous research, the Central Statistics Agency (BPS), journals, books, the internet, and other supporting materials related to research.

The population used in this study were active students in Sidoarjo Regency with sampling using the following respondent criteria: (1) Research respondents are residents of Sidoarjo Regency,

¹¹ Naomi and Ardiansyah, "The Effects of Online Customer Reviews and Online Customer Ratings on Purchasing Intentions in West Java Marketplaces."

¹² Khafidatul Ilmiyah and Indra Krishernawan, "Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, dan Harga terhadap Keputusan Pembelian pada Marketplace Shopee di Mojokerto," *Maker: Jurnal Manajemen* 6, no. 1 (June 4, 2020): 31–42, <https://doi.org/10.37403/mjm.v6i1.143>.

¹³ Zahrotul Nadiah, Nur Hidayati, and Fahrurrozi Rahman, "Peran Brand Image, Brand Trust Dan Kualitas Informasi Terhadap Keputusan Pembelian Di Tiktok Shop (Studi Kasus Remaja Kota Malang)," *E-JRM: Elektronik Jurnal Riset Manajemen* 12, no. 02 (July 20, 2023), <https://jim.unisma.ac.id/index.php/jrm/article/view/21271>.

(2) Respondents are active students, (3) Respondents have and use the Tiktok application, (4) Respondents have seen affiliate content or videos that contain a yellow basket in them. The total population of active students in Sidoarjo Regency according to the Central Statistics Agency is 23,039 people. The data was taken in 2022 and published in 2023.

The sampling technique used in this study is probability sampling, where each member of the population has an equal chance of being selected as a sample.¹⁴ The sample calculation uses the Slovin formula with an error rate of 8% €.

$$n = \frac{N}{N \cdot d^2 + 1} = \frac{23039}{23039 \cdot (0,08)^2 + 1} = 155,197$$

So that the number of samples used in this study was rounded to 155 respondents. The measurement of samples in the questionnaire used a Likert scale of 1 to 5, with the provisions of strongly disagree, disagree, neutral, agree, and strongly agree. The data analysis technique used in this study used SEM-PLS analysis with the help of SmartPLS 4.0 for Windows. The hypothesis formulated as a temporary assumption of the relationship between variables before conducting the study is as follows:

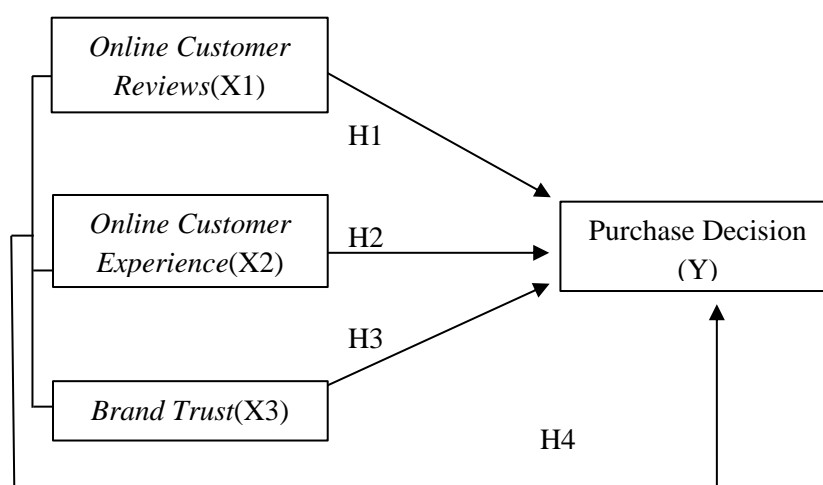


Figure 1: Thinking Framework

H1: Online Customer Reviews Influence Purchasing Decisions

H2: Online Customer Experience influences Purchasing Decisions

H3: Brand Trust influences Purchasing Decisions

¹⁴ H. Kurtz and J. McCarthy, "Introduction to Statistical Sampling," 2019.

H4: Online Customer Reviews, Online Customer Experience, and Brand Trust influence Purchasing Decisions.

