

Digital Social Proof and Skincare Purchase Intention: Examining The Role of Online Customer Reviews and Ratings among Generation Z on Tiktok Shop

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KEYWORDS

Digital Social Proof, Online Customer Review, Online Customer Rating, Purchase Intention, TikTok Shop, Generation Z

ABSTRACT This study aims to analyze the influence of digital social proof represented through online customer reviews and online customer ratings on the purchase intention of skincare products on TikTok Shop among Generation Z in Bandar Lampung City. TikTok Shop as a social commerce platform has transformed consumer shopping behavior, especially Generation Z who are known as digital natives and heavily rely on digital social validation in purchasing decisions. This study uses a quantitative approach with a survey method through distributing online questionnaires to 100 Generation Z respondents in Bandar Lampung City who have accessed or shopped for skincare products on TikTok Shop. The sampling technique used purposive sampling with certain criteria. Data analysis was performed using multiple linear regression with SPSS version 25.0. The results showed that online customer reviews have a positive and significant effect on purchase intention, online customer ratings have a positive and significant effect on purchase intention, and simultaneously online customer reviews and online customer ratings have a significant effect on purchase intention of skincare products on TikTok Shop among Generation Z with a contribution of 58.7%. This study provides a theoretical contribution to the development of consumer behavior theory in the social commerce era as well as practical implications for businesses in managing reviews and ratings as strategic digital assets to build consumer trust.

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1. INTRODUCTION

Globally, the beauty industry is experiencing massive digital disruption, where social media platforms now not only function as communication tools but have transformed into economic transaction centers or social commerce. This trend is driven by changes in global consumer behavior that are beginning to shift their trust from one-way marketing to digital social validation. Indonesia's current digital

economic transformation has brought fundamental changes in how people interact and transact economically, especially in self-care commodities. This growth is driven by very massive internet penetration, where according to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users has reached more than 215 million people or about 78.19% of the total population.

This phenomenon triggers a shift in people's shopping paradigms from conventional methods to electronic platforms (e-commerce) which are considered more effective and efficient (Maghfiroh et al., 2023). Other researchers reveal that the beauty product category consistently ranks at the top in digital transactions due to awareness of skin health as a long-term investment (Savilia et al., 2024).

The emergence of social commerce innovation through TikTok Shop launched in April 2021 has created a unique and interactive shopping experience for consumers. TikTok Shop integrates short video features, live streaming, and direct transactions within one platform, allowing users to search, interact, and make product purchase transactions directly through engaging content (Permana et al., 2024). This phenomenon further strengthens TikTok's position as a platform that not only entertains but also becomes a primary shopping destination, especially for beauty and skincare products. In line with this, interest in buying skincare products is triggered by high consumer literacy regarding active ingredient content in massively marketed products, as well as the growth of local brands with competitive prices that further strengthen consumer appeal to make online purchases (Anhar & Kurniawan, 2024).

The dynamics of purchase intention on social commerce platforms continue to develop along with increasing consumer digital literacy that is more selective in processing information. Exposure to educational content explaining the benefits of active product ingredients on an ongoing basis has proven effective in increasing purchase intention, especially among young age groups who tend to be critical and informative. TikTok Shop's popularity among Generation Z is inseparable from the transaction efficiency offered through the integration of short videos, live shopping features, and intuitive navigation ease (Venia et al., 2021). On the other hand, strong purchase intention is often only formed when consumers obtain information deemed credible, transparent, and trustworthy (Sihombing, 2024). Therefore, content quality, information credibility, and ease of access are dominant factors that simultaneously influence the formation of purchase intention in today's digital ecosystem.

