THE INFLUENCE OF CELEBRITY ENDORSEMENTS, RATING, AND ONLINE CUSTOMER REVIEW IN PURCHASE DECISIONS AT THE TIKTOK APPLICATION

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Celebrity Endorsement, Rating dan Online Customer Review Terhadap Keputusan Pembelian Pada Aplikasi Tik Tok. Populasi dalam penelitian ini adalah seluruh pengguna aplikasi Tiktok di Kota Surakarta. Jumlah sampel dalam penelitian ini adalah 100 responden. Pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling dengan menggunakan pendekatan purposive sampling. Metode pengumpulan data menggunakan kuesioner. Teknik analisis data penelitian ini menggunakan uji analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa secara parsial terdapat pengaruh yang signifikan dari celebrity endorsement, rating dan ulasan pelanggan online terhadap keputusan pembelian pada aplikasi Tik-Tok. Secara simultan variabel celebrity endorsement, rating dan online customer review berpengaruh terhadap keputusan pembelian pada aplikasi Tik-Tok.

Kata Kunci: Dukungan selebriti, rating, ulasan pelanggan online, keputusan pembelian.

Abstract

This research aims to determine the influence of Celebrity Endorsements, Ratings and Online Customer Reviews on Purchasing Decisions at the Tik Tok Application. The population in this study were all users of the Tiktok application in Surakarta City. The number of samples in this research was 100 respondents. The sampling used in this research was non-probability sampling using a purposive sampling approach. The data collection method uses a questionnaire. The data analysis technique for this research uses multiple linear regression analysis tests. The results of this research show that partially there is a significant influence of celebrity endorsements, ratings and online customer reviews on purchasing decisions at the Tik-Tok application. Simultaneously, the celebrity endorsement, rating and online customer review variables influence purchasing decisions at the Tik-Tok application.

Keyword: Celebrity endorsement, rating, online customer review, purchasing decision.

1. INTRODUCTION

Along with technological developments and increasingly fierce product competition, various innovations have emerged in the field of marketing that are used to achieve success in the business world. One of these innovations is the use of internet technology and social media to market a product. The use of internet technology and social media in marketing has been known to have a major impact on business success. This is because the use of social media such as Instagram, Facebook, YouTube and TikTok is able to replace physical closeness with virtual interaction and even intimacy between sellers and buyers (Wibowo & Yuli, 2021).

TikTok is one of the most popular applications in the world today. Since it was first launched in 2016, this short video-based application has succeeded in attracting the attention of many people, especially young people or the millennial generation, because of the attractive

appearance and features it offers as well as various content ranging from culinary, fashion, entertainment and others (Tusanputri & Amron, 2021). Based on reports from Business of Apps, in the second quarter of 2022, TikTok already has 1.46 billion monthly active users from all over the world (Databoks, 2022). This shows that the TikTok application is one of the popular applications that has the most active users.

In April 2021, TikTok developed its features by introducing a new feature, namely TikTok Shop (Taofik, 2021). TikTok Shop is a new feature developed by TikTok whose function is to be used for buying and selling transactions directly through the TikTok application. It's not like the marketplace on Facebook or Instagram Shopping because buyers can buy the items they want directly in the TikTok application without having to visit the website provided by the shop or having to download another application. Starting from product catalogs, chat services with sellers to payments made directly in the TikTok application (Ardia, 2021). So with the various conveniences offered by this application, many consumers are interested in making purchasing decisions.

The purchasing decision is the stage in the purchasing decision making process where consumers actually buy. Decision making is an individual activity directly involved in obtaining and using the goods offered (Kotler & Armstrong, 2015). Putra (2021) explains that purchasing decisions are a process carried out by consumers to fulfill their needs in order to obtain satisfaction with the highest value. To make a decision, it begins with awareness of the fulfillment of needs and desires. Consumers can make decisions when there are several alternative purchasing options that match their perceptions, hopes and beliefs about a product or service. If the consumer feels that it suits the desired product, the consumer will make a purchasing decision (Ardianti & Widiartanto, 2019). One effort that can be made to influence consumers in making consumer purchasing decisions is celebrity endorsements.

Celebrity endorser is someone who directly conveys the message of a product or service in promotional activities aimed at supporting the effectiveness of delivering the product message (Amirudin & Yuli, 2017). Shafira and Ferdinand (2017) explained that celebrity endorsements is a form of one-way communication and persuasion process that emphasizes the elements contained in the celebrity endorser. The goal of a celebrity endorsements is to persuade or influence consumers to buy a product. Celebrities themselves have attractive advantages that differentiate themselves from other individuals so that they are able to influence someone to stop and direct attention to them (Bramantya & Jatra, 2016). Choosing the right celebrity endorsement will be a consideration for consumers in making purchasing decisions (Firdaus, 2023).

