

THE EFFECT OF PROMOTION, ONLINE CUSTOMER REVIEWS, AND PERCEPTIONS OF EASE OF USE ON PURCHASE DECISIONS AT THE TIKTOK SHOP IN DENPASAR

Putu Indah Hapsari¹, I Ketut Johny Pramanda Putra², Kartika Kusumawardani³

^{1,2,3}Faculty of Economics and Business, Warmadewa University, Denpasar-Bali, Indonesia

Corresponding author: Putu Indah Hapsari

E-mail: pt.indahhapsari@gmail.com

Volume: 7
Number: 3
Page: 899 - 905

Article History:

Received: 2026-01-30

Revised: 2026-03-27

Accepted: 2026-05-18

Abstract:

The research problem in this study is to investigate how the influence of promotion, online customer reviews, and perceived ease of use affects purchasing decisions on TikTok Shop in Denpasar. The purpose of this study is to determine the influence of promotion, online customer reviews, and perceived ease of use on purchasing decisions at TikTok Shop in Denpasar. The population in this study consists of all consumers using TikTok Shop in the city of Denpasar who have made purchasing transactions on TikTok Shop, the exact number of which is unknown. The sample in this study comprises 200 respondents selected using a purposive sampling method. The research method used is quantitative. Data analysis techniques include Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, T-Test, Coefficient of Determination (Rs) Test, and F-Test using SPSS version 30. The results obtained in this study are that, partially, the variables promotion, online customer reviews, and perceived ease of use have a positive and significant effect on purchasing decisions. Simultaneously, the variable promotion, online customer reviews, and perceived ease of use have a positive and significant effect on purchasing decisions.

Keywords: Promotion, Online Customer Review, Perceived Ease of Use, Purchasing Decisions

INTRODUCTION

Today, more and more people are using the internet for e-commerce marketing. For those in this sector, the growing number of internet users offers a highly potential and profitable business opportunity. Through marketplace platforms, e-commerce, and online stores, people no longer need to spend time shopping for personal or household needs in person outside their homes, as everything can be easily ordered through these platforms using an internet connection. Furthermore, businesses are also leveraging social media and other online store applications to increase their sales (Anggraini et al., 2024).

The shift in people's lifestyles from offline to online shopping demonstrates that e-commerce has significant power to change consumer behavior and lifestyles (Setyarini, 2023). One initiative widely utilized by entrepreneurs today is the use of the TikTok app. In Indonesia, the app is favored by various groups, including public figures and organizations. From its initial launch to its peak popularity, TikTok's evolutionary journey offers many interesting lessons to learn. As a marketing platform, TikTok has proven to be highly effective.

Purchasing decisions, according to Kotler & Armstrong (2019), are the actions of customers to decide to buy a particular product after processing all information and making conclusions that impact their response to the product. One factor that is thought to have an influence on purchasing decisions is promotion. Promotion, according to Sigit in Khotijah & Wati (2024), is any form of



communication used by companies to inform, influence or increase public knowledge about products, services, images, or ideas offered by the company (marketer). Based on the results of observations made, there are several problems from TikTok Shop regarding promotions, namely the lack of attractive promotions so that they can hinder consumer purchasing decisions, the lack of advertisements that appear, sometimes the advertisements that appear do not match current trends or needs, promotional offers are limited to only certain days or weeks with a minimum purchase of some products considered very expensive and free shipping promos are given terms and conditions that are burdensome for consumers and some promos offered do not match the desires and needs required, Anggraini et al. (2024).

Another factor suspected of influencing purchasing decisions is online customer reviews. Online customer reviews are opinions or experiences shared by consumers about services or products they have purchased (Regina et al., 2021). Based on observations, TikTok Shop has several issues with online customer reviews. These include the fact that each customer's review is written from a different perspective, standards, and expectations, often resulting in unreliable reviews, lengthy or too brief reviews, and inadequate descriptions of the quality and quantity of the product purchased (Maskanah, 2023). Furthermore, competition among sellers leads to fake orders from competitors and negative or positive reviews for their own stores and products (fake reviews) (Rahmayanti & Dermawan, 2023).

