

The Influence of Product Visualization and Customer Reviews on Purchasing Decisions: Muslim Fashion on TikTok Shop Indonesia

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ABSTRACT

Purpose: The phenomenon of online shopping is becoming increasingly popular today. Clear product information accompanied by attractive photos and videos is a strategy to increase sales. This study aims to determine how product visualization and customer reviews influence purchasing decisions for Muslim fashion products on the TikTok Shop application in Indonesia.

Design/methodology: The type of research used is quantitative research with an associative approach. The data collection method is by using a questionnaire aimed at respondents who shop online through the TikTok Shop application. The data collected is processed using SmartPLS.

Findings: The results of the study show that product visualization and customer reviews have a significant effect on purchasing decisions. The findings indicate that most respondents read customer reviews before making a purchase to ensure that the Muslim fashion products match the displayed visualization.

Practical implications: Businesses in the Muslim fashion industry on TikTok Shop can leverage high-quality product visualizations, including engaging photos and videos, to attract potential buyers and build trust. Companies should prioritize customer testimonials. They need to encourage satisfied customers to leave detailed reviews, ratings, and visual content, such as unboxing videos or photos, to strengthen credibility and influence potential buyers' decisions.

Originality/Value: This study focuses on TikTok Shop, a new platform that combines social media and e-commerce. This study provides unique insights into consumer behavior that has not been widely studied before. In addition, this study also integrates cultural and religious aspects that are relevant in Indonesia as the largest Muslim market in the world.

Keywords: Product Visualization, customer reviews, purchasing decisions, TikTok Shop, Online Shopping

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A. INTRODUCTION

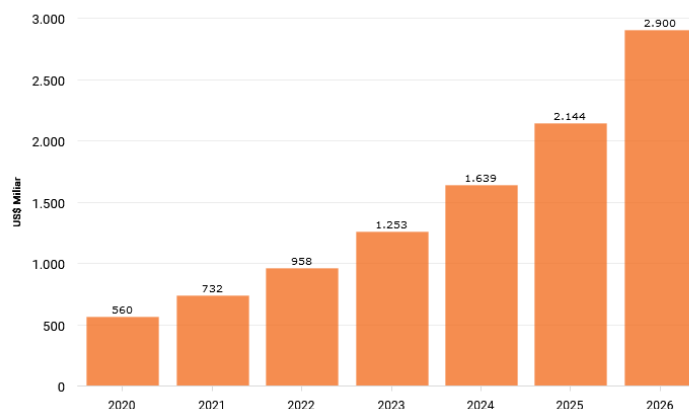
The development of information technology today has caused very rapid changes in various fields of life including social, economic and cultural fields. One of them lies in the development of cyberspace. The internet has brought a new economic life, especially in the field of marketing development. The vast reach of the internet is effectively utilized by marketing companies. This makes marketing practices more effective and efficient. Various internet services have positive and negative impacts on their users. The negative impacts include online sales fraud, the use of product images or photos that do not match the actual condition of the product, and so on. At the same time, the positive effect is that users can easily and quickly obtain various information from all over the world. Another positive benefit makes doing business easier (Sopiyan, 2020).

The number of active social media users in Indonesia was 167 million people in January 2023 (We Are Social, 2023). This number is equivalent to 60.4 % of the Indonesian

population. Data from databoks shows that in 2023, the total number of active social media users spread throughout the world will be 4.76 billion (databoks, 2023). This value is equivalent to 60% of the world's population. Social media users have experienced rapid growth over the past 10 years. In mid-2023, the number of social media users increased by 137 million new users. The highest increase occurred in 2016 to 2017. The number of social media users in 2016 was 2.307 billion and in 2017 it became 2.789 billion, which means the number increased by 20.9%.

The support of increasingly sophisticated technology and infrastructure, the convenience and speed offered in the digital-based economy have simplified, accelerated and changed the supply and demand patterns of economic actors from various angles. In terms of marketing, purchasing, product distribution, payment systems, and so on, currently, product buying and selling transactions can be carried out in the palm of your fingers using electronic networks, this is what is called e-commerce. The presence of e-commerce not only creates liberalization of the export-import market and contributes to changing people's consumption patterns and lifestyles, but also creates new economic opportunities for individuals to become entrepreneurs who in the future are expected to expand employment opportunities (Kusumatriana et al., 2021) (Shemi & Procter, 2018). Promotion and product introduction are not prohibited in Islam. However, it should be done with the best possible behavior, not behaving cunningly, cheating, stealing other people's property, and consuming other people's property in a false way (Arisandy, 2018).

