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DETERMINANTS OF PURCHASE DECISIONS IN TIKTOK SHOP: AN ISLAMIC ECONOMIC PERSPECTIVE

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Abstract

This study aims to examine the influence of online customer reviews, product quality, promotion, and service quality on purchase decisions in TikTok Shop from an Islamic economic perspective, both partially and simultaneously. This study employed a quantitative associative approach. The population consisted of 870 students from the 2021–2022 cohort of the Faculty of Islamic Economics and Business, Fatmawati Sukarno State Islamic University, Bengkulu, with a sample of 90 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-test, and the coefficient of determination at a significance level of α = 0.05. The results show that online customer reviews have a positive and significant effect on purchase decisions (t = 2.500; p = 0.014), product quality has a positive and significant effect (t = 3.006; p = 0.003), promotion has a positive and significant effect (t = 2.604; p = 0.011), and service quality has a positive and significant effect (t = 2.739; p = 0.008). Simultaneously, the four variables significantly influence purchase decisions (F = 28.710; p < 0.001), with an adjusted R^2 of 0.555, indicating that 55.5% of the variation in purchase decisions is explained by the research model. From an Islamic economic perspective, these findings indicate that maslahah and amanah provide an ethical framework that connects digital marketing practices with responsible Muslim consumer decision-making through honesty, fairness, transparency, and mutual benefit. Theoretically, this study contributes to the literature on Muslim consumer behavior in social commerce by integrating digital marketing determinants with Islamic ethical principles in explaining purchase decisions

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INTRODUCTION

The emergence of social commerce has changed the way consumers obtain product information and make purchasing decisions. Unlike conventional e-commerce, social commerce integrates product information, consumer interaction, promotional content, and transactions within the same digital environment (Lase, 2025). TikTok Shop represents this development by combining short-video content, user-generated reviews, promotional activities, and direct purchasing features. This integration makes purchasing decisions on TikTok Shop potentially different from those on conventional e-commerce platforms because consumers are exposed simultaneously to informational, social, and promotional stimuli (Agustina et al., 2025). Therefore, understanding the factors that determine purchasing decisions in TikTok Shop requires an approach that

considers not only individual marketing factors but also the characteristics of social commerce.

Previous studies have identified several factors that influence purchasing decisions in digital commerce, including online customer reviews, product quality, promotion, and service quality (Lestari et al., 2025). Online customer reviews provide consumer-generated information that can reduce uncertainty before purchase, while product quality reflects the extent to which products meet consumer expectations. Promotion can increase consumer attention and purchase interest, whereas service quality contributes to consumer confidence during online transactions (Anwar et al., 2025). These variables are therefore theoretically relevant for explaining purchasing decisions. However, empirical findings from previous studies cannot necessarily be generalized to TikTok Shop because the platform combines commercial transactions with interactive and content-driven social media features.

The existing literature has several limitations that create an important research gap. First, previous studies have predominantly examined purchasing decisions in conventional e-commerce contexts, while the distinctive characteristics of TikTok Shop as a social commerce platform have received comparatively less attention (Fitria, 2025). The purchasing process on TikTok Shop is not solely based on product information provided by sellers but is also shaped by reviews, promotional content, and interactions that are embedded in entertainment-oriented content. Second, previous research has frequently examined online customer reviews, product quality, promotion, and service quality separately or within limited combinations of variables. Consequently, empirical evidence concerning the simultaneous contribution of these four determinants to purchasing decisions within the specific context of TikTok Shop remains limited (Pasha, 2024). This limitation is important because purchasing decisions in social commerce may result from the interaction of informational, functional, promotional, and service-related considerations rather than from a single determinant.

A further limitation concerns the theoretical perspective used to interpret consumer purchasing decisions. Much of the existing literature explains digital purchasing behavior primarily through conventional marketing and consumer behavior frameworks, with less attention to the ethical foundations governing Muslim consumers. Although Islamic economics provides principles concerning honesty (*ash-shidq*), trustworthiness (*amanah*), justice (*al-'adl*), and public benefit (*maslahah*), these principles have rarely been incorporated into empirical discussions of purchasing decisions in social commerce (Rahmanda et al., 2025). As a result, there remains a theoretical gap between the explanation of purchasing decisions based on digital marketing determinants and the normative requirements of Islamic economic behavior. The issue is particularly relevant in TikTok Shop because online reviews, product descriptions, promotional content, and seller services may influence consumers while simultaneously raising ethical questions concerning transparency, truthful information, fairness, and consumer benefit.

The context of FEBI students at UIN Fatmawati Sukarno Bengkulu provides a relevant setting for addressing this gap. As students of Islamic economics and business, they are familiar with economic principles that emphasize responsible consumption, honesty, balance, and avoidance of harmful transactions. At the same time, they are active participants in the digital consumption environment in which reviews, product quality, promotions, and service experiences can influence purchasing decisions. This context creates an important analytical setting for examining whether the determinants identified in conventional digital marketing research also explain purchasing decisions

among Muslim consumers within a social commerce environment. The study therefore does not assume that Islamic economic principles directly constitute a quantitative determinant of purchasing decisions; rather, these principles are used as a normative framework for interpreting the empirical relationships identified in the study. This distinction is consistent with the research design, in which Islamic economics functions as an analytical perspective rather than as a quantitative research variable.

Accordingly, this study examines the influence of online customer reviews, product quality, promotion, and service quality on purchasing decisions in TikTok Shop among students of the Faculty of Islamic Economics and Business (FEBI), UIN Fatmawati Sukarno Bengkulu. The study addresses three interconnected gaps in the literature: the limited examination of purchasing decisions in the specific social commerce context of TikTok Shop, the limited simultaneous testing of the four proposed determinants, and the limited integration of Islamic economic principles into the interpretation of digital consumer behavior. The empirical analysis examines the relationships among the variables, while the Islamic economic perspective is subsequently used to assess whether the findings are consistent with principles of honesty, trustworthiness, justice, and *maslahah*.