Another factor suspected of influencing purchasing decisions is perceived ease of use. According to Davis in Iriani & Andjarwati (2020), perceived ease of use is a concept that describes the level of user confidence that a technology or system can be operated easily and without significant difficulty. Based on the results of observations conducted, there are several problems from TikTok Shop regarding the perception of ease of use, namely TikTok Shop received complaints from customers related to various features that do not function properly, such as the payment system, namely a customer who experienced the TikTok application "continues to spin" (loading/buffering) when trying to make payments through a virtual account and the problem persists even though the application is closed and reopened, Simamora & Zuhra (2023). Then, consumers have difficulty canceling orders on TikTok Shop, so that orders are still processed and sent automatically. In addition, promo features, free shipping, cashback, and vouchers are complaints because they cannot be used for online shopping without updating the application first, Widyastuti & Sugiarti (2023). Based on the phenomena and research gaps explained above, the researcher is interested in researching the TikTok Shop by taking the title "The Influence of Promotions, Online Customer Reviews and Perceptions of Ease of Use on Purchasing Decisions at TikTok Shop in Denpasar".

Consumer Behavior. Consumer behavior plays a crucial role in determining the purchasing decision-making process. According to Kotler & Armstrong (2019), consumer behavior is the field that studies how individuals, groups, and organizations select, purchase, use, and utilize goods, services, ideas, or experiences to satisfy their needs and desires.

Purchasing Decision. According to Swastha, a purchasing decision is a problem-solving approach to an individual's decision to purchase a product or service to satisfy their wants and needs. This approach includes identifying individual needs and desires, searching for information, evaluating purchasing alternatives, making a purchase decision, and post-purchase behavior (Novitasari, 2023).

Promotion. Promotion comes from the word "promote," which in English means to develop or increase. When related to sales, it is a tool for increasing sales. Sigit, as quoted in Khotijah & Wati (2024), states that promotion is any form of communication used by companies to inform, influence,



or increase public awareness about the products, services, image, or ideas offered by the company (marketer).

Online Customer Reviews. An online customer review is an opinion or experience shared by consumers regarding a service or product they have purchased (Regina et al., 2021). Online customer reviews refer to user-generated content posted on online shopping websites and third-party websites. It suggests that the number of reviews can be used as a measure of a product's popularity or value, which in turn influences purchase intention.

Perceived Ease of Use. Perception can be defined as an individual's process of comparing, recognizing, interpreting, and classifying objects they perceive or see. Furthermore, perceived ease of use refers to the perception and self-confidence that an information technology system can facilitate their activities without much effort, according to Nuraziza (2024).

METHODS

This research was conducted in Denpasar City, Bali. The objects of this research are the variables of Promotion, Online Customer Review, and Perceived Ease of Use and purchasing decisions of consumers who use TikTok Shop as a means for online shopping in the Denpasar City area. In this study, the population used is all consumers who use TikTok Shop in Denpasar City who have made a purchase transaction on TikTok Shop, whose population number in this study is not known with certainty or is referred to as infinite. The sampling technique used is nonprobability sampling using the purposive sampling method. The sample determination in this study uses the formula of Hair et al (2019). In this study, the number of research indicators is 20. Number of samples = Number of indicators x 10 = 20 x 10 = 200. Based on the calculation with the formula above, the number of samples from this study is 200 respondents, which includes all consumers who use TikTok Shop in Denpasar City who have made a purchase transaction on TikTok Shop. In this study, there are several independent variables to be measured, namely Promotion (X1), Online Customer Review (X2), and Perceived Ease of Use (X3), while the dependent variable to be measured is Purchase Decision (Y). The types of data, based on their nature, that will be used in this study are quantitative data and qualitative data, and the data sources of this study include primary and secondary data. The data collection methods for this study include survey methods, literature studies, and observations. This study uses four data analysis methodologies, which can be characterized as follows: Descriptive Statistical Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, and Hypothesis Tests.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	3.374	1.356
Promotion	.320	.073
Online Customer Review	.170	.077
Perceived Ease of Use	.333	.067