Figure 1. Global Sales Value of Social Media Platforms



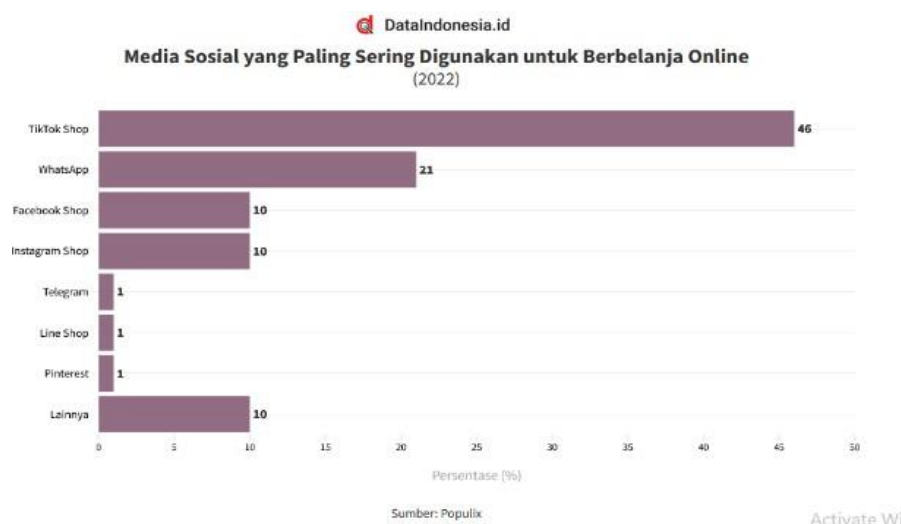
Source: <https://databoks.katadata.co.id> (2022)

Quoted from databoks.id, it is explained that the global sales value through social media platforms is estimated to reach US\$2.9 trillion in 2023. Based on this prediction, the sales value on social media even shot up to 400% compared to 2020. At that time, the sales value on social media was estimated at around US\$560 billion. Then, sales on social media are expected to continue to increase because many people prefer to shop online from home using their cell phones, especially during the pandemic in 2021. In 2021, the sales value through social media is expected to increase to US\$732 billion. Then, the value continues to increase with an average annual growth rate projected at 31.54% (Dihni, 2022).

The digital economy trend is changing consumer shopping habits across industries (Le & Huh, 2021) (Gazzola et al., 2017). This online marketplace can also help match supply and demand in an efficient and effective manner (Tadelis, 2016). So that currently people are more interested in shopping via the internet or online (Venkatesh et al., 2022). Thus, the use of

internet media can open up great marketing potential and become a business opportunity (Berthon et al., 2012) (Si, 2015) (Ukpere et al., 2014). This can be seen in the following table of growth in social media and e-commerce users:

Figure 2. Social Media and Online Shop Users



Source: <https://dataindonesia.id>, 2022

From the image above, it can be seen that the use of social media for online shopping is increasingly widespread in Indonesia today. General understanding of this social business phenomenon is also increasing. Based on the results of the Populi survey, 52% of respondents in the country already know about social business. 86% of respondents have also tried shopping through social media (Data Indonesia, 2022). The survey shows that the platforms that are often used for online shopping include Facebook, WhatsApp, and TikTok Shop. TikTok Shop is one of the most widely used social media when shopping online, 46% of respondents said so.

TikTok is a social media platform under the auspices of the Chinese company ByteDance which was released in November 2017 and its development is very fast (Anderson, 2020); (Anderson, 2021). Research from Apptopia shows that TikTok ranks first in the most downloaded mobile applications. TikTok recorded 656 million downloads in 2021 worldwide (Apptopia, 2023). In Indonesia, this platform has been downloaded up to 30.7 million, users on the Google Play Store.