In addition to use, celebrity endorsements before making a purchasing decision at the application, some consumers look for various information about the product they are going to buy to minimize the negative impact they will have. An easy way to get this information is by looking at reviews from customers or customer reviews and looking at ratings on a marketplace (Mahendra & Edastama, 2022).Customer reviews is a review provided by consumers regarding information from evaluating a product regarding various aspects. With this information, consumers can get the quality of the product they are looking for from reviews and experiences written by other consumers who have purchased products from online sellers before (Auliya, 2017). Meanwhile, the rating is an assessment given by customers through symbols. The symbol in question could be a star. In general, marketplaces in Indonesia provide 5 scales of assessment at Online Customer Rating. If there are 5 (five) stars obtained, then the consumer is very satisfied with the product that has been purchased, whereas if there is only 1 (one) star obtained then the customer is very dissatisfied with the product that has been purchased (Putra, 2021).

The results of research conducted by Putra (2021) found that celebrity endorser, customer review and customer rating have a significant influence on purchasing decisions. Meanwhile, the results of research conducted by Andrew and Erdiansyah, (2021) stated that online customer reviews do not have a significant influence on purchasing decisions in the marketplace. Then research regarding online customer ratings according to Julianti, (2019) online customer ratings have a significant influence on online purchasing decisions in the marketplace. Meanwhile, Farki, (2016) ratings not influence trust which has an impact on purchasing decisions. Research on influencers conducted by Darwin, (2020) states that influencers have a positive and significant influence on purchasing decisions. Meanwhile, Nirmala *et.al.,* (2021) stated that influencers do not have a significant influence on purchasing decisions.

Based on the background and several results of previous research, researchers are interested in finding out more about the factors that influence purchasing decisions through the Tik Tok application, in a study entitled **"The Influence of Celebrity Endorsements, Ratings and Online Customer Reviews on Purchasing Decisions at the Tik Tok Application"**.

2. METHOD

This research is a type of quantitative research. Quantitative research is an approach that requires a lot of use of numbers, starting from data collection, interpretation of that data, and the appearance of the results (Arikunto, 2013). Determination of the number of respondents is based on a confidence level of

0.95 with α = 0.5 and error not more than 0.1 so that these considerations are included in the formula to determine the sample (Pangestu, 2005):

$$n = \frac{Z^2}{4(Moe)^2} \qquad\qquad (1)$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 94,04$$

Based on the calculation results above, it was found that the number of samples used in this research was 100 samples. The sampling used in this research was non probability sampling. The sampling technique used in this research is Purposive sampling. Purposive sampling is a technique for determining samples with certain considerations or criteria (Sugiyono, 2016). The criteria used to determine the sample in this study are: (1) Tiktok application users (2) Domiciled in Surakarta City and (3) Hade purchases through the Tiktok application at least 2 times.

The method used to collect data in this research was by using a questionnaire. A questionnaire is a number of written questions that are used to obtain information from respondents in the sense of reports about their personality, or things that are known (Arikunto, 2019). In this research, indicators are measured using a Likert scale which has five levels of preference, each with a score of 1 to 4 with the following conditions:

Score 1 = Strongly Disagree/never/very negative Score 2 = Disagree/almost never/negative

Score 3 = Agree/often/positive

Score 4 = Strongly Agree/always/very positive

3. RESULT AND DISCUSSION

3.1 Result

3.1.1 Characteristics by Gender

Based on gender characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 1. Characteristics of Respondents Based on Gender

No.	Gender	Amount	Percentage
1.	Male	38	38%
2.	Female	62	62%
Total		100	100%

Source: Primary Data 2023

Based on table 1, it is known that the number of male respondents was 38 respondents (38%). Meanwhile, female respondents amounted to 62 respondents (62%). Based on these

results, it can be concluded that the majority of respondents in this study were women with a percentage of 62%.

3.1.2 Respondents Characteristics based on employment

Based on job characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 2. Characteristics of Respondents Based on Occupation

No	Work	Frequency	Percentage (%)
1.	Housewife	4	4,0
2.	Employee	13	13,0
3.	Self-employed	10	10,0
4.	Civil servants	2	2,0
5.	Student/Students	71	71,0
	Total	100	100%

Source: Primary Data 2023

Based on table 2, the number of respondents who work as housewives is 4 respondents (4%), the number of respondents who work as employees is 13 respondents (13%), the number of respondents who work as entrepreneurs is 10 respondents (10%), the number of respondents who work as civil servants is 2 respondents (2%) and the number of respondents who work as students is 71 respondents (71%). So it can be concluded that the majority of respondents work as students with a percentage of 71%.