The author suspects that the presence of online customer reviews plays a very crucial role in minimizing consumer uncertainty and doubt before making purchase transactions, especially for skincare products that have relatively high

perceived risk levels. Customer reviews function as a form of Electronic Word of Mouth (e-WOM) that provides a real picture of quality, effectiveness, and product usage experience from the perspective of other consumers. The existence of credible and informative reviews can significantly increase consumer trust (trust) in the digital platform purchasing decision process (Harahap & Lubis, 2024). In line with this, positive reviews accompanied by detailed usage experiences can strengthen brand image while reducing perceived risk in online shopping. Thus, online reviews not only function as an additional source of information but also as a psychological factor influencing consumer confidence, so they are strongly suspected to be one of the main predictors in forming purchase intention on TikTok Shop.

In addition to reviews, ratings given by previous consumers also play an important role as visual indicators that quickly influence perceptions of product quality. Ratings displayed in the form of stars provide instant signals to potential consumers about previous users' satisfaction levels without having to read the entire review in depth. The combination of high ratings and positive reviews can simultaneously strengthen consumer confidence and reduce perceived risk levels in online transactions. The absence of adequate ratings and reviews can cause significant doubt, thereby impacting decreased purchase intention (Anggraini, 2023). Furthermore, the integration between ratings and reviews is a determining factor that can turn interest into actual purchasing action. Therefore, the author believes that ratings have a close and significant relationship in strengthening purchase intention, especially among Generation Z who tend to rely on visual indicators in decision-making.

This study specifically aims to analyze the influence of online customer reviews and online customer ratings on consumer purchase intention, particularly in the context of using TikTok Shop as a rapidly growing social commerce platform. The urgency of this research is based on changes in consumer behavior, especially Generation Z, who no longer rely on conventional one-way advertising, but rather trust digital social validation in the form of reviews and ratings as the basis for purchasing decisions. Bandar Lampung City was chosen as the research location because it is one of the economic growth centers in Lampung Province with high levels of internet penetration and technology adoption among urban communities. Based on data from the Indonesian Internet

Service Providers Association (APJII) in 2023, urban areas contribute significantly to national internet usage, making it a representative location for studying social commerce phenomena. Research by Pambudi and Permatasari (2024) also shows that influencer marketing and online customer reviews have a positive and significant effect on purchase intention for fashion products on TikTok Shop among the people of Bandar Lampung City.

The population in this study is focused on Generation Z in Bandar Lampung City, who are known as digital natives with high dependence on technology and social media in meeting their lifestyle needs. The determination of the sample from this group is based on academic considerations that Generation Z has high levels of digital literacy and a tendency to actively seek information before making purchasing decisions (Venia et al., 2021). Young people tend to use digital community features and customer reviews as a means to mitigate purchase risks compared to relying on traditional promotions (Sihombing, 2024). In addition, the dominance of the young population in the Bandar Lampung area makes this region an ideal location for studying the influence of digital variables on purchase intention. Therefore, the focus on this population is expected to produce valid, relevant, and representative data in answering research problems comprehensively.

Several previous studies have examined the relationship between online customer reviews, online customer ratings, and purchase intention. Research by Anggraini (2023) found that online customer reviews and online customer ratings have a positive and significant effect on purchase intention among TikTok Shop users in Medan City with a simultaneous influence of 64.0%. Research by Ananda et al. (2023) shows that online customer reviews and online customer ratings have a positive and significant effect on purchase intention of Shopee e-commerce consumers in Denpasar. Research by Dewi (2025) proves that online customer reviews have a positive effect on purchase intention for Skintific products on TikTok Shop. Research by Harahap and Lubis (2024) also found that online customer reviews and online customer ratings simultaneously have a positive and significant effect on consumer purchase intention on the TikTok Shop application. Research by Az Zahra (2022) found that online customer reviews have a significant effect on purchase intention for Azarine beauty products through TikTok.

The research gap lies in the still limited empirical

studies that specifically examine the influence of digital social proof represented through online customer reviews and online customer ratings on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City. This study also provides novelty by integrating an Islamic business perspective in analyzing the phenomenon of digital reviews and ratings, where honesty in providing reviews and ratings is a form of testimony that must be based on Sharia values. This is important so that transactions that occur remain within the Sharia corridor that upholds justice and information transparency for fellow Muslims, as Allah SWT says in QS. Al-Hajj verse 30 which commands mankind to avoid false statements.