Selling through social media platforms requires preparation, because before selling, sellers must upload photos and videos, and ensure that the product descriptions given to potential consumers are complete. Photos or images or product videos provide visualizations that can help consumers find out about the products they are going to buy. High-quality product visualization enhances perceived value and encourages purchasing decision (Cheng et al., 2022; Hartawan et al., 2021). Clarity, uniqueness, and beauty in product visualization can increase consumer confidence and interest in the products being sold. Product photos or images provide product visualization and help buyers to know the product to be purchased. Good product visualization builds quality perceptions and encourages purchase interest (Teo et al., 2019) and images have a stronger influence than just a collection of words and provide a faster description in visually constructed emotions also affect purchase intentions (Hartawan et al., 2021).

Product clarity is the main thing when buying online, because consumers cannot see and touch the goods they are going to buy directly. Therefore, before buying, prospective consumers will look for clearer information, in addition to product visualizations displayed in

photos or videos, prospective consumers will usually see the rating or consumer assessment contained in customer reviews. Online Customer Review is also called electronic word of mouth (Ewom), which means positive or negative reviews of products that have been sold on online shops can also be an evaluation of information from goods and services placed on sites and retailers, which are created by consumers. Online customer reviews can be understood as one of the media for consumers to see reviews from other consumers about a product, company service and about how a producer company (Ardianti & Widiartanto, 2019; Dilla & Usman, 2021).

Online review feature is generally used as one of the inputs of the seller's reputation system that can help the process of building consumer trust in merchants in the e-commerce environment (Tadelis, 2016). If trust has arisen, it will encourage consumers to use the marketplace platform as a means of online shopping (Kong et al., 2019). Information from online customer reviews can be used to identify and evaluate products that consumers need so that they can become online recommendations for other consumers. With online customer reviews, consumers' curiosity about products or services offered in the marketplace can be answered, and can help consumers in making purchasing decisions. Customer reviews on the internet are very helpful to other consumers, but they can also discourage people from buying a product. There will be many positive and negative product reviews, and there are no criteria for judging them (Lee & Shin, 2014; Li et al., 2013).

In previous studies, online reviews made by users through social media networks and testimonial columns can directly influence consumer attitudes towards brands and purchasing decisions (Wardhani & Chen, 2021). Another study stated that reviews by TikTok influencers influence purchasing interest (Sholihah & Fikriyah, 2022). Furthermore, Amin and Fikriyah's research in 2023 stated that Live Streaming and Online Customer Reviews influence Purchase Decisions for Muslim Fashion Products (Amin & Fikriyah, 2023).

Previous research on product visualization that has been conducted shows that testimonials, visualization, and trust have an effect on purchase intention (Teo et al., 2019; Wahida & Trenggana, 2017; Wardhani & Chen, 2021). The results of other studies show that product visualization has a significant and positive effect on purchasing decisions (Flavián et al., 2017; Yoo & Kim, 2014). The results of other studies show that online customer reviews have a significant and positive effect on purchasing decisions (Elwalda & Lu, 2016; Welsa et al., 2022). The research conducted by (Zulkifli et al., 2024) findings show that the intention to participate in ZISWAF through sharia m-banking is influenced by social influence, facilitating conditions and trust. This study tries to combine these two variables, product visualization and consumer reviews and their influence on product purchasing decisions on the TikTok Shop application in Indonesia.

B. LITERATURE REVIEW

1. Online Marketing

Online marketing is the application of the Internet and related digital technologies to achieve marketing objectives by increasing access to markets and improving service to customers (Chaffey & Chadwick, 2019) (Rahmania et al., 2018). Online marketing is often called Internet marketing or e-marketing, which means all efforts to market products or services via the internet or www (World Wide Web). The word 'e' in e-marketing is an abbreviation of electronic which means that the marketing activities in question will be carried out

electronically via the internet or cyber network. Online marketing activities usually involve things related to production, promotion, finding buyers, and selling products.