The theoretical novelty of this study lies in connecting a multidimensional explanation of purchasing decisions consisting of informational factors (online customer reviews), functional factors (product quality), persuasive factors (promotion), and relational factors (service quality) with an Islamic ethical framework in the context of social commerce. Rather than treating Islamic economics merely as a general background, this study uses Islamic principles as a normative lens for evaluating how digital marketing determinants operate within Muslim consumer decision-making. In this way, the study extends the discussion of purchasing decisions beyond the conventional question of whether marketing factors influence consumers toward the question of how such influences can be understood within an ethical framework that emphasizes truthful information, trustworthiness, fairness, and *maslahah*. The study consequently contributes to the development of Muslim consumer behavior literature by linking empirical determinants of purchasing decisions with the ethical dimensions of social commerce. This study is entitled “Determinants Of Purchase Decisions In Tiktok Shop: An Islamic Economic Perspective.”

RESEARCH METHODS

This study employed a quantitative observational approach with a causal associative research design (Nugraha et al., 2024). This approach was used to examine the partial and simultaneous effects of several independent variables on a dependent variable (Susetyo et al., 2025). The empirical quantitative component of this study focused on examining the influence of Online Customer Reviews, Product Quality, Promotion, and Service Quality on Purchase Decisions among students of the Faculty of Islamic Economics and Business, UIN Fatmawati Sukarno Bengkulu, who use the TikTok Shop platform. Data were collected through a structured survey questionnaire using a Likert scale to measure respondents' perceptions of the four independent variables and purchase decisions. The questionnaire measured conventional marketing and consumer behavior constructs and did not operationalize Islamic economic principles as quantitative variables. Instead, Islamic Economics was positioned as an analytical lens for interpreting and comparing the empirical findings in the discussion section. Thus, the quantitative analysis and Islamic economic perspective serve distinct but complementary functions: the former provides empirical evidence of relationships

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among the research variables, while the latter provides a normative and conceptual framework for assessing these findings in relation to Islamic principles (Jumarlang et al., 2025).

The sampling technique used in this study was purposive sampling, which determines respondents based on specific criteria relevant to the research objectives (Kanasibah et al., 2024). The respondents were active students from the 2021–2022 cohorts of the Faculty of Islamic Economics and Business, UIN Fatmawati Sukarno Bengkulu, who had a TikTok account and had made more than one purchase through TikTok Shop. The population consisted of 870 students. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 90 respondents who met the specified criteria. The sample size was therefore determined according to the stated sampling procedure and research design. Data were collected online through a structured questionnaire distributed to respondents who fulfilled the predetermined criteria (Yuliana et al., 2024).

Data analysis was conducted using IBM SPSS Statistics version 25. Multiple linear regression analysis was employed to examine the effects of Online Customer Reviews, Product Quality, Promotion, and Service Quality on Purchase Decisions. Prior to hypothesis testing, the questionnaire was assessed through validity and reliability tests to ensure that the measurement instruments were appropriate for the study (Agustina et al., 2025). The regression model was subsequently assessed using the relevant classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. An autocorrelation test was not applied because the study used cross-sectional survey data rather than time-series or sequential observations. A linearity test was also not included in the reported analysis because no corresponding results table was presented in the study. Hypothesis testing consisted of a t-test to examine the partial effects of the independent variables, an F-test to assess their simultaneous effect, and a coefficient of determination (R^2) test to determine the proportion of variation in Purchase Decisions explained by the regression model. A Pearson correlation test was also conducted to assess the strength of the relationships among the research variables (Murni et al., 2024). The Islamic economic perspective was subsequently applied interpretively in the discussion to examine whether the empirical findings were consistent with Islamic principles, particularly honesty (*ash-shidq*), trustworthiness (*amanah*), justice (*al-'adl*), and maslahah (Fitrianto et al., 2024).

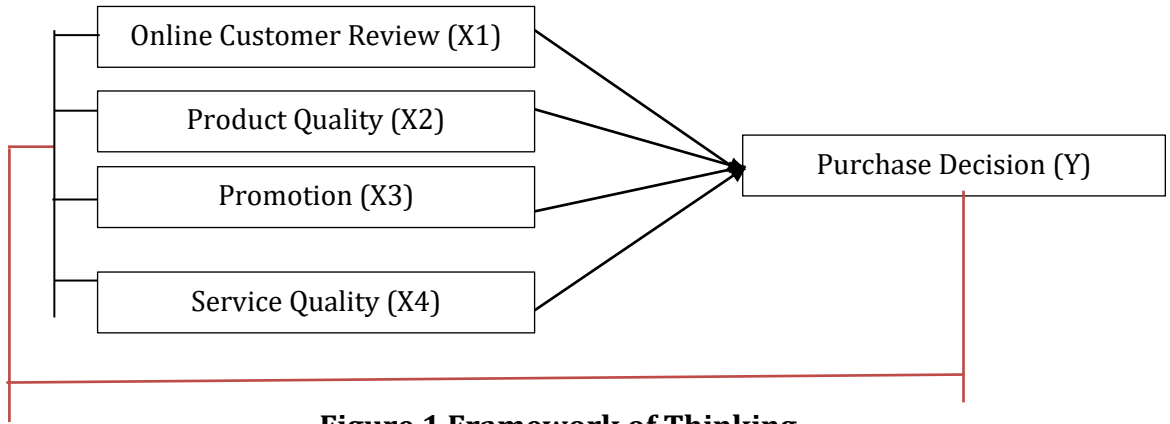


Figure 1 Framework of Thinking

H1: Online customer reviews have a partial effect on purchasing decisions.
H2: Product quality has a partial effect on purchasing decisions.
H3: Promotion has a partial effect on purchasing decisions.

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H4: Service quality has a partial effect on purchasing decisions.
H5: Online customer reviews, product quality, promotion, and service quality simultaneously affect purchasing decisions.

RESULTS AND DISCUSSION

Validity Test

Validity testing is conducted to determine the feasibility of each question item in defining research variables. Each question is used to describe a specific variable, and its assessment can be done through the corrected total correlation score. The discussion on validity does not only focus on the test instrument itself, but also on the results or scores obtained from the test, as follows: If the calculated r value > the table r value, then the measuring tool or research instrument used is valid. If the calculated r value < the table r value, then the measuring tool or research instrument used is invalid (Rahmanda et al., 2025).