3.1.3 Characteristics of Respondents based on education

Based on job characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 3. Characteristics of Respondents Based on Education

No	Education	Frequency	Percentage (%)
1.	Elementary school	0	0,0
2.	Junior high school	0	0,0
3.	Senior High School	28	28,0
4.	College	72	72,0
	Total	100	100%

Source: Primary data processed in 2023

Based on table 3, the number of respondents with a final education of elementary school and junior high school was 0 respondents (0%), the number of respondents with a recent education of high school was 28 respondents (28%) and the number of respondents with a final education of university was 72 respondents (72%). So it can be concluded that the majority of respondents have completed education at tertiary level with a percentage of 72%.

3.1.4 Respondents based on Length of Use of the Tiktok Application

Based on the length of time they have used the Tiktok application, it is known that the number of respondents in this study can be shown in the following table:

Table 4. Respondents Based on length of use of the Tiktok application

No	Length of Use	Frequency	Percentage (%)
1.	< 1 year	3	3,0
2.	1-2 years	39	39,0
3.	> 2 years	58	58,0
	Total	100	100%

Source: Primary data processed in 2023

Based on table 4, the number of respondents who used the Tiktok application < 1 year was 3 respondents (3%). The number of respondents who used the Tiktok application for between 1-2 years was 39 respondents (39%). Meanwhile, the number of respondents who used the Tiktok application for >2 years was 58 respondents (58%). So it can be concluded that the majority of respondents have used the Tiktok application for >2 years with a percentage of 58%.

3.1.5 Respondent characteristics based on products usually purchased at the Tiktok application

Based on the products usually purchased through the Tiktok application, it is known that the number of respondents in this study can be shown in the following table:

Table 5. Products commonly purchased at the Tiktok application

No	Product	Frequency	Percentage (%)
1.	Cosmetics	24	24,0
2.	Fashion	33	33,0
3.	Accessories	8	8,0
4.	Electronic Equipment	12	12,0
5.	Hobbies & Toys	13	13,0
6.	Others	10	10,0
	Total	100	100%

Source: Primary data processed in 2023

Based on table 5, the number of respondents who usually use the Tiktok application to buy cosmetic products is 24 respondents (24%). The number of respondents who usually use the Tiktok application to buy fashion products is 33 respondents (33%). The number of respondents who usually use the Tiktok application to buy products in the form of accessories is 8 respondents (8%). The number of respondents who usually use the Tiktok application to buy electronic equipment is 12 respondents (12%). The number of respondents who usually use the Tiktok application to buy hobbies & toys is 13 respondents (13%). Meanwhile, the number of respondents who usually use the Tiktok application to buy other products is 10 respondents (10%). So it can be concluded that the majority of respondents use the Tiktok application to buy

fashion products with a percentage of 33%.

3.1.6 Intensity of Advertising Endorsed by Public Figures

Based on the research results, it is known that the intensity of 6 advertisements endorsed by public figures is shown in the following table:

Table 6. Intensity of Advertising Endorsed by Public Figures

No	Intensity	Frequency	Percentage (%)
1.	Yes	99	24,0
2.	No	1	33,0
	Total	100	100%

Source: Primary data processed in 2023

Based on table 6, it is known that 99 respondents (99%) stated that they often see advertisements endorsed by public figures. Meanwhile, 1 respondent (1%) stated that they did not often see advertisements endorsed by public figures. This shows that the majority of respondents often see advertisements endorsed by public figures with a percentage of 99%.

3.1.7 Frequently Seen Endorser Figures

Based on the research results, it is known that the Endorse figures frequently seen by respondents are shown in the following table:

Table 7. Frequently Seen Endorser Figures

No	Figure	Amount	Percentage
1.	Artist	31	31,0
2.	Celeb Tiktok	48	48,0
3.	Celebritygram	12	12,0
4.	Others	9	9,0
	Amount	100	100%

Source: Primary data processed in 2023

Based on table 7, it is known that the number of respondents who often see endorsed figures from among artists is 31 respondents (31%). The number of respondents who often see endorsed figures from Tiktok celebrities is 48 respondents (48%). The number of respondents who often see endorsed figures from celebgram is 12 respondents (12%). Meanwhile, the number of respondents who often see other endorsed figures is 9 respondents (9%). This shows that the majority of respondents often see endorsed figures from Tiktok celebrities with a percentage of 48%.

3.2 Discussion

3.2.1 Influence of Celebrity Endorsement Regarding Purchasing Decisions At the Tik-Tok Application

Based on the results of the analysis, it is known that the value of t is largecount on celebrity endorsement variable as big as3,022 (>1.984) with p- value 0.003 (< 0.05). So it can be

concluded that there is a influence of celebrity endorsement variable on purchasing decisions at the Tik-Tok application. Celebrity endorsement is the use of sources as interesting or popular figures in advertising, this is a fairly creative way to convey messages so that the messages conveyed can receive higher attention and be remembered (Firdaus, 2023).