This study is also based on the Electronic Word of Mouth (e-WOM) theory which explains that online communication between consumers has a major influence on the formation of perceptions and purchasing decisions of other consumers (Maghfiroh et al., 2023), as well as Social Proof Theory proposed by Cialdini (2007) which explains that a person tends to follow the actions or judgments of others when in a state of uncertainty. Putri et al. (2023) found that cognitive and emotional trust have a significant influence on purchase intention on TikTok Shop. Research by Ong et al. (2024) also shows that economic factors, reliability, interaction, and sales promotions significantly influence purchase intention of TikTok Shop consumers in Indonesia. Research on the influence of online customer reviews and online customer ratings on purchase intention with customer trust as an intervening variable among Shopee e-commerce users in Tegal City also shows consistent results (Aldilla, 2021).

Based on this background, this study aims to analyze the influence of online customer reviews and online customer ratings on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City. This research is expected to contribute to the development of knowledge in the field of marketing management and provide practical implications for businesses in optimizing reviews and ratings as strategic digital assets to build sustainable consumer trust. This research not only aims to fill the literature gap regarding consumer behavior in the social commerce era but also provides practical implications for the development of more measurable digital marketing strategies. Thus, this research is expected to provide empirical contributions to the development of more effective digital marketing strategies that are in accordance with

2. METHODS

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to empirically test the influence of independent variables on the dependent variable (Sugiyono, 2017). The nature of this research is causal associative, namely research that aims to determine the causal relationship between two or more variables. In this study, the researcher wants to determine the effect of online customer reviews (X_1) and online customer ratings (X_2) on purchase intention for skincare products on TikTok Shop (Y). Based on its explanatory level, the type of research used is causal associative research which aims to find causal relationships or influences between two or more variables. This research is also a field research conducted directly in Bandar Lampung City by distributing questionnaires to respondents who meet the sample criteria.

The population in this study is all people belonging to Generation Z (born 1997–2012) residing in Bandar Lampung City. Because the population size is not known with certainty (unknown population), the minimum sample size was calculated using the Cochran formula with a 95% confidence level ($Z=1.96$), population proportion of 0.5, and 10% error margin, yielding a minimum sample of 96.04 rounded up to 100 respondents. The sampling technique used purposive sampling with the criteria: (1)

Generation Z community members (age 14–29 years in 2026), (2) residing in Bandar Lampung City, (3) actively using TikTok and have seen online customer reviews or online customer ratings of skincare products on TikTok Shop, and (4) have made at least one purchase transaction of skincare products on TikTok Shop. The use of purposive sampling is based on the consideration that not all population members have characteristics that match the research objectives (Sugiyono, 2017).

The data collection technique used a questionnaire distributed online via Google Form with a Likert Scale of five answer alternatives (Strongly Agree=5, Agree=4, Neutral=3, Disagree=2, Strongly Disagree=1). The questionnaire was structured based on indicators from each variable. Online customer reviews were measured using indicators of review credibility, information quality, trust in reviews, and influence of reviews on decisions (Harahap & Lubis, 2024). Online customer ratings were measured using indicators of star ratings, trust in ratings, ease of product evaluation, and influence of ratings on purchases (Febrian & Istriani, 2024). Purchase intention was measured using indicators of interest in the product, doubt in buying, desire to seek information, and intention to buy (Kotler & Keller, 2009). Secondary data was obtained through literature studies from marketing textbooks, previous research journals, scientific articles, and internet user and social commerce profile data from official institutions such as APJII.