The following are the results of the validity test in this study which are shown in the following table:

Table 2 Validity Test Results

Statement Items	R count	R table	Information
X1.1	0.771	0.205	*Valid*
X1.2	0.749	0.205	*Valid*
X1.3	0.820	0.205	*Valid*
X1.4	0.790	0.205	*Valid*
X1.5	0.766	0.205	*Valid*
X1.6	0.777	0.205	*Valid*
X1.7	0.788	0.205	*Valid*
X1.8	0.758	0.205	*Valid*
X1.9	0.772	0.205	*Valid*
X1.10	0.758	0.205	*Valid*
X1.11	0.803	0.205	*Valid*
X1.12	0.674	0.205	*Valid*
X2.1	0.787	0.205	*Valid*
X2.2	0.787	0.205	*Valid*
X2.3	0.730	0.205	*Valid*
X2.4	0.780	0.205	*Valid*
X2.5	0.762	0.205	*Valid*
X2.6	0.774	0.205	*Valid*
X2.7	0.765	0.205	*Valid*
X2.8	0.789	0.205	*Valid*
X2.9	0.863	0.205	*Valid*
X3.1	0.836	0.205	*Valid*
X3.2	0.857	0.205	*Valid*
X3.3	0.821	0.205	*Valid*
X3.4	0.874	0.205	*Valid*
X3.5	0.857	0.205	*Valid*
X3.6	0.826	0.205	*Valid*
X3.7	0.851	0.205	*Valid*
X3.8	0.817	0.205	*Valid*
X4.1	0.793	0.205	*Valid*
X4.2	0.791	0.205	*Valid*
X4.3	0.782	0.205	*Valid*
X4.4	0.735	0.205	*Valid*
X4.5	0.811	0.205	*Valid*
X4.6	0.834	0.205	*Valid*
X4.7	0.801	0.205	*Valid*
X4.8	0.757	0.205	*Valid*
X4.9	0.821	0.205	*Valid*

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Statement Items	R count	R table	Information
X4.10	0.749	0.205	*Valid*
Y.1	0.720	0.205	*Valid*
Y.2	0.728	0.205	*Valid*
Y.3	0.728	0.205	*Valid*
Y.4	0.814	0.205	*Valid*
Y.5	0.751	0.205	*Valid*
Y.6	0.720	0.205	*Valid*
Y.7	0.838	0.205	*Valid*
Y.8	0.785	0.205	*Valid*

Source: Processed Data, SPSS25, March 2026

The validity test results presented in Table 4.2 show that all statement items have a calculated r value greater than the r table value of 0.205. Therefore, all items are declared valid and can be used to measure the research variables. The validity results indicate that the questionnaire items adequately measure Online Customer Reviews, Product Quality, Promotion, Service Quality, and Purchase Decisions. Thus, all 47 statement items included in the questionnaire meet the validity criteria and are suitable for further analysis.

Reliability Test

Reliability testing is used to determine the consistency of a measuring instrument. This test can illustrate whether measurements can differ from error, thus providing consistent results under different conditions. A research instrument is considered reliable if its Cronbach's Alpha value is above 0.60. Online customer reviews, product quality, promotions, and service quality are key factors (Anwar et al., 2025).

The results of the reliability test in this study can be seen in the following table:

Table 3 Reliability Test Results

Variables	Cronbach Alpha Value	Number of Items	information
Online Customer Review (X1)	0.939	12	*Reliabel*
Product Quality (X2)	0.920	9	*Reliabel*
Promotion (X3)	0.941	8	*Reliabel*
Quality of Service (X4)	0.931	10	*Reliabel*
Buying decision (Y)	0.896	8	*Reliabel*

Source: Processed Data, SPSS25, March 2026

Based on the reliability test results presented in Table 3.3, the five research variables, namely online customer reviews, product quality, promotion, service quality, and purchasing decisions, each have a Cronbach's Alpha value greater than 0.60. These results indicate that all indicators used to measure each variable have a good level of internal consistency and have fulfilled the established reliability criteria. In other words, the items contained in each research variable are consistently able to measure the intended constructs. Therefore, all research instruments can be declared reliable and suitable for use in the subsequent analysis process. The reliability of these instruments also strengthens the validity of the research findings because the data obtained are considered consistent and dependable.

Normality Test

The normality test is an important procedure in regression analysis that aims to determine whether the confounding variables or residuals in a regression model follow a normal distribution. The existence of a normal distribution in the residuals is crucial because if the residuals are not normally distributed, the results of the statistical tests performed will be invalid, compromising the accuracy of the model (Rahmanda et al., 2025). There are two main approaches to normality testing: graphical analysis, such as using histograms or normal plots, and statistical testing, such as the Kolmogorov-

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Smirnov test. In this study, the Kolmogorov-Smirnov test is used as a basis for decision-making to assess whether the residual data is normally distributed, thus ensuring the validity of the regression model used (Agustina et al., 2025).

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.69203059
Most Extreme Differences	Absolute	.081
	Positive	.051
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.197[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data, SPSS25, March 2026

Based on the results of the normality test conducted using the One-Sample Kolmogorov-Smirnov table, the Asymp. Sig. (2-tailed) value was recorded at 0.197. This value is greater than 0.05, indicating that the residual data in this study meets the normality assumption. Therefore, the data can be considered suitable for use in regression analysis. This is important because the fulfilled normality assumption ensures the validity and accuracy of the regression model built, providing a strong foundation for further analysis results.

Multicollinearity Test

The multicollinearity test is conducted to determine whether a strong correlation exists among the independent variables included in the regression model, as the presence of multicollinearity can affect the accuracy and stability of the estimated regression coefficients. A good regression model is expected to have independent variables that do not exhibit excessive correlation with one another, allowing each variable to provide a distinct contribution to explaining the dependent variable. Multicollinearity can be assessed by examining the Tolerance and Variance Inflation Factor (VIF) values obtained from the regression analysis. A Tolerance value greater than 0.10 and a VIF value less than 10 indicate that the regression model does not suffer from multicollinearity. Conversely, a Tolerance value below 0.10 and/or a VIF value above 10 indicates the presence of multicollinearity among the independent variables (Susetyo et al., 2025). Therefore, these criteria are used to ensure that the independent variables in the regression model can be interpreted appropriately and that the estimated effects of each variable on the dependent variable are not substantially distorted by excessive correlations among the predictors.