Source: Processed Data, 2025



Based on the table above, the results of the multiple linear regression analysis can be entered into the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3.374 + 0.320X_1 + 0.170X_2 + 0.333X_3$$

This multiple linear regression equation shows the direction of each independent variable on the dependent variable. The multiple linear regression equation can be described as follows:

1. The value of 3.374 represents a constant or state when the promotion, online customer reviews, and perceived ease of use variables are all at 0 (zero) or have not increased. The purchase decision has a value of 3.374.
2. b_1 (regression coefficient value X_1) of 0.320 indicates that the promotion variable has a positive influence on the purchase decision. It means that for every 1-unit increase in the promotion variable, the purchase decision will increase by 0.320, assuming other variables remain constant.
3. b_2 (regression coefficient value X_2) of 0.170 indicates that the online customer reviews variable has a positive influence on the purchase decision. It means that for every 1-unit increase in the online customer reviews variable, the purchase decision will increase by 0.170, assuming other variables remain constant.
4. b_3 (regression coefficient value X_3) of 0.333 indicates that the perceived ease of use variable has a positive influence on purchasing decisions. It means that for every 1-unit increase in the perceived ease of use variable, purchasing decisions will increase by 0.333, assuming other variables remain constant.

F TEST.

Table 2. F Test Results (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	858.183	3	286.061	56.394	<,001 ^b
	Residual	994.212	196	5.073		
	Total	1852.395	199			

Source: Processed Data, 2025

Based on Table 2 above, it can be seen that F-count (56.394) > F-table (2.65) with a significance level of 0.001 < 0.05, so H_0 is rejected and H_4 is accepted, which means that the promotion variables, online customer reviews, and perceived ease of use simultaneously have a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City. Based on the analysis, the following discussion can be drawn:

The Effect of Promotion on Purchasing Decisions. The multiple linear regression analysis of the effect of promotion on purchasing decisions showed that promotion had a regression coefficient of 0.320, indicating that the promotion variable has a positive effect on purchasing decisions. It indicates a unidirectional relationship between the promotion variable and purchasing decisions. An increase in promotion by 1% leads to an increase in purchasing decisions by 0.320. The results also show that the calculated t-value (4.358) is greater than the calculated t-value (1.972), with a significance level of 0.001, which is less than $\alpha = 0.05$, indicating significance. These results indicate that the promotion variable has a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City. Therefore, H_0 is rejected, and H_1 is accepted. These results align with and support several previous studies, including those conducted by Khotijah & Wati (2024) and



Anggraini et al. (2024), which demonstrated a positive and significant effect of promotion on purchasing decisions.

The Influence of Online Customer Reviews on Purchasing Decisions. The multiple linear regression analysis of the influence of online customer reviews on purchasing decisions showed that online customer reviews had a regression coefficient of 0.170, indicating that online customer reviews have a positive effect on purchasing decisions. It means there is a direct relationship between online customer reviews and purchasing decisions. An increase in online customer reviews by 1% leads to an increase in purchasing decisions by 0.170. The results also show that the calculated t-value (2.194) is greater than the t-table (1.972), with a significance level of 0.029, which is less than $\alpha = 0.05$, indicating significance. These results indicate that online customer reviews have a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City. Therefore, H0 is rejected, and H2 is accepted. The results of this study are in line with and strengthen a number of previous studies, namely research conducted by Anggraini et al (2023), Rahmayanti & Dermawan (2023) and Hidayat et al (2023), which show that online customer reviews have a positive and significant influence on purchasing decisions.

The Effect of Perceived Ease of Use on Purchasing Decisions. The multiple linear regression analysis of the effect of perceived ease of use on purchasing decisions showed a regression coefficient of 0.333, indicating that the perceived ease of use variable has a positive effect on purchasing decisions. It means there is a direct relationship between the perceived ease of use variable and purchasing decisions. An increase in perceived ease of use by 1% leads to an increase in purchasing decisions by 0.333. The results also show that the calculated t-value (4.983) is greater than the t-table (1.972), with a significance level of 0.001, which is less than $\alpha = 0.05$, indicating significance. These results indicate that the perceived ease of use variable has a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City. Therefore, H0 is rejected, and H3 is accepted. The results of this study are in line with and strengthen a number of previous studies, namely research conducted by Hasdani et al (2021) and Astuti et al (2023), which showed that perceived ease of use has a positive and significant effect on purchasing decisions.