Table 1. Operational Definition of Variables

Variables	Operational Definition	Indicators	Scale
Online Customer Review (X_1)	Reviews in text form given by consumers based on personal experience after using the product	Review credibility, information quality, trust in reviews, influence of reviews on decisions	Likert 1-5
Online Customer Rating (X_2)	Rating indicators in the form of visual symbols (stars/numbers) representing consumer satisfaction levels	Star ratings, trust in ratings, ease of product evaluation, influence of ratings on purchases	Likert 1-5
Purchase Intention (Y)	Behavioral tendencies or psychological intentions of consumers to make purchase transactions	Interest in the product, doubt in buying, desire to seek information, intention to buy	Likert 1-5

Source: Researcher's processed data (2025)

Data analysis was conducted through several stages. First, instrument testing included validity testing using Pearson Product Moment correlation and reliability testing using Cronbach's Alpha with an alpha value criterion > 0.60 (Ghozali, 2018). Second, classical assumption testing included normality testing (Kolmogorov-Smirnov), multicollinearity testing

(VIF and Tolerance), linearity testing, and heteroscedasticity testing (Glejser Test). Third, multiple linear regression analysis was used to test the influence of independent variables on the dependent variable with the equation $Y = a + b_1X_1 + b_2X_2 + e$. Fourth, hypothesis testing was conducted through t-test (partial), F-test (simultaneous), and coefficient of determination

(R²). All data analysis was performed using SPSS version 25.0 software.

3. RESULT AND DISCUSSION

Gender Relations and the Division of Household Economic Roles

Based on the results of distributing questionnaires to 100 Generation Z respondents in Bandar Lampung City, data were obtained and then analyzed using SPSS version 25.0. Respondent characteristics show that the majority of respondents are aged 20-24 years (55%) with female gender dominating (68%). Most respondents are university students (62%) and have used TikTok Shop for more than 1 year (72%). The most frequently purchased skincare products are facial care products (45%) and sunscreen products (25%). This data shows that Generation Z in Bandar Lampung City has a high

adoption rate of the TikTok Shop platform for purchasing skincare products, which is in line with the findings of Pambudi and Permatasari (2024) regarding consumer behavior in Bandar Lampung City.

Instrument testing showed that all statement items were declared valid with r-count values > r-table (0.196) at a 5% significance level. Reliability test results showed Cronbach's Alpha values for online customer reviews (0.842), online customer ratings (0.861), and purchase intention (0.873), all of which were above 0.60, so the instrument was declared reliable. This indicates that the questionnaire used has good internal consistency and can be relied upon to measure the variables studied. These findings are in line with research by Anggraini (2023) which also found that instruments for measuring online customer reviews and online customer ratings have high reliability.

Table 2. Validity and Reliability Test Results

Variables	Number of Items	r-table	Min r-count	Cronbach's Alpha	Description
Online Customer Review (X ₁)	8	0.196	0.487	0.842	Valid & Reliable
Online Customer Rating (X ₂)	8	0.196	0.512	0.861	Valid & Reliable
Purchase Intention (Y)	8	0.196	0.503	0.873	Valid & Reliable

Source: Primary data processed (2025)

Classical assumption testing showed that the data was normally distributed with a Kolmogorov-Smirnov significance value of 0.087 (> 0.05). Linearity testing showed significance values of deviation from linearity for online customer reviews (0.234) and online customer ratings (0.187) > 0.05, so the relationship between independent and dependent variables is linear. Multicollinearity testing showed VIF values for online customer reviews (1.524) and online customer ratings (1.524) < 10 and Tolerance values (0.656) > 0.10, so there is no multicollinearity. Heteroscedasticity testing using the Glejser Test showed significance values for online customer reviews (0.312) and online customer ratings (0.278) > 0.05, so there is no heteroscedasticity. Thus, all classical assumptions are met so the regression model is suitable for further analysis. This is in line with research by Ananda et al. (2023) which also met all classical assumption tests in their research.

Multiple linear regression analysis produced the equation: $Y = 7.234 + 0.412X_1 + 0.356X_2 + e$. This equation shows that the constant is 7.234, which means that if there are no online customer

reviews and online customer ratings, purchase intention is 7.234. The regression coefficient for online customer reviews of 0.412 indicates that every one-unit increase in online customer reviews will increase purchase intention by 0.412 units. The regression coefficient for online customer ratings of 0.356 indicates that every one-unit increase in online customer ratings will increase purchase intention by 0.356 units. These findings are in line with research by Harahap and Lubis (2024) which found positive regression coefficients for both independent variables.