Table 5 Multicollinearity Test Results

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	7.280	2.453		2.968	.004		
Online Custoemer Review	.174	.070	.286	2.500	.014	.381	2.622
Product Quality	.204	.068	.251	3.006	.003	.716	1.397
Promotion	.151	.058	.205	2.604	.011	.806	1.240
Quality of Service	.186	.068	.265	2.739	.008	.533	1.877

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Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

a. Dependent Variable: Buying decision

Source: Processed Data, SPSS25, March 2026

Based on the test results presented in Table 4.5, it can be seen that all variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values lower than 10. These results indicate that there is no significant correlation among the independent variables in the regression model, meaning that the model does not experience multicollinearity problems. The absence of multicollinearity shows that each independent variable is able to explain the dependent variable clearly without causing overlapping effects among variables.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is inequality in the variance of the residuals from one observation to another in the regression model. If the residual variance from one observation to another remains constant, it is called homoscedasticity, while if it differs, it is called heteroscedasticity (Jumarlang et al., 2025). In this study, the Glejser method was used, namely by regressing the absolute value of the residuals against the independent variables. The basis for making decisions in the Glejser test is if the significance value (Sig.) of the independent variable is greater than 0.05, then heteroscedasticity does not occur in the regression model. Conversely, if the significance value is less than 0.05, then heteroscedasticity occurs (Rahmanda et al., 2025).

Table 6 Heteroscedasticity Test Results

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	2.390	1.371		1.744	.085
X1	.034	.039	.152	.872	.386
X2	-.017	.038	-.059	-.459	.647
X3	.008	.032	.030	.250	.803
X4	-.034	.038	-.133	-.900	.371

a. Dependent Variable: ABS_RES

Source: Processed Data, SPSS25, March 2026

Based on the results of the heteroscedasticity test using the Glejser method, it is known that all independent variables have a significance value (Sig.) greater than 0.05. This indicates that there are no symptoms of heteroscedasticity in the regression model used. Thus, the residual variance from one observation to another is constant or homogeneous (homoscedasticity), so the regression model in this study can be declared feasible and meets one of the classical assumptions of linear regression.

Multiple Regression Analysis

Multiple linear regression analysis is a statistical method used to examine and determine the relationship between two or more independent variables and one dependent variable. This analysis is appropriate when a study involves more than one independent variable that is assumed to influence a single dependent variable. Through multiple linear regression, researchers can identify the direction and magnitude of the influence of each independent variable on the dependent variable, both individually and

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simultaneously. In addition, this analysis can be used to determine how well the independent variables explain variations in the dependent variable. Therefore, multiple linear regression is an appropriate analytical technique for testing the influence of online customer reviews, product quality, promotion, and service quality on purchasing decisions in this study (Anwar et al., 2025). In general, the multiple linear regression equation can be written as follows:

Table 7 Results of Multiple Analysis Test

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	7.280	2.453		2.968	.004
Online Custoemer Review	.174	.070	.286	2.500	.014
Product Quality	.204	.068	.251	3.006	.003
Promotion	.151	.058	.205	2.604	.011
Quality of Service	.186	.068	.265	2.739	.008

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, SPSS25, March 2026

The test results above also show the results of the multiple linear regression coefficients, namely:

Y = 7.280 + 0.174 (X1) + 0.204 (X2) + 0.151 (X3) + 0.186 (X4) + e

The regression equation can be interpreted that the constant value (intercept) of 7.280 indicates that if all independent variables, namely Online Customer Review, Product Quality, Promotion, and Service Quality, are zero, then the purchase decision is predicted to be 7.280. The regression coefficient of Online Customer Review (X_1) of 0.174 indicates that every one unit increase in online customer reviews will increase the purchase decision by 0.174 assuming other variables remain constant. Furthermore, the regression coefficient of Product Quality (X_2) of 0.204 indicates that every one unit increase in product quality will increase the purchase decision by 0.204. The regression coefficient of Promotion (X_3) of 0.151 indicates that every one unit increase in promotion will increase the purchase decision by 0.151. Meanwhile, the regression coefficient of Service Quality (X_4) of 0.186 indicates that every one unit increase in service quality will increase the purchase decision by 0.186, assuming other variables remain constant.

t-test

The t-test is used to determine the partial effect of each independent variable on the dependent variable while controlling for the other variables included in the regression model. This test is conducted to assess whether each independent variable makes a statistically significant contribution to explaining changes in the dependent variable. The decision criterion is based on a significance level of 0.05, where a significance value (p-value) < 0.05 indicates that the independent variable has a statistically significant effect on the dependent variable, so the proposed hypothesis is accepted (Lestari et al., 2025). The effect of each independent variable on the dependent variable can be determined by a t-value of <0.05, indicating that the hypothesis is accepted. If t-value > t-table, H0 is accepted; if t-value < t-table, H0 is rejected (Fitria et al., 2025).

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Table 8 t-Test Results

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	7.280	2.453		2.968	.004
Online Custoemer Review	.174	.070	.286	2.500	.014
Product Quality	.204	.068	.251	3.006	.003
Promotion	.151	.058	.205	2.604	.011
Quality of Service	.186	.068	.265	2.739	.008

a. Dependent Variable: Buying decision

Source: Processed Data, SPSS25, March 2026

Based on Table 4.8 above, it shows that all independent variables have a positive and significant influence on purchasing decisions. This can be seen from the results of the t-test on the Online Customer Review variable (X_1) which obtained a significance value of 0.014 <0.05 so that H_0 is rejected and H_1 is accepted, which means that online customer reviews have a positive and significant influence on purchasing decisions. The Product Quality variable (X_2) obtained a significance value of 0.003 <0.05 so that H_0 is rejected and H_1 is accepted, which means that product quality has a positive and significant influence on purchasing decisions. The Promotion variable (X_3) obtained a significance value of 0.011 <0.05 so that H_0 is rejected and H_1 is accepted, which indicates that promotions have a positive and significant influence on purchasing decisions. Furthermore, the Service Quality variable (X_4) obtained a significance value of 0.008 <0.05 so that H_0 is rejected and H_1 is accepted, which means that service quality has a positive and significant influence on purchasing decisions.