The goal of online marketing is to increase brand awareness and build consumer trust. Showcasing the brand and making a good impression increases public trust and can change the way the product is evaluated. Companies must make this effort, namely a good strategy is part of deciding to use online media in marketing from the start (Rahmania et al., 2018). In line with this opinion, Digital marketing is a form of marketing that utilizes digital technology, such as the internet, social media, email, mobile applications, and other digital channels to reach consumers. Digital marketing involves the use of digital technology to create direct communication with consumers and build long-term relationships (Chaffey & Chadwick, 2019).

Digital marketing impacts every stage of a consumer's buying decision: 1) Awareness: digital content such as social media ads and SEO helps build awareness about a product or service; 2) Consideration: consumer reviews, product comparisons, and educational content on digital platforms influence a consumer's buying consideration; 3) Decision: Exclusive offers, easy buying processes, and consumer testimonials encourage consumers to make decisions; 4) Loyalty: Digital marketing allows brands to continuously communicate with customers through email, social media, and apps, which drives long-term loyalty.

Digital marketing also aligns closely with the AIDA model (Attention, Interest, Desire, Action), which outlines the stages a consumer goes through before making a purchase. The model is one of the oldest and most influential marketing models used to understand the consumer decision-making process. This model was first introduced by Elias St. Elmo Lewis, a pioneer in advertising and marketing, in the late 19th century (Kotler & Keller, 2016). Lewis developed this model as a framework for evaluating the effectiveness of advertising and marketing communications. By leveraging digital marketing across these stages, brands can effectively guide consumers through the AIDA funnel, ultimately converting interest into sales and fostering long-term loyalty. The results of previous studies show that measuring the level of effectiveness using the AIDA (Attention, Interest, Desire and Action) method on Instagram as a media for Islamic philanthropic persuasion for students is in the good category (Yustati, 2019).

2. Social Media

Social Media, also called online media, or digital media is a mass communication media used by individuals and organizations to create and disseminate messages to the public. Media provides information to a heterogeneous public, which makes media part of the power of public institutions (Littlejohn & Foss, 2011). Social Media is presented online on internet websites. Online media in general is any type or format of media that can only be accessed via the internet that contains text, photos, videos, and sound. Online media can also be interpreted as a means of online communication. With this general understanding of online media, email, mailing lists, websites, blogs and social media are also included in the category of online media (Imanuel, 2013). Online media is a general term for a form of media based on telecommunications and multimedia. In which there are portals, websites, online radio, online TV, online press, online mail and others with their respective characteristics according to the facilities that allow users to utilize them. in line with this opinion according to Bayer, Social media is "a computer-mediated communication channel that allows users to engage in social interactions with large and narrow audiences in real time or asynchronously" (Bayer et al.,

2020). Thus, social media use requires the use of social media platforms that are active (e.g., posting) or passive (e.g., browsing), private (one-to-one) or public (e.g., one-to-many), and synchronous or asynchronous, such as Instagram, Facebook, Snapchat, TikTok, WeChat, and WhatsApp.

3. Hypothesis

Based on the literature review, this study proposes the following hypotheses:

- H₁ : Product visualization influences online purchasing decisions on TikTok Shop.
 H₂ : *Online Customer Reviews* influence online purchasing decisions on TikTok Shop

C. METHOD

The type of research conducted is associative quantitative research which aims to test the influence of exogenous variables on endogenous variables. The measuring instrument uses a likert scale and data is collected through a questionnaire survey. The data analysis technique is Structural Equation Modeling (SEM) which will use the SmartPLS 4.0 analysis tool. This study aims to see the effect of product visualization and online customer reviews on purchasing decisions on TikTok Shop. The type of data used is primary data obtained by distributing statement questionnaires. The questionnaire is addressed to respondents who fulfill certain criteria. The independent variables in this study are product visualization (X1), online customer reviews (X2). While the dependent variable is the purchasing decision (Y). The following are the operational definitions and indicators of each variable used in the study:

Table 1. Operational Definitions and Variable Indicators

Variables	Indicator
Product visualization (X1) Visual is the physical appearance and communication cues of a brand or retailer, through creative efforts and merchandise displays in shop windows (Sopiyan, 2019)	(Sopiyan, 2019): creative product display (Teo, Leng & Phua, 2019): Perceived quality and purchase intention
Online Customer Review (X2) According to Khamsah (2008:79), online customer reviews can be understood as a medium for consumer to see reviews from other consumers regarding a product, company service, and how a manufacturing company works (Ardianti & Widiartanto, 2019).	<ol style="list-style-type: none"> 1. Platform Assistance – The TikTok Shop platform in the form of Online Customer Reviews makes it easy to find product information in the form of both positive and negative reviews. 2. Venting Negative Feelings – Share reviews based on negative experiences of the product in the online customer review column on TikTok Shop to reduce dissatisfaction. 3. Concern for Other Customers – Share honest reviews to help other consumers regarding products that have been purchased through the online customer review column on TikTok Shop. 4. Extraversion – Consumers share positive experiences of products in the online customer review column on TikTok Shop.

5. Social Benefits – Consumers write reviews in the online customer review column on TikTok Shop which can help other customers.

Purchase Decision (Y)

Online purchasing decisions are a selection process that combines knowledge to evaluate two or more alternative behaviors and choose one of them that is strongly related to personal character, service, website quality, attitude at the time of purchase, intention to buy online, and decision making (Permatasari, 2016).

1. Problem Introduction – The process begins when a consumer is about to purchase a product and realizes that there is a problem or need.

2. Information Search – The process by which consumers will seek more information about the product they are going to buy.

Source: processed by the author, 2023

The study population consists TikTok Shop users residing in Surabaya, with an unknown and unlimited number. Determination of the number of samples in this study uses the formula from Hair et al. which suggests a formula for determining the number of samples taken for a study of at least 5-10 times the number of indicators used in the study, in this study using 10 times the number of indicators (Hair et al., 2019). This study uses 3 variables and 8 indicators as measurements. So the minimum number of respondents needed is 80 respondents (8 indicators multiplied by 10). This study received responses from 174 people. However, 21 questionnaires were not completely filled out by respondents, so they could not be included in the data processing. The total data processed came from 153 respondents.

D. RESULT AND DISCUSSION

In this section, an analysis will be conducted to see the effect of product visualization and online customer reviews on purchasing decisions on TikTok Shop in order to an This section analyzes the impact of product visualization and online customer reviews on purchasing decisions on TikTok Shop to address the research hypotheses. First, respondent demographics, including age and gender, will be described. Second, two construct tests will be conducted, namely construct reliability and construct validity. The construct reliability test is used to measure the level of shared variance between latent model variables. Based on the filling factor value, composite reliability, average variance extracted, and Cronbach alpha (Hair et al., 2019). The square root of AVE is used to compare the correlation coefficients between constructs to check the validity of the construct. In addition, model fit testing and hypothesis testing are included in SEM.

1. Pilot Study

In this study, a pilot study was conducted to test the feasibility of the questionnaire used, using a validity test to measure the level of accuracy of the questionnaire items in measuring the indicators of each variable using a Likert scale assessment. The number of questionnaire questions tested was 21 questions, with the number of samples used to test the validity of this study being 30 respondents with an r-square value of 0.826. There were 2 invalid indicators so they were removed from the analysis process and after 19 other indicators were declared valid, a pilot test was conducted for reliability. The reliability test was conducted to see that the respondents' answers to the questionnaire questions were stable or consistent. In

this study, the reliability of the questionnaire was measured using the Cronbach alpha value. The questionnaire is said to be reliable if the Cronbach alpha value > 0.6 and the results obtained on variables X1, X2, and Y are 0.920, 0.965, and 0.879 respectively so that it can be ascertained that the questionnaire used to collect data is consistent and reliable.

2. Respondent Demographics

Respondents who participated in filling out the questionnaire in this study based on age and gender will be shown in Table 2 and Table 3 as follows.

Age	Number of Respondents
11-26 Years	151
27-42 Years	2

Source: processed by the author, 2024

Based on the results of Table 2, it shows that respondents who participated in this study were dominated by the age range of 11-26 years as many as 151 respondents or 98.7% of the total respondents. While the age range of 27-42 years there were only 2 respondents from a total of 153 respondents. Furthermore, based on gender, it is described in Table 3.