RESULTS AND DISCUSSION

Outer Model Analysis

Outer model analysis serves to assess the quality of indicators in measuring latent variables by ensuring that the indicators have high loading factor values. This allows for an evaluation of whether the indicator is suitable for use as a measuring tool in research or not.

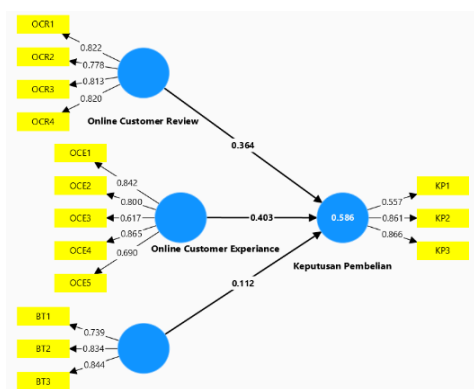


Figure 2. Relationship between Initial Model Variables

From the figure above, it can be seen that the loading factor values of OCE3 = 0.617, OCE5 = 0.690, and KP1 = 0.557 are below the threshold of 0.70. These values indicate that the three indicators have a less significant contribution to the measured latent variables. Therefore, the exclusion of these indicators from the model may be necessary to improve the validity and reliability of the model, as well as to ensure that only significant and effective indicators are used in measuring latent variables.

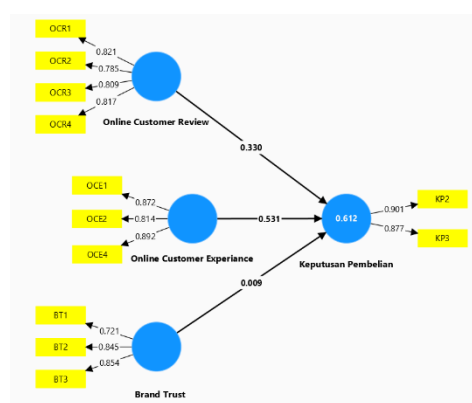


Figure 3. Relationship between variables after elimination

The figure above is the final model after the OCE3, OCE5, and KP1 indicators are removed from the model. With the removal of these indicators, the model now shows significant results, indicating that the removal has improved the overall quality of the model. The remaining indicators provide better and more consistent contributions, making the model more valid and reliable. The figure also illustrates the relationship between variables, including the value of each indicator against its variable, as well as the influence of the independent variable on the dependent variable. The relationship value between variables shows each impact on the Purchase Decision. Where Online Customer Review has a relationship with the Purchase Decision of 0.330, which indicates a positive but relatively weak influence. Online Customer Experience shows a more significant impact with a relationship of 0.531, while Brand Trust has a very small relationship with the Purchase Decision, which is 0.009, which indicates almost no influence. The Purchase Decision value itself is 0.612 which indicates a moderate level of Purchase Decision. Overall, Online Customer Experience has the most significant influence on the Purchase Decision, while Brand Trust has a minimal impact.

1. Convergent Validity

	Brand Trust	Buying decision	Online Customer Review	Online Customer Experience
BT1	0.721			
BT2	0.845			
BT3	0.854			
KP2		0.901		
KP3		0.877		
OCE1			0.872	
OCE2			0.814	
OCE4			0.892	
OCR1				0.821
OCR2				0.785
OCR3				0.809
OCR4				0.817

Table 1: Outer Loadings

Convergent validity functions to see the extent to which the indicator is able to explain the existing latent variables. The higher the convergent validity value, the higher

the indicator's ability to explain the latent variables.¹⁵ A model can be said to be valid if its outer loading value is > 0.70 . However, if there is an indicator whose outer loading value is < 0.70 , then the indicator in question can be removed or eliminated from the model and recalculated. And after recalculation, it can be seen that there are no indicators whose outer loading values are below 0.70, which makes the model more valid and reliable.

	Average variance extracted (AVE)
Brand Trust	0.665
Buying decision	0.790
Online Customer Experience	0.740
Online Customer Reviews	0.653

Table 2. Construct Reliability and Validity

Another way that can be used to measure the convergent validity value is by looking at the Average Variance Extracted (AVE) value. The AVE value functions to measure the extent to which the indicators in a construct. A model is said to be good and valid if the AVE value for all variables is > 0.50 . A high AVE value indicates that the indicators are quite representative and effective in measuring latent variables. and from the table above it can be seen that the three independent variables show numbers greater than 0.50. This shows that each latent variable can explain more than 50% of the variance of its indicators, indicating good convergent validity. By fulfilling these requirements, the model is declared valid and reliable, thus meeting the criteria to proceed to the next stage of analysis.