F test

The F test is used to test the significance of the simultaneous relationship between independent variables and the dependent variable (Putra & Lestari, 2025). The F test is to see the simultaneous or joint relationship between Online Customer Review X1, Product Quality X2, Promotion X3, and Service Quality T on Purchase Decision Y.

Table 9 F Test Results

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	871.414	4	217.854	28.710	.000[b]
Residual	644.986	85	7.588		
Total	1516.400	89			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Service Quality, Product Quality, Promotion, Online Customer Review

Source: Processed Data, SPSS25, March 2026

Based on the F-test results presented in the table above, the calculated F-value was 28,710 with a significance level of 0.000. This significance value is below the 0.05 threshold, so the regression model can be declared simultaneously significant. This finding indicates that the variables of online customer reviews, product quality, promotions, and service quality have a simultaneous influence on purchasing decisions.

Coefficient of Determination Test (R^2)

Multiple linear regression analysis is used to determine the relationship between one or more independent variables and a dependent variable. Multiple linear regression is an analysis method that involves one dependent variable and more than one

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independent variable (Fatimah et al., 2025). In general, the multiple linear regression equation can be expressed as follows:

Table 10 Results of the Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.575	.555	2.755

a. Predictors: (Constant), Service Quality, Product Quality, Promotion, Online Customer Review
b. Dependent Variable: Buying decision

Source: Processed Data, SPSS25, March 2026

Based on the results in Table 4.10, the Adjusted R Square value of 0.555 indicates that 55.5% of the variation in Purchasing Decisions can be explained by four independent variables, namely Service Quality, Online Customer Reviews, Promotions, and Product Quality, while the remaining 44.5% is influenced by other factors not included in this model. This illustrates that the regression model has a fairly good ability to explain respondents' purchasing decisions. Thus, these four variables have a significant contribution in influencing consumer purchasing decisions. The better the quality of service, customer reviews, promotions, and product quality provided, the greater the consumer's tendency to make a purchase.

DISCUSSION

The Influence of Online Customer Reviews on Purchasing Decisions in TikTok Shop from an Islamic Economic Perspective

Based on the results of the data analysis, online customer reviews have a positive and significant effect on the purchase decisions of FEBI UINFAS Bengkulu students on TikTok Shop, as indicated by a significance value of 0.014 < 0.05. This finding shows that online customer reviews are an important source of information for consumers when evaluating products before making a purchase. Through reviews, potential buyers can obtain information regarding product quality, conformity between the product received and the seller's description, seller responsiveness, delivery experience, and previous consumers' experiences. Such information can reduce uncertainty because consumers cannot directly examine products when shopping through TikTok Shop. Positive and informative reviews can increase consumer confidence, while negative reviews may encourage consumers to reconsider their purchasing decisions. Therefore, online customer reviews function not only as digital communication but also as consumer-generated information that contributes to the formation of perceptions and purchase decisions in social commerce (Rahmanda et al., 2025).

The influence of online customer reviews is particularly relevant to the social commerce characteristics of TikTok Shop, where product information is continuously circulated through videos, comments, ratings, and consumer experiences. Consumers can use these reviews to compare products and assess whether a product meets their needs and expectations. However, the usefulness of reviews depends on the credibility and accuracy of the information provided. Reviews that describe actual experiences objectively can help consumers make more informed decisions, whereas exaggerated, fabricated, or manipulated reviews may create misleading perceptions. From the perspective of Islamic economics, this condition is closely related to Syahadah and Tabligh, which emphasize the responsibility to convey truthful and beneficial information. An online review can be regarded as a form of digital testimony because the information provided by one consumer may become a reference for other consumers

who have not experienced the product themselves. Therefore, reviewers have an ethical responsibility to communicate their experiences honestly and avoid exaggerating product advantages or concealing important information. This principle is consistent with ash-shidq, which requires information conveyed in economic activities to correspond to reality, as emphasized in Surah Al-Ahzab verse 70 concerning the importance of speaking truthfully.

The Islamic economic perspective also provides a critical framework for understanding the potential occurrence of tadlis and gharar in online customer reviews. *Tadlis* may occur when reviews deliberately provide misleading information, conceal important shortcomings, or create an impression that does not correspond to the actual condition of the product. For example, fabricated positive reviews or manipulated testimonials can make a product appear more reliable than it actually is and consequently influence consumers to purchase it based on inaccurate information. Meanwhile, *gharar* may arise when incomplete or unreliable information creates excessive uncertainty regarding the quality or characteristics of the product being purchased. This issue is particularly relevant in TikTok Shop because misleading information can spread rapidly through digital content and reach a large number of potential consumers. Therefore, the positive influence of online customer reviews identified in this study should not be understood merely as the effect of positive opinions on purchasing decisions, but also as evidence of the importance of credible and responsible information in reducing uncertainty and preventing deceptive practices in digital transactions.

Furthermore, honest and responsible online customer reviews can create maslahah by helping consumers obtain relevant information before spending their money. Reviews that present both the advantages and limitations of a product enable potential buyers to assess whether the product is genuinely suitable for their needs rather than relying solely on promotional messages from sellers. In this context, *maslahah* is reflected in the broader benefit obtained when digital information supports informed, transparent, and responsible purchasing decisions. Thus, the significant influence of online customer reviews has an important implication for Islamic social commerce: consumers should critically evaluate the credibility of reviews, while sellers and platform providers should prevent fake, manipulated, and deceptive reviews. The interaction between Syahadah/Tabligh, ash-shidq, the avoidance of tadlis and gharar, and the achievement of maslahah demonstrates that online customer reviews can become a beneficial component of digital commerce when information is delivered truthfully and responsibly. This perspective strengthens the understanding that Muslim consumer behavior in social commerce is influenced not only by informational usefulness but also by ethical considerations governing the credibility and consequences of digital information.