Table 3. Respondents' Gender

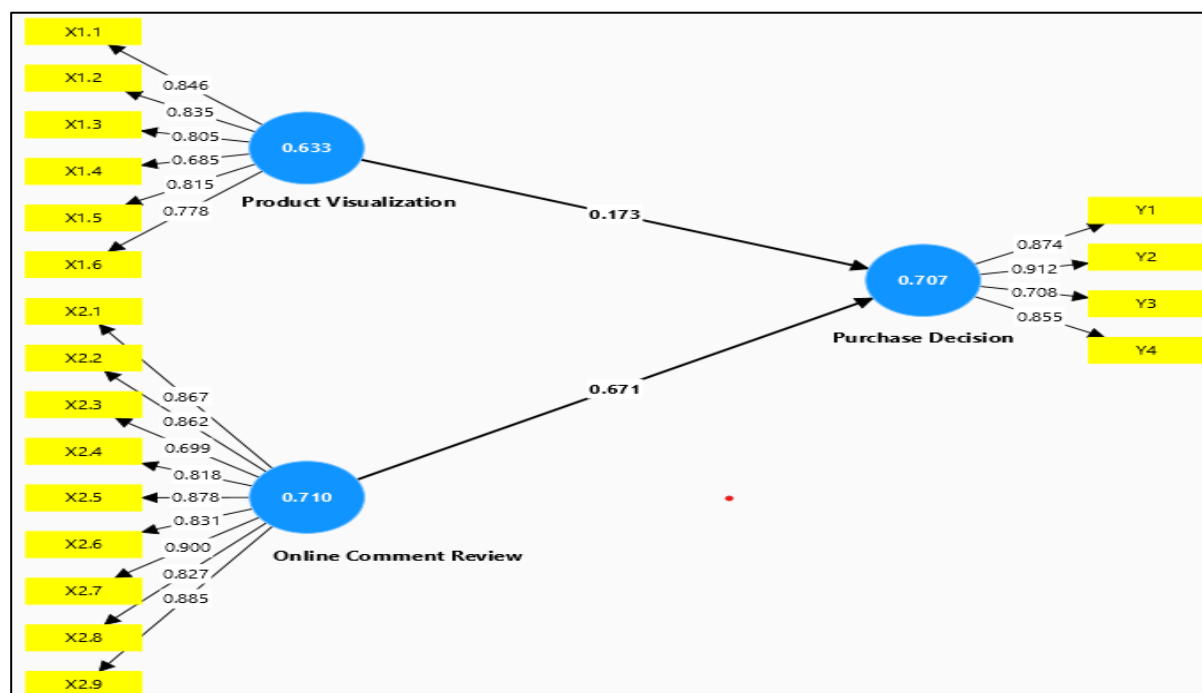
Gender	Number of Respondents
Man	14
Woman	139

Source: processed by the author, 2024

Based on the results of Table 3, it shows that respondents who participated in this study were dominated by women, as many as 139 respondents or 90.8% of the total respondents. While the male gender was only 14 respondents out of a total of 153 respondents.

3. Research result

In this section, the results of the analysis will be shown, consisting of *the Outer Model*, *Convergent Validity Test*, *Discriminant Validity Test*, *Internal Consistency Reliability*, model goodness of fit (*R-Square*), *F-Square*, *Model Fit Test*, and Hypothesis Test, which will be explained as follows.

Figure 4. SmartPLS Outer Model (Reflective Measurement Model)

Source: SmartPLS 2024 data processing results

In Figure 4, it is known that the value next to the indicator shows *the loading factor*. The ideal loading factor value is > 0.6 (Chin, 2010), so the indicator is considered to present the latent variable well. Based on Figure 4, the majority of *loading factors* have values above 0.6, which means that *the loading factor* contributes significantly to the latent variable. The AVE value for each variable shows a value of 0.633 for the product visualization variable (X1), 0.710 for the *Online Comment Review* variable (X2) and 0.707 for the Purchase Decision variable (Y) showing good convergent validity and can be interpreted as more than 60% of the variance of several indicators. Good convergent validity is indicated by an AVE value > 0.5 . Furthermore, the path coefficient value of 0.173 indicates that product visualization has a positive influence on purchasing decisions, which means that the more positive the product visualization, the higher the purchasing decision through the TikTok application. The path coefficient value of 0.671 indicates that *online comment reviews* have a positive influence on purchasing decisions, which means that the more positive *the online comment reviews*, the higher the purchasing decision through the TikTok application.