Celebrity endorser is usually done by a celebrity. This is because celebrities are seen as individuals who are liked by society and have attractive advantages that differentiate them from other individuals. Additionally celebrities are used for their celebrity attributes including good looks, courage, talent, grace, strength and sexual appeal which often represent the desired appeal of the brands they advertise. So the use of celebrity endorsers is expected to be able to represent the brand image which has an impact on purchasing decisions (Putra, 2021). The results of this research are in line with the results of research conducted by Firdaus (2023) and Putra (2021) who found that there is a positive and significant influence of celebrity endorsements on purchasing decisions.

3.2.2 Influence of Rating on Purchasing Decisions at the Tik-Tok Application

Based on the analysis results, it is known that the value of t_{count} on the rating variable of 2.532 ($> t_{table}$) with p-value 0.003 (< 0.05). So it can be concluded that the rating variable has a positive and significant influence on purchasing decisions at the Tik-Tok application. Rating is a user's assessment of a product's preference for their experience referring to the psychological and emotional state they experience when interacting with a virtual product in a mediated environment (Wibisono, 2021). Hyun (2015) explains that one of the key factors in online purchasing decisions is to look at the average rating given by customers to a product, the higher the rating given as feedback on the product, the greater the trust in the product.

Rating is a user's assessment of a product's preference for their experience referring to the psychological and emotional state they experience when interacting with a virtual product in a mediated environment (Wibisono, 2021). Ratings can help other consumers to gain confidence in products that currently interest them and will be taken into consideration before making a purchase because in this facility consumers who have made a purchase from an online shop will provide an assessment according to what the consumer received and felt when purchasing the product (Wahyudi, 2019). The results of this research are in line with the results of research conducted by Putra (2021) and Mahendra and Edastama (2022) who found that there was a positive and significant influence of ratings on purchasing decisions.

3.2.3 Influence of Online Customer Review on Purchasing Decisions at the Tik-Tok Application

Based on the analysis results, it is known that the value of t_{count} on online customer review

variable as big as 3,778 ($>$ t$_{table}$) with p-value 0.000 ($<$ 0.05). So it can be concluded that online customer review variable has a significant influence on purchasing decisions purchasing decisions through the Tik-Tok application. One way to test product popularity is often determined by the quantity of online reviews because it is considered as something that describes the product's performance in the market. Astuti (2015) explains that the number of reviews can represent the number of consumers who are interested in previous purchases and experiences with the product.

Online customer review is a facility shown to consumers to provide a rational point of view that can help other consumers to believe in the product they are going to buy (Rohmatullah, 2021).Customer Review on a product will help other consumers believe whether the product is quality or not. Customer reviews on products can also be used as a tool to channel assessments of a product through reviews provided in the online shop. Reviews given by consumers can usually explain the overall aspect of consumer satisfaction, not limited to the product but also in the section on how the consumer received service from the seller. So when consumers believe in Customer Review then it will influence consumer buying interest to make purchases (Mahendra & Edastama, 2022). The results of this research are in line with the results of research conducted by Farki (2016) and Ardianti and Widiartanto (2019) who found that there was a positive and significant influence of ratings on purchasing decisions.

4. CLOSING

4.1 Conclusion

Based on the results of research dealing with influence celebrity endorsement, rating and online customer review regarding the purchase decision through the Tik-Tok application, the following conclusions can be drawn:

1) There is a significant influence of celebrity endorsement variable on purchasing decisions at the Tik-Tok application

2) There is a positive and significant influence of the rating variable on purchasing decisions at the Tik-Tok application

3) There is a positive and significant influence of the online customer review variable on purchasing decisions at the Tik-Tok application

4.2 Limitations

The limitations in this research include:

1) This research only aims to determine the effect celebrity endorsement, rating and online customer review on purchasing decisions at the Tik-Tok application. Meanwhile, other

variables that influence purchasing decisions such as price, promotions and trust are not included.

2) The respondents used are still limited, so to get better results it is necessary to increase the number of research respondents.

4.3 Suggestion

Based on the research results and conclusions, we have several suggestions, including:

4.3.1 For Tik-Tok online shop owners

Based on the research results, discussion and conclusions show that there is celebrity endorsement, rating and online customer review regarding purchasing decisions through the Tik-Tok application, it is hoped that Tik- Tok online shop owners will be able to maintain the quality of the product they have so that the ratings they get remain high so that they can maintain the trust of customers to make purchases.

4.3.2 For future researchers

It is hoped that further research can add several other variables that can influence purchasing decisions such as price, promotion and trust.

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