The Effect of Promotion, Online Customer Reviews, and Perceived Ease of Use on Purchase Decisions. Testing the effect of promotion, online customer reviews, and perceived ease of use using multiple linear regression showed a positive influence for each variable, as indicated by the regression coefficients for promotion (0.320), online customer reviews (0.170), and perceived ease of use (0.333). It means that when these three factors increase, purchase decisions also tend to increase. The results also show that the calculated F-value (56.394) is greater than the F-table (2.65), with a significance level of 0.001, which is less than $\alpha = 0.05$. It indicates that the three independent variables collectively have a significant influence on purchase decisions. Therefore, H0 is rejected, and H4 is accepted. It means that promotion, online customer reviews, and perceived ease of use simultaneously have a positive and significant influence on purchase decisions at TikTok Shop in Denpasar City. The results of this study align with and reinforce the consumer behavior theory of Kotler & Armstrong (2019), which states that consumer purchasing decisions are influenced by the 7Ps of the marketing mix (product, price, place, promotion, people, process, and physical evidence), all of which have been shown to influence purchasing decisions. These findings confirm that these marketing mix factors play a significant role in driving consumer purchasing behavior on e-commerce platforms like TikTok Shop.

CONCLUSION

Based on the data analysis and discussion, the following conclusions were drawn from the research on TikTok Shop in Denpasar:

1. Promotion has a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City.
2. Online customer reviews have a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City.
3. Perceived ease of use has a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City.
4. Promotion, online customer reviews, and perceived ease of use simultaneously have a positive and significant effect on purchasing decisions at TikTok Shop in Denpasar City.

Recommendations. Based on the conclusions and limitations above, the author offers the following recommendations:

1. For TikTok
 - a) Purchase Decisions. TikTok Shop needs to develop a more attractive bundling purchasing system by offering special incentives for consumers who purchase multiple products at once, such as package discounts or rewards programs. It will encourage increased transaction value per purchase and address low consumer interest in purchasing more than one product.
 - b) Promotions. To increase promotional reach, TikTok Shop should refine its targeting algorithm by taking user preferences into account and introduce a personalized promotion feature based on search history and product categories consumers are interested in. This way, users will see more promotions relevant to their interests.
 - c) Online Customer Reviews. TikTok Shop needs to optimize its consumer review system by implementing structured review templates that guide consumers in detail, explaining product advantages and disadvantages. The platform can provide incentives in the form of reward points or vouchers for reviewers who provide comprehensive and helpful reviews, and feature a "Most Helpful Reviews" feature to promote high-quality reviews.
 - d) Perceived Ease of Use. The TikTok Shop user interface needs to be simplified, particularly for the shopping cart modification and order cancellation processes. Adding confirmation before final checkout and increasing the visibility of the edit/delete buttons will make it easier for users to correct errors while shopping, thereby enhancing the platform's user experience.
2. For Future Researchers
 - a) Future researchers are expected to expand the geographic scope of the study beyond Denpasar to other cities in Indonesia to gain a more comprehensive picture of TikTok Shop consumer behavior across different demographic and cultural characteristics.
 - b) Future researchers are expected to add other variables that can influence purchasing decisions, such as product elements, place, physical evidence, and other variables that may have a significant impact on consumer purchasing decisions on social commerce platforms like TikTok Shop.
 - c) Future researchers can use a mixed-methods approach by combining quantitative and qualitative research to gain a deeper understanding of consumer motivations and behaviors in shopping on TikTok Shop, which cannot be fully captured through questionnaires alone.