Table 4. Convergent Validity Test

Buying decision	Online Comment Review	Product Visualization	Minimum Outer Loading	Decision
X1.1		0.846	0.6	Valid
X1.2		0.835	0.6	Valid
X1.3		0.805	0.6	Valid
X1.4		0.685	0.6	Valid
X1.5		0.815	0.6	Valid
X1.6		0.778	0.6	Valid

X2.1	0.867	0.6	Valid
X2.2	0.862	0.6	Valid
X2.3	0.699	0.6	Valid
X2.4	0.818	0.6	Valid
X2.5	0.878	0.6	Valid
X2.6	0.831	0.6	Valid
X2.7	0.9	0.6	Valid
X2.8	0.827	0.6	Valid
X2.9	0.885	0.6	Valid
Y1	0.874	0.6	Valid
Y2	0.912	0.6	Valid
Y3	0.708	0.6	Valid
Y4	0.855	0.6	Valid

Source: SmartPLS 2024 data processing results

Outer loading value of each indicator shows the *convergent validity test*, as shown in Table 4. The *Convergent validity test* is used to measure the correlation of the indicator's reflective model based on *the item score* with *the construct score* calculated through PLS. If the correlation value is ≥ 0.70 , then the reflective is said to be high. However, it can also be considered to maintain it, if the outer loading value is ≥ 0.5 but ≤ 0.7 (Ghozali, 2016). Based on the results of the PLS algorithm calculation of the model route, where all *outer loading values* are > 0.5 , it can be said that the convergent indicator is confirmed.

Table 5. Discriminant Validity Test

	Buying decision	Online Comment Review	Product Visualization
X1.1	0.581	0.596	0.846
X1.2	0.583	0.656	0.835
X1.3	0.529	0.619	0.805
X1.4	0.379	0.448	0.685
X1.5	0.594	0.705	0.815
X1.6	0.634	0.693	0.778
X2.1	0.741	0.867	0.73
X2.2	0.715	0.862	0.71
X2.3	0.507	0.699	0.554
X2.4	0.619	0.818	0.575
X2.5	0.695	0.878	0.682
X2.6	0.689	0.831	0.685
X2.7	0.674	0.9	0.692
X2.8	0.673	0.827	0.689
X2.9	0.767	0.885	0.65
Y1	0.874	0.631	0.606
Y2	0.912	0.778	0.648
Y3	0.708	0.519	0.452
Y4	0.855	0.747	0.632

Source: SmartPLS 2024 data processing results

Table 5 shows that the *discriminant validity test* to calculate the *cross loading value* for each indicator used in this study. Discriminant validity is one of the important aspects in testing the structural model which is useful for ensuring that each indicator used in the study is able to reflect between latent variables. Based on the results of the *discriminant validity test* presented in Table 5, it shows that each indicator has a higher correlation value when connected to its partner variables or dimensions. Thus, from the results of the test it is known that there are no *discriminant validity problems* and all indicators meet the discriminant validity criteria.

Table 6. Internal Consistency Reliability

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>
Buying decision	0.859	0.882
Online Comment Review	0.948	0.953
Product Visualization	0.884	0.893

Source: SmartPLS 2024 data processing results

Table 6 shows that the *internal consistency reliability test* is conducted to find the composite reliability value of the latent variables. The composite reliability value of each latent variable must meet the requirement of 0.7 which is known that all variables are reliable. With the same provisions, the *Cronbach's alpha* value > 0.7 from the internal suitability test can also be carried out.

Table 7. R-Square

	<i>R-square</i>	<i>R-square adjusted</i>
Buying decision	0.663	0.659

Source: SmartPLS 2024 data processing results

The influence of independent variables on dependent variables can be measured by the *R-Square value*. This study uses *R-Square value analysis* to assess how well the resulting model can explain the relationship between independent variables and dependent variables. In this study, the *R-Square value* was 0.663, indicating that product visualization and *online comment reviews* contributed to purchasing decisions by 66.3%. This shows that the model has good predictive power and the independent variables tested have a significant influence on the dependent variable. Meanwhile, the remaining 33.7% is influenced by other factors not included in the variables studied in this study.