The Influence of Product Quality on Purchasing Decisions on Purchasing Decisions in TikTok Shop from an Islamic Economic Perspective

Based on the results of the research data processing, it shows that the product quality variable has a positive and significant effect on purchasing decisions at TikTok Shop among FEBI UINFAS Bengkulu students. This can be seen from the t-test results which show a significance value of 0.003 <0.05 so that Ho is rejected and Ha is accepted. These results indicate that product quality is one of the important factors influencing consumer purchasing decisions in digital commerce transactions. The better the quality of the product offered by sellers at TikTok Shop, the higher the tendency of consumers

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to make a purchase. Good product quality gives consumers confidence that the product is able to meet their needs and expectations. In addition, high product quality can also increase consumer satisfaction after making a purchase, thus encouraging consumers to make repeat purchases and recommend the product to others. In digital commerce activities, consumers generally cannot see and inspect the product directly before purchasing, so product quality becomes a primary consideration in the purchasing decision-making process. Therefore, sellers who are able to maintain good product quality will more easily gain consumer trust than sellers who offer products with low quality or do not match the description given.

Product quality is one aspect that consumers pay close attention to before making a purchase on an e-commerce platform like TikTok Shop. Consumers typically compare several products based on their material, durability, function, design, and whether the product matches the information provided by the seller. If the product received meets consumer expectations, this will increase consumer satisfaction and trust in both the product and the seller (Asyida et al., 2025). Conversely, if the product quality does not match the expectations established through the seller's description or promotion, consumers will be disappointed and are less likely to make a repeat purchase. This demonstrates that product quality not only serves to attract initial consumer interest but also plays a crucial role in building long-term consumer loyalty (Ridwan et al., 2025). In digital commerce, good product quality is a key factor in determining a seller's success in maintaining consumer trust and increasing competitiveness amidst increasingly fierce market competition. Therefore, product quality can be considered a significant factor in influencing consumer purchasing decisions in digital commerce (Yuliana et al., 2024).

From an Islamic economic perspective, product quality is understood not only as a physical aspect related to durability, function, or appearance, but also encompasses the production process, which must comply with sharia principles (Fatimah et al., 2025). This means that product quality in Islam is considered from the production stage until the product reaches the consumer. The production process must be carried out in a halal manner, free from fraud, without causing harm to others, and with due regard for the value of justice. The principle of monotheism teaches that all production and trade activities are part of worship for which one will be accountable to Allah SWT (Martiwi et al., 2024). Therefore, producers and sellers must not solely pursue profit without considering the actual quality of the product. Products marketed must be in accordance with actual conditions and must not be manipulated through photos or descriptions that mislead consumers (Nenti et al., 2025). This is in accordance with the word of Allah SWT in Surah Al-Ahzab verse 70, which commands Muslims to fear Allah and speak truthfully. Furthermore, the principle of justice (al-'adl) also demands a balance between the price paid by consumers and the quality of the goods received so that no loss occurs to either party in the transaction. In the context of TikTok Shop, this principle is very important because consumers can only see products through digital media without directly checking the condition of the goods they are going to buy (Lumansik et al., 2025).

In addition to the principles of monotheism and justice, product quality from an Islamic economic perspective is also closely related to the principles of honesty (ash-shidq), trustworthiness, and maslahah (benevolence). The principle of honesty emphasizes that sellers must accurately convey the condition of the product, including any deficiencies or defects in the goods being sold. Hiding product defects or exaggerating the quality of goods is a form of fraud (tadlis), which is prohibited in Islam because it can harm consumers. The Prophet Muhammad (peace be upon him) also

emphasized the importance of honesty in trade through a hadith explaining that honest and trustworthy traders will be with the prophets and pious people. Furthermore, the principle of amanah teaches that sellers have full responsibility for the products sold, so that the goods received by consumers must comply with the promised specifications, quality, and function. In digital commerce such as TikTok Shop, amanah is a crucial factor because the interaction between sellers and buyers is carried out indirectly, so trust is the main basis for transactions. Meanwhile, the principle of maslahah emphasizes that products sold must provide real benefits to consumers and not cause loss or disappointment. Based on this description, it can be concluded that product quality has a significant influence on consumer purchasing decisions on TikTok Shop. From an Islamic economic perspective, product quality is not only related to consumer satisfaction, but also reflects the application of the values of monotheism, justice, honesty, trustworthiness, and maslahah in trading activities so as to create a more ethical, transparent, and blessed economic system.

The Influence of Promotion on Purchasing Decisions in TikTok Shop from an Islamic Economic Perspective

Based on the results of the research data processing, it shows that the promotion variable has a positive and significant effect on purchasing decisions at TikTok Shop among FEBI UINFAS Bengkulu students. This can be seen from the t-test results which show a significance value of 0.011 <0.05 so that Ho is rejected and Ha is accepted. These results indicate that promotion has an important role in influencing consumer purchasing decisions. Promotion is one of the marketing strategies used by sellers to introduce products, convey information about the benefits and advantages of products, and attract consumers' attention to be interested in making purchases. In the context of digital commerce such as TikTok Shop, promotion is a very determining factor in the success of sellers in attracting consumer interest. The more attractive, creative, and informative the promotion carried out, the greater the likelihood of consumers deciding to buy the product offered. Good promotion can build consumer curiosity and interest, thus encouraging the emergence of purchasing decisions for a product. Therefore, promotion can be said to be one of the important factors influencing consumer behavior in digital-based commerce activities.

Promotion is a highly effective marketing communication tool for reaching consumers on e-commerce platforms like TikTok Shop. This platform offers various features to support promotional activities, such as promotional videos, discounts, shopping vouchers, flash sales, and live streaming, allowing sellers to explain products directly to consumers (Nenti et al., 2025). Promotions packaged in an attractive and creative manner can increase product appeal, making it easier for consumers to recognize and understand the products offered. Furthermore, promotions delivered through digital media can reach a wider audience than conventional promotional method (Putri et al., 2025). Effective promotions not only aim to attract consumers' attention but also serve as a means of conveying information about the quality, benefits, advantages, and price of the products offered (Rochman et al., 2023). Clear and easy-to-understand information will help consumers assess whether the product meets their needs. Therefore, informative promotions can help consumers make more rational and informed purchasing decisions. The better the promotional strategy, the greater the impact on consumer purchasing decisions on TikTok Shop (Yuliana et al., 2024).