2. Discriminant Validity

	Brand Trust	Buying decision	Online Customer Review	Online Customer Experience
BT1	0.721	0.426	0.387	0.471
BT2	0.845	0.370	0.567	0.306
BT3	0.854	0.403	0.576	0.348

¹⁵ I. Ghazali, "Structural Equation Modeling: Metode Alternatif Dengan Partial Least Square (PLS)," in *Semarang: Program S3 Ilmu Ekonomi, Program Magister Manajemen Universitas Diponegoro*, 2006.

KP2	0.407	0.901	0.683	0.618
KP3	0.483	0.877	0.624	0.546
OCE1	0.467	0.661	0.872	0.515
OCE2	0.596	0.551	0.814	0.432
OCE4	0.573	0.679	0.892	0.606
OCR1	0.352	0.529	0.432	0.821
OCR2	0.467	0.591	0.698	0.785
OCR3	0.361	0.488	0.390	0.809
OCR4	0.327	0.497	0.404	0.817

Table 3. Cross Loadings

Discriminant validity serves to show the extent to which each latent variable indicator distinguishes itself from other latent variable indicators. In this test, the output examined is the cross loading value, where the indicators of each latent variable must have a higher loading value on the corresponding latent variable compared to other latent variables. In other words, the loading value on the indicator in the colored block must be higher than the loading value on the other variable indicators. And from the table it shows that the correlation value of the indicator on each latent variable is greater than the correlation value of the indicator on other latent variables outside the colored block. This indicates that the latent variable meets the discriminant validity test well.

3. Composite Reliability & Cronbach Alpha

	Composite reliability	Cronbach's alpha
Brand Trust	0.850	0.733
Buying decision	0.883	0.735
Online Customer Experience	0.895	0.824
Online Customer Reviews	0.883	0.824

Table 4. Construct Reliability and Validity

Composite reliability and Cronbach's Alpha are used to measure the consistency and accuracy of the research instrument in measuring the construct. The construct is declared reliable if the Composite Reliability and Cronbach's Alpha values are > 0.70 (Ekawati, 2020). Based on the output results shown in Table 5, all variables have Composite Reliability and Cronbach's Alpha values > 0.70 . Brand Trust = 0.850, Purchase Decision =

0.883, Online Customer Experience = 0.895, and Online Customer Review = 0.883. This shows that this study has consistent answers from respondents. Thus, all variables in this study have a good level of reliability.

Inner Model Analysis

Inner Model Analysis serves to evaluate and measure the structural relationship between latent variables in the model.¹⁶ This test is done by observing the bootstrapping value on the SmartPLS output for the R-square, F-Square, and Path Coefficient tests. While the Q-Square test looks at the PLSpredict/CVPAT value.

1. R-square

R-square	
Buying decision	0.612

Table 5. R-square test

The R-square test is used to determine how much influence the independent variable has on the dependent variable. In table 6, the R-square value of the Purchase Decision is 0.612, which means that the variable can be explained by 61.2% by the independent variables, namely Online Customer Review, Online Customer Experience, and Brand Trust. While the remaining 38.8% is explained by other variables outside the research model.

2. Q-square

Q ² predict	
Buying decision	0.588

Table 6. PLSpredict LV summary

The next step is to measure the inner model using predictive relevance with the Q-Square test. This test functions to assess how good the value produced by the model and its parameter estimates are. A good model should have a Q-Square value > 0; a value below 0 indicates a lack of predictive relevance (Denziana & Yunggo, 2017). The Q-Square output value listed above shows that the Q-Square value for the Purchase Decision variable is 0.588, which reflects the model's ability to explain 58.8% of the variation in the variable. While the remaining 41.2% is explained by other factors outside the research model. With

¹⁶ Ghozali.

a positive Q-Square value, it can be concluded that this study has a relevant predictive value and is able to explain data of 58.8%, which indicates that this model is effective in predicting the Purchase Decision variable.

