Analysis The Impact Of Viral Marketing, Perceived Price, And Online Customer Review On A Celebrity Endorser-Mediated Buy Decision On The Tiktokshop App

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ARTICLE INFO

ISSN: 2723-1097

ABSTRACT

Research Aims: This study aims to analyze the influence of three main factors, namely viral marketing, perceived prices, and online customer reviews, on purchasing decisions mediated by celebrity endorsers in the TikTok application.

Design/methodology/approach: This research uses a quantitative approach by collecting data through surveys using questionnaires and literature studies. Data analysis using regression tests with the help of the SPSS program.

Research Findings: The results showed that viral marketing, perceived price, and online customer reviews are important factors that can influence consumer purchasing decisions on the Tiktokshop application.

Theoretical Contribution/Originality: A marketing strategy that combines these factors effectively can be the key to increasing sales and company competitiveness on the Tiktokshop platform.

Keywords: viral marketing, perceived price, online customer review, purchase decision, celebrity endorser

Introduction

The digital era has fundamentally changed the way people shop. In the past, shopping was often done directly in physical stores by choosing products directly from the shelf or storefront. However, with the development of digital technology, now people can do online shopping from the comfort of customers' homes including shopping habits during Ramadan. According to Jason Tedjasukmana, Head of Communication of Google Indonesia, based on Consumer Insights Ramadan 2024, there has been a significant increase in the number of Indonesian consumers shopping online during Ramadan. This number has doubled or reached 58 percent.
The participation of Indonesian consumers in shopping during Ramadan also almost doubled compared to Harbolnas (Double Day sales) discounts, which reached 33 percent. In terms of purchase transactions, consumers also make up to 1.4 times more transactions during Ramadan compared to when Harbolnas discounts occur (Sari, H. P., & Djumena, 2024).

Consumers now have more choices when it comes to shopping online, one of the increasingly popular platforms is TikTok Shop. TikTok Shop is a social commerce feature that allows users and creators to promote and sell products or services through the TikTok application (Alfayed et al., 2023). Tokopedia and TikTok Shop have established a strategic partnership to expand their market in Indonesia. In this deal, TikTok Shop injected more than US $ 1.5 billion to support Tokopedia's business operations. Based on the February 2024 edition of GOTO's Incidental Public Expose, Tokopedia currently has around 18 million monthly active users, while the number of TikTok Shop monthly active users in Indonesia reaches 125 million. Thus, this collaboration has the potential to reach around 143 million monthly active users in the country (Ahdiat, 2024).

When shopping on the TikTokShop application, consumers are influenced by various factors that can influence consumer purchasing decisions. These factors include various aspects such as viral marketing, product prices, customer reviews, and also the presence of celebrity endorsers. Each of these factors has an important role in shaping consumers' perception of the product and influencing their decision to make a purchase. Therefore, understanding these factors and how they interact with each other can help companies devise more effective marketing strategies to attract consumers and increase sales.

Setiani (2023) discovered that viral marketing exerts a substantial and favorable impact on buying choices within tiktok shop. Other research by Andriani & Nasution (2023) revealed that pricing plays a crucial role in influencing fashion purchase decisions on Tiktok shop. Similarly, Rahmayanti & Dermawan (2023) demonstrated the significant positive influence of online customer reviews on purchasing decisions specifically within Tiktokshop in Surabaya. Research by Nadhifa et al. (2024) provided evidence suggesting that celebrity endorsements positively sway decisions to purchase fashion items from the Akzr.id boutique in Makassar City.

Research Fajriyah & Karnowati (2023) shows that viral marketing and EWOM have no partial effect on purchasing decisions. Other research Permatasari (2023) also found that price has a negative and insignificant effect on the purchasing decisions of TikTok Shop application users. The results of the study are in line with the research Rahmawati (2022) finding online customer reviews does not affect purchasing decisions because not all consumers assume that reviews from other consumers related to products or services can determine purchase decisions.

The gap research made researchers interested in conducting a re-study entitled "Analysis of the Influence of Viral Marketing, Perceived Price, and Online Customer
Review on Purchase Decisions Mediated by Celebrity Endorsers on the Tiktokshop Application. The novelty of this study is that the Celebrity endorser variable is a mediating variable in the influence of Viral Marketing, Perceived Price, and Online Customer Reviews on Purchase Decisions. This research can contribute to marketing theory by providing a deeper understanding of how factors such as viral marketing, perceived pricing, online customer reviews, and celebrity endorsers interact in influencing consumer purchasing decisions. This study aims to analyze the influence of three main factors, namely viral marketing, perceived prices, and online customer reviews, on purchase decisions mediated by celebrity endorsers on the TikTokShop application.