From an Islamic economic perspective, promotion is not only seen as a marketing strategy to increase sales, but must also adhere to the ethical and moral values taught in

Islam (Asyida & Murwanti, 2025). Islam teaches that all economic activities must be conducted honestly, fairly, and responsibly and must not contain elements of fraud or information manipulation that could harm consumers (Rahmanda et al., 2025). The principle of monotheism emphasizes that all marketing activities are part of worship for which we will be accountable to Allah SWT. Therefore, promotions should not be used as a means to mislead consumers for the sole purpose of gaining profit (Rochman et al., 2023). Promotions must reflect good intentions, namely providing accurate and beneficial information to consumers. This is in accordance with the word of Allah SWT in Surah Al-Mulk verse 15, which explains that humans are commanded to seek lawful sustenance on earth and will return to Allah SWT to account for all their actions. Furthermore, the principle of justice (al-'adl) also teaches that promotions must be carried out in a balanced manner and in accordance with the reality of the product being offered (Fitria et al., 2025). Sellers must not exaggerate product benefits or hide product shortcomings to attract consumers. In the context of TikTok Shop, the principle of justice is crucial because consumers cannot see the product directly before making a purchase. Therefore, fair promotions will create a sense of trust and long-term relationships between sellers and buyers (Fitrianto et al., 2024).

In addition to the principles of monotheism and justice, promotion from an Islamic economic perspective is also closely related to the principles of honesty (ash-shidq), trustworthiness, and maslahah (benefit). The principle of honesty emphasizes that all information conveyed in advertisements, promotional videos, and live streaming must reflect the actual condition of the product being sold. Islam prohibits all forms of deception in muamalah activities because it can undermine trust and the blessings of transactions. Therefore, honest promotions will create a healthy and trustworthy trading ecosystem, while dishonest promotions can lead to consumer disappointment and damage the reputation of the digital marketplace. The principle of amanah also teaches that sellers have a moral responsibility to maintain consumer trust by not conveying misleading information. Every promotional content created is essentially a amanah (benefit) because it can influence the purchasing decisions of many people. Meanwhile, the principle of maslahah emphasizes that promotions must provide benefits for both parties, both sellers and buyers. Good promotions not only increase sales but also help consumers understand the product properly so they obtain the benefits they need. Based on this description, it can be concluded that promotions have a significant influence on consumer purchasing decisions on TikTok Shop. From an Islamic economic perspective, promotion is not only a marketing tool, but also part of economic activities that must be carried out by upholding the values of monotheism, justice, honesty, trustworthiness, and maslahah in order to create a digital trading system that is more ethical, transparent, and brings blessings to all parties.

The Influence of Service Quality on Purchasing Decisions in TikTok Shop from an Islamic Economic Perspective

Based on the results of the research data processing, it shows that the service quality variable has a positive and significant effect on purchasing decisions at TikTok Shop for FEBI UINFAS Bengkulu students. This can be seen from the results of the t-test which shows a significance value of 0.008 <0.05 so that Ho is rejected and Ha is accepted. This means that the better the quality of service provided by the seller, the greater the likelihood of consumers purchasing products at TikTok Shop. Good service quality can create a sense of trust, comfort, and satisfaction for consumers in conducting online transactions. In digital commerce, trust is an important factor because consumers

cannot see the product directly before purchasing. Therefore, fast, friendly, and communicative service will provide a positive impression to consumers, thus encouraging them to make purchasing decisions. Thus, service quality can be said to be one of the important factors influencing consumer behavior in e-commerce activities.

Service quality in online buying and selling encompasses various aspects related to the interaction between sellers and consumers (Yanda et al., 2025). On the TikTok Shop platform, service can be seen in how sellers respond to consumer questions, provide clear product information, and help consumers understand the products offered. Good service is also evident in sellers who are friendly, communicative, and able to provide solutions if consumers encounter obstacles during the purchasing process. Good service will make consumers feel valued and cared for, thus creating a positive impression of the store or seller (Nugraha et al., 2024). Furthermore, good service quality can increase consumer comfort during transactions and encourage consumers to make repeat purchases in the future. In the context of digital commerce, service is not only a form of interaction between sellers and buyers but also a factor that can build consumer trust in a store or product. Therefore, service quality has a significant influence on consumer purchasing decisions on TikTok Shop (Fitrianto et al., 2024).

From an Islamic economic perspective, service quality is not only understood as a seller's ability to serve consumers quickly, but also as a form of implementing morals in transactions. Service in Islam reflects how a business actor treats consumers well, honestly, and responsibly. The principle of monotheism teaches that every form of service to consumers is part of worship for which they will be accounted for before Allah SWT (Yuliana et al., 2024). Therefore, sellers must not be rude, indifferent, or disadvantageous to consumers during the transaction process. Furthermore, the principle of justice (al-'adl) also demands that every consumer be treated equally without discrimination in service. All consumers have the right to receive information, responses, and good treatment in accordance with their rights as buyers (Nugraha et al., 2024). In the context of TikTok Shop, the principle of justice is crucial because the interaction between sellers and buyers is indirect, making good service one way to build consumer trust. Thus, service quality in Islam is not only related to consumer satisfaction but also relates to the application of moral and ethical values in economic activities (Pasha, 2024).

In addition to the principles of monotheism and justice, service quality from an Islamic economic perspective is also related to the principles of honesty (ash-shidq), trustworthiness, and maslahah. The principle of honesty emphasizes that all information provided to consumers must be true, clear, and not misleading. Sellers should not provide false information simply to attract consumer interest because such actions are a form of fraud prohibited in Islam. The principle of trustworthiness teaches that sellers have a responsibility to maintain consumer trust, both in providing information, responding to questions, and helping resolve problems that arise after a transaction. Meanwhile, the principle of maslahah emphasizes that the service provided must provide benefits and convenience for consumers and not cause harm to other parties. Based on this description, it can be concluded that service quality has a significant influence on consumer purchasing decisions at TikTok Shop. From an Islamic economic perspective, service quality is not only a factor influencing purchasing decisions but also a form of implementing the values of monotheism, justice, honesty, trustworthiness, and maslahah in digital commerce activities, thereby creating a more ethical, transparent, and sharia-compliant trading system.