3. F-square

	Average variance extracted (AVE)
Online Customer Reviews	0.173
Online Customer Experience	0.348
Brand Trust	0.000

Table 7. Construct Reliability and Validity

The F-Square test is conducted to assess the extent of influence between variables in the model based on the effect size. The F-Square value is categorized as small if ≤ 0.02 , moderate if 0.15, large if ≥ 0.35 , and considered to have no effect if < 0.02 .¹⁷ Based on the output listed in the table, the Online Customer Experience variable shows a moderate F-Square value of 0.348, which indicates a significant influence on the dependent variable. The Online Customer Review variable has an F-Square value of 0.173, which also indicates a moderate effect. However, the Brand Trust variable has an F-Square value of 0.000, which indicates a very small and insignificant influence on the dependent variable. This indicates that the Brand Trust variable does not provide a significant contribution in this research model.

4. Path Coefficient

	Original Sample	T-statistic	P-value	Hypothesis
Online Customer Reviews	0.330	3.946	0.000	Significant
Online Customer Experience	0.531	7,078	0.000	Significant
Brand Trust	0.009	0.121	0.904	Not Significant

Table 8. Path Coefficients

¹⁷ J.F. Hair et al., *Handbook of Market Research*, 2017, <https://doi.org/10.1007/978-3-319-05542-8>.

Path coefficient is a measuring tool used to assess the relationship between variables in a structural model, whether it is a positive or negative relationship between the independent and dependent variables. Hypothesis testing is done by comparing the T-statistic value of the model with the T-table value. The T-statistic is used to show the significance of the model and evaluate the effect of the hypothesis on the relationship between the independent and dependent variables. In this test, the independent variable is considered to have a significant effect on the dependent variable if the T-statistic value > T-table. The T-table is calculated based on a 5% alpha significance level and a one-way hypothesis, so that the significance value is 0.05. To determine the T-table value, first calculate the degrees of freedom (df) with the formula:

$$Df = n - k = 155 - 4 = 151$$

Where n is the number of samples and k is the number of variables used, both independent and dependent variables. And from the calculation, the T-table value of 151 is 1,655. While the T-statistic value of each variable for the Online Customer Review variable = 3,946, the Online Customer Experience variable = 7,078, and the Brand Trust variable = 1,121. The T-statistic value for Online Customer Review and Online Customer Experience is greater than the T-table, indicating that both variables have a significant influence on Purchasing Decisions. Conversely, the T-statistic value for Brand Trust is smaller than the T-table, indicating that this variable does not have a significant effect on Purchasing Decisions.

Thus, it can be concluded that independent variables such as Online Customer Review and Online Customer Experience have a significant effect on Purchase Decisions, supporting the acceptance of the hypothesis. In addition, the p-value for these variables is less than 0.05, which means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating a significant effect between the independent and dependent variables in the model. Meanwhile, Brand Trust does not provide a significant contribution to purchase decisions. These results indicate that although Brand Trust may have relevance in other contexts, in this model its effect on Purchase Decisions is not strong enough to be considered significant. Therefore, the hypothesis linking Brand Trust to Purchase Decisions cannot be accepted based on the data.

CONCLUSION

Based on the results of the analysis, it can be concluded that the variables Online Customer Review (OCR) and Online Customer Experience (OCE) have a direct effect on Purchasing Decisions. OCR shows a strong direct effect with a T-statistic value that far exceeds the T-table,

indicating that online customer reviews significantly influence purchasing decisions. Likewise, OCE, which also shows a significant and positive direct effect on purchasing decisions, confirms that online customer experience plays an important role in purchasing decisions. In contrast, Brand Trust, although involved as a variable in the model, does not show a significant effect either in terms of direct or total effects. The T-statistic and F-square values for Brand Trust indicate that its effect on Purchasing Decisions is not strong enough to be considered significant. Thus, Online Customer Review and Online Customer Experience are variables that have a total effect on Purchasing Decisions, while Brand Trust does not provide a significant contribution in the context of this model.

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