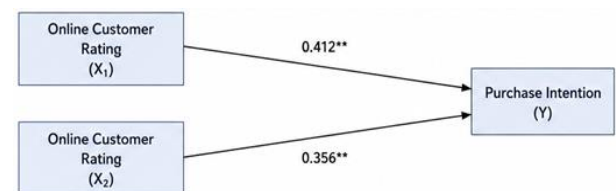


Figure 1. Research Model

Source: Primary data processed (2025)

Partial hypothesis testing (t-test) results show that online customer reviews have a positive and significant effect on purchase intention (H₁ accepted) with t-count 5.872 > t-table 1.984 and

significance $0.000 < 0.05$. Online customer ratings have a positive and significant effect on purchase intention (H_2 accepted) with t-count $4.923 > t$ -table 1.984 and significance $0.000 < 0.05$. The F-test shows an F-count value of $68.927 > F$ -table 3.09 with a significance of 0.000, which means online customer reviews and online customer ratings simultaneously have a significant effect on purchase intention (H_3 accepted). The coefficient

of determination (R^2) value is 0.587, which means 58.7% of the variation in purchase intention can be explained by online customer reviews and online customer ratings, while the remaining 41.3% is explained by other variables outside the model such as influencer marketing, live streaming, and sales promotions. These findings are in line with research by Anggraini (2023) which found a simultaneous influence of 64.0%.

Table 3. Hypothesis Test Results

Hypothesis	Path	Coefficient	t-count	t-table	Sig.	Description
H_1	$X_1 \rightarrow Y$	0.412	5.872	1.984	0.000	Accepted
H_2	$X_2 \rightarrow Y$	0.356	4.923	1.984	0.000	Accepted
H_3	$X_1, X_2 \rightarrow Y$	-	68.927	3.09	0.000	Accepted

Source: Primary data processed (2025)

The Effect of Online Customer Reviews on Purchase Intention

The results show that online customer reviews have a positive and significant effect on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City (H_1 accepted). This finding is in line with research by Anggraini (2023) which found that online customer reviews have a positive and significant effect on purchase intention among TikTok Shop users in Medan City with a regression coefficient of 0.338. Research by Ananda et al. (2023) also shows that online customer reviews have a positive and significant effect on purchase intention of Shopee e-commerce consumers in Denpasar. This result strengthens the theory that online customer reviews are a form of Electronic Word of Mouth (e-WOM) that can influence consumer perceptions and purchasing decisions (Maghfiroh et al., 2023). Research by Az Zahra (2022) also found that online customer reviews have a significant effect on purchase intention for Azarine beauty products through TikTok.

In the context of skincare products on TikTok Shop, customer reviews serve as a very valuable source of information for potential buyers. Generation Z as digital natives tend to actively seek information before making purchasing decisions (Venia et al., 2021). Credible and informative reviews provide a real picture of quality, effectiveness, and product usage experience from the perspective of other consumers. This helps reduce uncertainty and perceived risk when shopping online, especially for skincare products that have a relatively high level of perceived risk because they concern health and skin appearance. Research on the

influence of online customer reviews and online customer ratings on purchase intention with customer trust as an intervening variable also shows that positive reviews can increase consumer trust (Aldilla, 2021).

Research by Dewi (2025) proves that online customer reviews have a positive effect on purchase intention for Skintific products on TikTok Shop. The better the reviews received by consumers, the higher the interest in buying the product. Research by Harahap and Lubis (2024) also found that online customer reviews have a positive and significant effect on consumer purchase intention on the TikTok Shop application. Customer reviews become an important consideration for consumers before making a purchase because they provide information about product quality, product benefits, and consumer satisfaction levels. Research by Erkan (2023) also shows that electronic word of mouth on Instagram has a positive impact on cosmetic product purchase intentions, which strengthens this finding. Research on the influence of online customer reviews on purchase intention for skincare products on TikTok Shop among university students also shows consistent results (Rawil & Setyowardhani, 2023).