Table 8. F-Square

	Buying decision
Buying decision	
Online Comment Review	0.504
Product Visualization	0.034

Source: SmartPLS 2024 data processing results

Table 8 shows the *F-Square value* used to measure how much influence the independent variable has on the dependent variable in this study. The *F-Square value* shows the *effect size* which is useful for assessing the strength of the relationship between variables in the structural model. The *F-Square value* for the *online comment review variable* on purchasing decisions is 0.504, while the *F-Square value* for the product visualization variable on purchasing decisions is 0.034.

Table 9. Model Fit Test

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.067	0.067

Source: SmartPLS 2024 data processing results

The SRMR (*Standardized Root Mean Square Residual*) value or can be called a *fit model* is useful for measuring the suitability of the research model. The recommended SRMR value and said to meet the criteria is a value below 0.08. The SRMR value in this research model is at 0.067 so it can be considered to have met the criteria.

Table 10. Hypothesis Test Results

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P-values</i>
H₁: VP → KP	0.173	0.175	0.077	2.263	0.012
H₂: OCR → KP	0.671	0.669	0.073	9.142	0.000

Source: SmartPLS 2024 data processing results

In this study, hypothesis testing was carried out using *bootstrapping analysis* implemented in *software*. SmartPLS 4.0. *Bootstrapping* is a statistical technique used as an estimate of the sampling distribution of a statistic by repeatedly resampling the original data. The use of this technique is useful when the assumption of data normality is not met or when the sample size used is relatively small and the hypothesis decision is the *p-value*. The hypothesis is accepted when the *p-value* < 0.05. In this study, it is known that the use of PLS SEM for testing two hypotheses from the relationship of three variables. *Bootstrapping* analysis conducted on 153 respondents showed a *p-value* for the *online comment review variable* on purchasing decisions of 0.000, which means that the *online comment review variable* has a significant influence on purchasing decisions. While the *p-value* for the product visualization variable on purchasing decisions of 0.012, which means that the product visualization variable has a significant influence on purchasing decisions.

E. CONCLUSION

This study aims to determine the influence of product visualization and online customer reviews on purchasing decisions through the TikTok application among the people of Surabaya. The result shows that product visualization and customer reviews significantly influence purchasing decisions on TikTok Shop, especially for Muslim clothing products in Indonesia. Attractive and informative product visualization plays an important role in creating a positive perception of product quality and increasing purchasing interest. In addition, customer reviews available on the TikTok Shop platform are a valuable reference for prospective buyers in assessing the quality and reputation of the product, as well as providing a sense of trust before making a transaction.

Data analysis from 153 respondents in Surabaya shows that both product visualization and customer reviews have a significant contribution to purchasing decisions. The influence of customer reviews is recorded as stronger than product visualization, which shows that the

recommendation factor from other customers is very influential in determining consumer purchasing interest on e-commerce platforms. These results indicate the importance of sellers to pay attention to the quality of product visual content and increase the presence of positive reviews to attract more potential customers. Based on the results of data processing and analysis that have been carried out in the previous section, several research conclusions were obtained that are in accordance with the initial objectives of the study, namely:

1. The majority of Surabaya residents who were respondents in this study and who had and had made online purchase transactions using the TikTok application were women and their age range was between 11 years and 26 years.
2. Based on the results of the Outer Model, Convergent Validity Test, Discriminant Validity Test, Internal Consistency Reliability, goodness of fit model (R-Square), F-Square, Model Fit Test, and Hypothesis Test, the results of the study show that product visualization and online customer reviews have an effect on purchasing decisions through the TikTok application.

The findings of this study are that the majority of respondents are women, men are only a small portion. This indicates that women prefer to shop for their Muslim fashion products through Tiktok shop. In addition, they will read customer reviews before making a purchase, to ensure that the Muslim fashion products to be ordered are in accordance with the visualization displayed and minimize disappointment after purchase.

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