**Literature Review**

**Viral Marketing**

Viral Marketing is a marketing strategy that relies on social networks to achieve certain marketing goals. This process involves continuous and self-evolving communication, aimed at disseminating information or promotion widely (Astrasari & Sudarwanto, 2021). According to Susilowati et al. (2018) viral marketing can be classified into two fundamental types: active viral marketing and frictionless viral marketing. Active viral marketing pertains to the conventional notion of word-of-mouth, wherein individuals typically engage personally in the endeavor of drawing in new consumers. Second, frictionless viral marketing is different from active viral marketing because it does not require active participation from consumers to disseminate information or advertise products. In frictionless viral marketing, the product automatically sends a promotional message to the intended address without the need for active encouragement from consumers (Amelia et al., 2022). According to Kaplan & Haenlein's theory of viral marketing, there are three main dimensions, namely The messenger, The message, and The environment (Pratama et al., 2022). Viral marketing indicators are messenger, messaging, and environment (Jasin, 2022).

**Perceived Price**

Kotler & Armstrong (2021) describe price as the sum charged for goods, products, and services. Pricing decisions involve factors such as demand, perceived value, price comparisons, costs, and pricing strategies (Tuten, 2020). Perception is a process triggered by a sensation, which is an activity that provokes an exciting or emotional response (Yasri et al., 2020). Perceived price refers to the subjective view of a product's monetary value, assessing whether it is cheap or expensive and taking into account consumer purchasing power (Pratisthita et al., 2022). Kevin & Tjokrosaputro (2021) indicated that perceived price involves the amount of sacrifice an individual must make to consume the product and the expected level of quality. Confidence in good prices helps consumers evaluate existing prices at the time of purchase and represents a dynamic structure of price information in consumers' memories (Büyükdağ et al., 2020). Indicators of perceived price are affordability of
prices, price conformity with product quality, price competitiveness, and appropriateness of price with benefits (Kotler & Armstrong, 2021).

**Online Customer Reviews**

Online customer reviews are part of Electronic Word of Mouth (eWOM), which refers to the direct opinion of an individual and not an advertisement. The review is one of several factors that influence a person's purchase decision (Hariyanto & Trisunarno, 2021). Online customer reviews have three main dimensions: credibility, expertise, and fun (Ardha & Ardhana, 2022). Megawati suggests that online customer review indicators encompass three dimensions: credibility (trustworthy, honest) expertise (professional, useful) and enjoyment (fun, interesting and likelihood to purchase from the website) (Naomi & Ardhiyansyah, 2021).

**Purchasing Decision**

Purchasing decisions are the result of consumer considerations that are influenced by various factors, such as technological, cultural, economic, price, promotion, product, service, political, location, process, and physical evidence. These factors collectively influence consumers' perspectives in assimilating available information and reaching conclusive decisions regarding product purchases (Indrianto & Ningsih, 2023). According to Kotler and Keller, the main dimensions in purchasing decisions include brand selection, product selection, purchase time, dealer selection and payment method (Rizki & Wijaya, 2022). Purchasing decision indicators according to Kotler and Keller (2021) are (1) product choice; (2) brand choice; (3) dealer choice; (4) purchase amount or quantity; (5) purchase time and (6) payment method.

**Celebrity Endorser**

Celebrity endorser refers to individuals such as artist, athletes, entertainers, and public figures who enjoy widespread recognition among the public leveraging their fame to endorse products or services and enhance their appeal. By using celebrities as endorsers, it is easier to influence consumer psychology. When consumers see a well-delivered advertisement by a celebrity, this can create a certain perception and attract interest to try the product. If consumers are satisfied with a product after purchasing it, they are more likely to become loyal to the product naturally (Salsabila & Utomo, 2023). The celebrity endorser dimension which includes attractiveness, expertise, and trustworthiness has the potential to increase a product's brand equity (Arisuari, 2023). Celebrity endorser indicators are (1) Trustworthiness; (2) Expertise (expertise); (3) Respect; (4) similarity (similarity of the intended audience) and (5) attractiveness (physical attraction) (Wahyudi & Wardhani, 2023).

**Method**

This study used a quantitative approach. Quantitative research is a research approach that collects and analyzes data in the form of numbers and statistics to
answer research questions. This approach focuses on measuring phenomena that can be measured numerically, as well as using statistical methods to test hypotheses and identify patterns or relationships between variables (Hodge, 2020). Data were collected through surveys using questionnaires and literature studies. The population of this study is all TikTokShop application users in Indonesia. The sample of this study was taken using purposive sampling techniques with the following criteria:

1. Active users of TikTok Shop app
2. Be at least 18 years old
3. Have ever purchased a product through live streaming on TikTokShop
4. Have been exposed to product advertisements endorsed by celebrities

The collected data is then analyzed using regression tests using the help of the SPSS program. Based on this description, the researcher has the following hypothesis formulation:

H1: Viral marketing affects consumer purchasing decisions on the TikTokShop application
H2: Perceived Price affects consumer purchase decisions on the TikTokShop application
H3: Online customer reviews affect consumer purchasing decisions on the TikTokShop application
H4: Celebrity endorsers can amplify the influence of viral marketing on purchasing decisions
H5: Celebrity endorsers can amplify the influence of perceived price on purchasing decisions
H6: Celebrity endorsers can amplify the influence of online customer reviews on purchasing decisions

Figure 1: Conceptual Model of the Study

![Conceptual Model of the Study](image_url)
Result and Discussion

Validity Test

Validity testing is the process of assessing the extent to which a measuring instrument or measurement device can precisely measure the intended construct or variable.