From an Islamic business perspective, providing reviews is not just a digital activity but a form of testimony that must be based on honesty. This is important so that transactions that occur remain within the Sharia corridor that upholds justice and information transparency for fellow Muslims. As Allah SWT says in QS. Al-Hajj verse 30 which commands mankind to avoid false statements. Honesty in providing reviews can create fair transactions and avoid elements of gharar in

online buying and selling. With transparency through honest online customer reviews, elements of unclear information or fraud in transactions on TikTok Shop can be minimized. Research by Nurillah et al. (2022) also shows that religiosity moderates the influence of online reviews and ratings on purchase intention, indicating that Islamic values have an important role in Muslim consumer behavior.

The Effect of Online Customer Ratings on Purchase Intention

The results show that online customer ratings have a positive and significant effect on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City (H_2 accepted). This finding is in line with research by Anggraini (2023) which found that online customer ratings have a positive and significant effect on purchase intention among TikTok Shop users in Medan City with a regression coefficient of 0.679. Research by Ananda et al. (2023) also shows that online customer ratings have a positive and significant effect on e-commerce consumer purchase intention. This result strengthens the Social Proof Theory proposed by Cialdini (2007) that a person tends to follow the actions or judgments of others when in a state of uncertainty. Research by Suryawan (2022) also found that online reviews and ratings have a positive impact on Shopee consumer purchase intention in Gianyar.

Ratings displayed in the form of stars provide instant signals to potential consumers about previous users' satisfaction levels without having to read the entire review in depth. Generation Z, who tend to rely on visual indicators in decision-making, will be more easily influenced by high ratings. Research by Febrian and Istriani (2024) shows that online customer ratings have a positive effect on consumer purchasing decisions on e-commerce platforms. Good ratings provide positive signals of product quality, thereby increasing consumer trust. The higher the rating a product has, the greater the likelihood that consumers will be interested and confident in making a purchase. Research on the influence of online customer reviews and online customer ratings on purchase intention for skincare products on Shopee also shows that ratings have a significant influence (Ariani et al., 2024).

Research by Harahap and Lubis (2024) also found that online customer ratings are one of the factors influencing consumer purchase intention on the TikTok Shop application. Consumers tend to be more interested in buying products with high

ratings compared to products with low ratings. High ratings are considered social proof that the product has good quality and is trusted by many consumers. Conversely, low ratings can cause consumer doubts about buying the product. This is in line with the findings of Putri et al. (2023) that cognitive and emotional trust have a significant influence on purchase intention on TikTok Shop. Research by Ong et al. (2024) also shows that economic factors, reliability, interaction, and sales promotions significantly influence purchase intention of TikTok Shop consumers in Indonesia.

In an Islamic perspective, giving ratings must be done objectively and honestly so as not to harm other parties. Ratings that match product conditions can help create information transparency in digital transactions, thereby increasing trust between sellers and buyers. Islam teaches that every Muslim must be fair in assessing products or services used. Dishonest ratings can mislead other consumers and fall into the category of false statements prohibited in Islam. Therefore, Muslim consumers are required to provide ratings according to their real experience using the product. Research on digital social proof from an Islamic perspective shows that honesty in giving ratings is part of the trust (*amanah*) in *muamalah*.

The Simultaneous Effect of Online Customer Reviews and Online Customer Ratings on Purchase Intention

The results show that online customer reviews and online customer ratings simultaneously have a positive and significant effect on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City (H_3 accepted). This finding is in line with research by Anggraini (2023) which found that online customer reviews and online customer ratings simultaneously influence purchase intention with an influence of 64.0%. Research by Harahap and Lubis (2024) also shows that online customer reviews and online customer ratings simultaneously have a positive and significant effect on consumer purchase intention on the TikTok Shop application. This result indicates that the combination of reviews and ratings has a stronger influence compared to each variable partially. Research by Agustin (2023) also found that affiliate marketing, live streaming, online customer reviews, and online customer ratings influence purchase intention and online purchasing decisions on TikTok Shop.

