The Influence of Live streaming Stimuly, Customer Rating, Review Credibility and Review Usefulness on Skincare Product Purchase decisions on TikTok Shop.

By Gusti Nurul Safitri

Abstract

Customer Rating, Review Credibility, and Review Usefulness all have an effect on the live streaming stimulus when it comes to skincare product purchases on TikTok Shop. Multiple linear regression analysis is the quantitative data analysis method used in this investigation. A questionnaire was used to gather data, and 165 respondents were chosen for the sample using purposive and probability sampling techniques. Using SmartPLS 3 software, the data analysis method used is Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. The results show that while customer rating and review usefulness have no discernible influence on purchasing decisions, live streaming stimulus and review credibility do.

Keywords: Live streaming Stimuly, customer rating, review credibility, review usefulness.

Pengaruh *Live Streaming Stimuly, Customer Rating, Review Credibility* dan *Review Usefulness* Terhadap Keputusan Pembelian Produk *Skincare* Pada TikTok *Shop*

Oleh Gusti Nurul Safitri

Abstrak

Customer Rating, Review Credibility, dan Review Usefulness semuanya memiliki pengaruh terhadap Live streaming Stimuly dalam hal Purchase Decision produk skincare di TikTok Shop. Analisis regresi linier berganda adalah metode analisis data kuantitatif yang digunakan dalam penelitian ini. Kuesioner digunakan untuk mengumpulkan data, dan 165 responden dipilih sebagai sampel menggunakan teknik pengambilan sampel purposif dan probabilitas. Menggunakan perangkat lunak SmartPLS 3, metode analisis data yang digunakan adalah Structural Equation Modeling (SEM) dengan pendekatan Partial Least Square (PLS). Hasilnya menunjukkan bahwa meskipun Customer Rating dan Review Usefulness tidak memiliki pengaruh yang jelas terhadap Purchase Decision, Live streaming Stimuly dan Review Credibility memiliki pengaruh.

Kata kunci: *Live streaming Stimuly, customer rating, review credibility, review usefulness.*