REFERENCES

- Anggraini, L. A., Anggreni, N. L. P. Y., & Sudana, I. K. (2024). Pengaruh Kualitas Produk dan Promosi Terhadap Keputusan Pembelian di Tiktok Shop pada Aplikasi Tiktok di Lingkungan Universitas PGRI Mahadewa Indonesia. 5(2), 51–55. <https://doi.org/10.26877/jibeka.v2i1.96>
- Astuti, S., Wonua, A. R., & Titing, A. S. (2023). Pengaruh Persepsi Manfaat dan Persepsi Kemudahan Penggunaan Terhadap Keputusan Pembelian pada Tiktok Shop. *Journal of Management and Social Sciences (Jimas)*, Vol. 2(4). <https://journalstiayappimakassar.ac.id/index.php/jimas/article/download/664/690/1825>. <https://doi.org/10.55606/jimas.v2i4.664>
- Hasdani, Nasir, M., & Burhanuddin. (2021). Persepsi Kemudahan Penggunaan Aplikasi Shopee Terhadap Keputusan Pembelian Online pada Users di Kabupaten Bungo. *Jurnal Manajemen Sains*, 1(3), 187–196.
- Hidayat, T., Rizal, M., & Rahman, F. (2023). Pengaruh Viral Marketing, Online Customer Review, Online Customer Rating, dan Kemudahan Penggunaan Terhadap Keputusan Pembelian pada Social Commerce Tiktok Shop (Studi Kasus pada Mahasiswa Universitas Islam Malang). *E-JRM: Elektronik Jurnal Riset Manajemen*, 12(02), 221–232.
- Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk Toward Online Shopping in The Era of Covid-19 Pandemic. *Systematic Reviews in Pharmacy*, 11(12), 313–
- Khotijah, S., & Wati, K. M. (2024). Pengaruh Kepercayaan, Kemudahan dan Promosi Terhadap Keputusan Pembelian Secara Online di Tiktok Shop. *Jurnal Kajian dan Penalaran Ilmu Manajemen*, 2(3), 117–128. <https://doi.org/10.59031/jkpim.v2i3.474>
- Kotler, P., & Armstrong, G. (2019). *Prinsip-Prinsip Pemasaran*. Edisi 12. Jilid 1. Erlangga.
- Maskanah, A. (2023). Analisis Pengaruh Online Customer Review, Customer Rating, dan E-Service Quality Terhadap Customer Satisfaction Miniso di Tik Tok Shop. In Skripsi. Universitas Islam Negeri Raden Mas Said Surakarta.
- Novitasari, R. (2023). Pengaruh Kepercayaan, Kemudahan Penggunaan, dan Promosi Terhadap Keputusan Pembelian pada Fitur Tiktok Shop. Skripsi, 151.
- Nuraziza. (2024). Pengaruh Persepsi Kemudahan dan Persepsi Manfaat Terhadap Niat Menggunakan Tiktok Seller. Skripsi, 126.
- Rahmayanti, S., & Dermawan, R. (2023). Pengaruh Live Streaming, Content Marketing, dan Online Customer Review Terhadap Keputusan Pembelian pada Tiktok Shop di Surabaya. *Seiko: Journal of Management & Business*, 6(1), 337–344. <https://doi.org/10.37531/sejaman.v6i1.2451>.
- Regina, D. A., Michael, M., & Mulyandi, M. R. (2021). Analisis Online Consumer Review Terhadap Keputusan Pembelian pada E-Commerce Kecantikan. *Jurnal Indonesia Sosial Teknologi*, 2(2), 274–280. <https://doi.org/10.36418/jist.v2i2.80>
- Simamora, A. M., & Zuhra, S. E. (2023). Pengaruh Persepsi Kemudahan Penggunaan dan Persepsi Risiko Terhadap Keputusan Pembelian pada Konsumen Tiktok Shop di Banda Aceh dengan Kepercayaan Sebagai Variabel Mediasi. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 8(3), 637–652.
- Widyastuti, T. A. R., & Sugiarti, M. (2023). Pengaruh Persepsi Kemudahan Penggunaan dan Kualitas Pelayanan Terhadap Keputusan Menggunakan Fitur Tiktok Shop dalam Aplikasi Tik Tok Pada Mahasiswa/I Institut Stiami. *Jurnal Administrasi Bisnis*, 3(4), 360–368. <https://doi.org/10.31334/abiwara.v4i2.3231>