In online transactions, consumers cannot see and

try products directly, so they need additional information before making a purchase. Online customer reviews provide information about previous users' experiences, while online customer ratings provide an overview of consumer satisfaction levels with the product. Both pieces of information can help reduce purchase risk and increase consumer confidence in the products offered. Research by Agustini (2023) also found that the combination of online customer reviews and online customer ratings can increase consumer purchase intention on the TikTok Shop platform. Information obtained from reviews and ratings becomes the basis for consumer considerations in determining purchasing decisions. Research on the influence of online customer reviews and ratings on purchase intention on TikTok Shop for beauty products also shows consistent results (Hermawan, 2024).

The coefficient of determination (R^2) value of 0.587 indicates that 58.7% of the variation in purchase intention can be explained by online customer reviews and online customer ratings, while 41.3% is explained by other variables outside the model. Other variables that may influence purchase intention include influencer marketing, live streaming, product price, product quality, and sales promotions. Research by Pambudi and Permatasari (2024) shows that influencer marketing and online customer reviews have a positive and significant effect on purchase intention for fashion products on TikTok Shop among the people of Bandar Lampung City. Research by Ong et al. (2024) also found that economic factors, reliability, interaction, and sales promotions significantly influence purchase intention of TikTok Shop consumers in Indonesia. Research on the influence of influencer marketing and viral marketing on purchase intention through online customer reviews for latest fashion on TikTok Shop also shows significant results (Fitri & Syaefulloh, 2023).

Research on the relationship among perceived price and customer experience on purchase intention also shows that customer experience and price perception have an influence on purchase intention (Chen, 2024). Research by Ismagilova et al. (2020) through meta-analysis found that electronic word of mouth communications have a significant effect on purchase intention. Research on save the trip to the store: sustainable shopping, electronic word of mouth on Instagram and the impact on cosmetic purchase intentions also shows that e-WOM has a positive impact on cosmetic product

purchase intentions (Erkan, 2023). Research on factors affecting consumer purchase intention on TikTok Shop towards beauty industry among Asia Pacific University students also shows that various factors influence purchase intention (Yiin & Singh, 2024).

Theoretically, this study contributes to the development of consumer behavior theory in the social commerce era, particularly in understanding how digital social proof represented through online customer reviews and online customer ratings influences Generation Z's purchase intention. This study strengthens the Electronic Word of Mouth (e-WOM) theory and Social Proof Theory in the context of rapidly growing digital platforms such as TikTok Shop. These findings also enrich the literature on Generation Z consumer behavior in Indonesia, who are digital natives with unique characteristics in purchasing decision-making. This study also integrates an Islamic business perspective that emphasizes the importance of honesty in providing reviews and ratings as a form of digital testimony that must be based on Sharia values.

This study also contributes to the development of a conceptual model on the influence of digital social proof on purchase intention. The model tested in this study shows that online customer reviews and online customer ratings together have a significant influence on purchase intention. These findings can serve as a basis for further research to develop a more comprehensive model by adding other variables such as consumer trust, perceived risk, or product involvement. Research on the mediating role of Sharia financial literacy on MSME financial performance also shows that mediating variables have an important role in the relationship between variables (Peran Mediasi Literasi Keuangan Syariah, 2026).

Practically, the results of this study provide implications for business actors and skincare brand owners who market their products through TikTok Shop. First, business actors need to actively encourage customers to provide reviews and ratings after making purchases. Positive and informative reviews can increase product credibility and build potential consumer trust. Second, business actors must respond to negative reviews quickly and professionally as a form of commitment to customer satisfaction. Third, business actors can utilize reviews and ratings as part of their digital marketing strategy by displaying customer testimonials in marketing content. Fourth, business actors need to ensure

that the reviews and ratings displayed are genuine and not manipulative, because Generation Z consumers tend to be critical and can detect inauthentic reviews.