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The Influence of Online Customer Reviews, Product Quality, Promotion, and Service Quality Simultaneously on Purchasing Decisions in TikTok Shop from an Islamic Economic Perspective

Based on the results of the research data processing, it shows that the variables of online customer reviews, product quality, promotions, and service quality together have a positive and significant effect on purchasing decisions at TikTok Shop among FEBI UINFAS Bengkulu students. This can be seen from the results of the F test which shows a calculated F value of 28,710 with a significance level of 0.000 <0.05 so that the regression model in this study is declared significant simultaneously. This means that consumer purchasing decisions are not only influenced by one factor, but are influenced by a combination of several interrelated factors. Online customer reviews provide initial information for consumers, product quality determines the level of satisfaction, promotions attract consumers' attention, while service quality increases comfort and trust in transactions. These four factors support each other in shaping consumer perceptions of products and sellers at TikTok Shop. Thus, the better the online customer reviews, product quality, promotions, and service quality provided, the higher the likelihood of consumers making purchasing decisions.

In online transactions, online customer reviews are an important source of information for consumers because they cannot see the product in person before purchasing (Anwar et al., 2025). Consumers typically read reviews from other users to determine product quality, whether the item matches the description, and the service provided by the seller (Lase, 2025). Furthermore, product quality is also a major factor in purchasing decisions because consumers consider the benefits, function, and durability of a product before purchasing. Promotions such as discounts, vouchers, flash sales, and live streaming can increase product appeal and encourage consumer buying interest. On the other hand, service quality, such as fast response, good communication, and timely delivery, also significantly influence consumer comfort during transactions (Ridwan et al., 2025). When these four factors work well together, consumers will feel more confident and trusting in making purchases on TikTok Shop. Therefore, the combination of consumer reviews, product quality, promotions, and service is a crucial factor in shaping consumer purchasing decisions on digital platforms (Putri et al., 2025).

From an Islamic economic perspective, the simultaneous influence of online customer reviews, product quality, promotions, and service quality demonstrates that digital commerce activities are not only related to marketing strategies but must also be conducted in accordance with sharia principles (Hermawansyah et al., 2025). The principle of monotheism teaches that all economic activities are part of worship for which one will be accounted for before Allah SWT. Therefore, the entire trading process must be conducted in a halal, honest, and non-harmful manner (Aruan et al., 2025). Online customer reviews must be conveyed truthfully and objectively, product quality must match promises, promotions must not contain elements of manipulation, and service must be delivered with a good and responsible attitude (Jumarlang et al., 2025). Furthermore, the principle of justice (al-'adl) also demands a balance between the information displayed and the actual condition of the product and service received by consumers. In the context of TikTok Shop, justice is crucial to prevent fraud, information manipulation, or discrepancies between the product being promoted and the product actually received by consumers. Therefore, all digital commerce activities must be carried out ethically and transparently in accordance with Islamic values (Martiwi et al., 2024).

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In addition to the principles of monotheism and justice, the simultaneous influence of these four variables is also related to the principles of honesty (ash-shidq), trustworthiness, and maslahah in Islamic economics. The principle of honesty emphasizes that all information provided to consumers must be accurate and not misleading, whether in reviews, promotions, product quality, or service. The principle of trustworthiness teaches that sellers have a responsibility to maintain consumer trust by providing products and services that comply with what is promised, while consumers must also provide objective reviews and not harm other parties. Meanwhile, the principle of maslahah emphasizes that all trading activities must benefit all parties and create a healthy and mutually beneficial trading system. Based on this description, it can be concluded that online customer reviews, product quality, promotions, and service quality simultaneously have a significant influence on purchasing decisions in TikTok Shop. From an Islamic economic perspective, these four factors must be implemented based on the principles of monotheism, justice, honesty, trustworthiness, and maslahah to create a digital trading system that is more ethical, transparent, and brings blessings to all parties involved.

CONCLUSION

The findings of this study can be summarized as follows:

1. **Online customer reviews** have a positive and significant influence on purchasing decisions in TikTok Shop. The results show that online customer reviews have a significance value of 0.014 < 0.05, indicating that credible, informative, and relevant reviews can strengthen consumers' confidence and contribute to their purchasing decisions.
2. **Product quality** has a positive and significant influence on purchasing decisions in TikTok Shop. The results show a significance value of 0.003 < 0.05, indicating that consumers are more likely to purchase products when the quality, function, durability, and condition of the products meet their expectations.
3. **Promotion** has a positive and significant influence on purchasing decisions in TikTok Shop. The results show a significance value of 0.011 < 0.05, indicating that attractive, informative, and relevant promotional activities can increase consumers' interest and encourage purchasing decisions.
4. **Service quality** has a positive and significant influence on purchasing decisions in TikTok Shop. The results show a significance value of 0.008 < 0.05, indicating that responsive, reliable, communicative, and responsible services can strengthen consumer trust and encourage purchasing decisions.
5. **Online customer reviews, product quality, promotion, and service quality simultaneously have a positive and significant influence on purchasing decisions in TikTok Shop.** The F-test results show an F-value of 28.710 with a significance value of 0.000 < 0.05, indicating that the four independent variables jointly have a significant effect on purchasing decisions. The Adjusted R^2 value of 0.555 indicates that 55.5% of the variation in purchasing decisions can be explained by the four variables included in the research model, while the remaining 44.5% is explained by other factors outside the model.

Recommendations for Future Research

Future research is recommended to examine broader populations and include additional factors such as Islamic ethical awareness, religiosity, digital literacy, consumer trust, and perceived halal compliance. Further studies may also examine Islamic ethical principles as moderating variables to determine whether adherence to

Islamic values strengthens or weakens the relationship between digital marketing factors and Muslim consumers' purchasing decisions.

Statement on the Use of Artificial Intelligence (AI).

AI was used in the preparation of this manuscript. The author utilized artificial intelligence tools solely to assist with language refinement, grammar checking, and editing for clarity and readability. The author retains full responsibility for the accuracy, originality, integrity, and academic content of the manuscript. All AI-assisted content was reviewed and verified by the author prior to submission.

Conflict Of Interest

The authors declare that there are no actual, potential, or perceived conflicts of interest related to the research, authorship, or publication of this article.

Author Contributions

Khalfi Syahrin: Conceptualization, methodology, data collection, formal analysis, and writing original draft preparation. Andang Sunarto: Supervision, validation, and writing review and editing. Idwal B: Supervision, validation, and writing review and editing. All authors have read and approved the final version of the manuscript.

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