For the government and regulators, this study provides implications about the importance of regulations that protect consumers from fake reviews and ratings. The government needs to ensure that social commerce platforms such as TikTok Shop have credible review and rating verification mechanisms. In addition, digital literacy education for the public, especially Generation Z, needs to be improved so they are wiser in filtering information before making purchasing decisions. Research on the government's role in social commerce policy reform shows the importance of regulations that protect consumers and business actors (Savilia et al., 2024).

Islamic Business Perspective

In an Islamic business perspective, online customer reviews and online customer ratings have an important role in creating fair and transparent transactions. Islam strongly emphasizes the importance of honesty in trading and providing accurate information to consumers. The Prophet Muhammad SAW said that honest and trustworthy traders will be placed alongside the prophets, the truthful (shiddiq), and the martyrs (syuhada). Honest reviews and ratings from consumers help create the information transparency needed to avoid elements of gharar (uncertainty) in online buying and selling transactions.

Providing dishonest reviews and ratings, such as giving high ratings to products that are actually of low quality or vice versa, falls into the category of behavior prohibited in Islam because it can harm other parties. This is in line with the principle of justice ('adl) in Islamic business which requires every party to treat others fairly and not harm them. Muslim consumers also have the responsibility to provide honest reviews and ratings according to their experience using the product, as a form of trust (*amanah*) and accountability to fellow Muslims. Research on the influence of #Racuntiktok trends, customer review and customer rating on purchase decisions through purchase intention also shows that digital trends can influence purchasing decisions (Arifin et al., 2023).

This study also reminds that in an Islamic perspective, purchase intention is not only driven by economic factors alone but also by spiritual and ethical values. Muslim consumers are

expected to consider the halal and thayyib aspects of the products purchased, as well as the honesty of information received through reviews and ratings. Thus, digital social proof in an Islamic perspective must be based on the values of honesty, justice, and transparency which are the basic principles in Islamic *muamalah*. Research on the influence of electronic word of mouth as a predictor of purchase intention on Instagram and TikTok in Indonesia also shows that digital platforms have an important role in shaping consumer purchase intentions (Pratama, 2023).

4. Conclusion

This study aims to analyze the influence of digital social proof represented through online customer reviews and online customer ratings on purchase intention for skincare products on TikTok Shop among Generation Z in Bandar Lampung City. Based on the results of data analysis, it can be concluded that online customer reviews have a positive and significant effect on purchase intention, which means the better and more informative the reviews given by customers, the higher the consumer purchase intention for skincare products on TikTok Shop. Online customer ratings also have a positive and significant effect on purchase intention, which means the higher the rating of a product, the greater the consumer purchase intention. Simultaneously, online customer reviews and online customer ratings have a significant effect on purchase intention with a contribution of 58.7%, while the remainder is influenced by other variables outside the research model such as influencer marketing, live streaming, and sales promotions.

This study provides a theoretical contribution to the development of marketing management science, particularly in enriching the literature on consumer behavior in the social commerce ecosystem and understanding how digital social proof builds consumer trust in the modern era. Practically, the results of this study can serve as strategic input for MSME actors and skincare brand owners regarding the importance of managing online customer reviews and ratings as the main instruments for building credibility and mitigating consumer doubts. This research is also expected to educate the public, especially Generation Z in Bandar Lampung City, in improving digital literacy to be wiser in filtering information before making purchasing decisions. In an Islamic business perspective, honesty in providing reviews and ratings is a form of trust (*amanah*) and testimony that must be based on Sharia values to create fair and transparent

transactions. Future research is advised to add other variables such as consumer trust (trust), perceived risk, or product involvement and to expand the scope of regions and research objects.

5. References

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