Table 1: Validity Test

<table>
<thead>
<tr>
<th></th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>Y</th>
<th>M</th>
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<tr>
<td>X</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.571**</td>
<td>.488**</td>
<td>.099</td>
</tr>
<tr>
<td>1</td>
<td>Sig. (2-tailed)</td>
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<td>&lt;.001</td>
<td>.005</td>
<td>.021</td>
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<td></td>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>X</td>
<td>Pearson Correlation</td>
<td>.571**</td>
<td>1</td>
<td>.632**</td>
<td>.387**</td>
</tr>
<tr>
<td>2</td>
<td>Sig. (2-tailed)</td>
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<td>&lt;.001</td>
<td>&lt;.001</td>
<td>.005</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>X</td>
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<td>.632**</td>
<td>1</td>
<td>.290**</td>
</tr>
<tr>
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<td>&lt;.001</td>
<td>&lt;.001</td>
<td>.003</td>
<td>.002</td>
</tr>
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<td>.387**</td>
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<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results in Table 1, it can be seen that each measuring instrument shows all significance values (2-tailed) correlation for all items smaller than the significance limit value of 0.05. These results indicate that all statements on question items have strong validity, so the questionnaire as a whole is considered valid for use in the study.

Reliability Test

Reliability testing is the process of evaluating the extent to which a measurement instrument can produce consistent and stable results over time.
The reliability test results in Table 2 show the Cronbach Alpha value reaches 0.634, which exceeds the minimum limit of 0.600. This indicates that the questionnaire has a good level of consistency and can be relied upon for use in follow-up research.

**Regression Test**

Regression testing is a statistical technique used to evaluate the relationship between one or more independent variables (explanatory variables) and one dependent variable (the variable you want to predict).

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Std. Error</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>5.149</td>
<td>5.780</td>
<td>.891</td>
<td>.375</td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>.453</td>
<td>.257</td>
<td>.203</td>
<td>1.765</td>
<td>.001</td>
</tr>
<tr>
<td>X2</td>
<td>.657</td>
<td>.199</td>
<td>.428</td>
<td>3.308</td>
<td>.001</td>
</tr>
<tr>
<td>X3</td>
<td>.248</td>
<td>.255</td>
<td>.118</td>
<td>.974</td>
<td>.033</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

The results showed that the significance value of the viral marketing variable was 0.001, the perceived price variable was 0.001, and the online customer variable was 0.033. Thus, viral marketing, perceived price, and online customers have a significant relationship with purchasing decisions on the TikTokShop application.

**Test Mediation**

A mediation test is a statistical analysis used to check whether the connection (independent and dependent variables) between two variables is mediated or explained by a third variable (mediator variable).

<table>
<thead>
<tr>
<th>Model</th>
<th>Coeff</th>
<th>se</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
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<td>2.2757</td>
<td>1.7354</td>
<td>.0881</td>
</tr>
<tr>
<td>X1</td>
<td>.1772</td>
<td>.0341</td>
<td>4.9286</td>
<td>.0001</td>
</tr>
<tr>
<td>X2</td>
<td>.0973</td>
<td>.0673</td>
<td>0.9964</td>
<td>.0328</td>
</tr>
<tr>
<td>X3</td>
<td>.1878</td>
<td>.0955</td>
<td>1.9670</td>
<td>.0441</td>
</tr>
<tr>
<td>M</td>
<td>.3120</td>
<td>.0788</td>
<td>3.9570</td>
<td>.0002</td>
</tr>
</tbody>
</table>
Table 4’s results indicate that all variables had a p-value of less than 0.05, indicating that celebrity endorsers play a mediating role in the relationship between viral marketing, perceived pricing, and online customers' purchase decisions on the TikTokShop app.

**Discussion**

**Viral marketing affects consumer purchasing decisions on the TikTokShop application**

The results showed that viral marketing affects consumer purchasing decisions on the TikTokShop application. Viral marketing leverages the appeal of engaging and entertaining content to reach a wide audience and gain high exposure. That way, products or services promoted through viral marketing on TikTokShop have the potential to go viral, create buzz, and attract mass consumer attention. Through viral content, consumers can feel emotionally connected to a particular brand or product, which in turn can influence their perception of the usefulness, quality, or uniqueness of that product, so with viral marketing, consumers tend to feel more involved and called to make a purchase, because they are impressed by the experience or testimonials from other users who have felt the benefits of the product or service. Therefore, it is not surprising that customer purchase decisions are significantly influenced by viral marketing in the context of the TikTokShop application, where broad exposure and interesting content can influence consumer attitudes and behaviors in choosing to purchase a good or service.

The results of this study are consistent with earlier research by Sarpiana et al. (2023), which showed that the presence of Tiktok shops on social media influences sales activity and purchases in a good way. Anwar (2022) discovered in another study that factors related to viral marketing significantly and favorably affect consumers' decisions to buy products on TikTok Shop, with a significance level of 0.000 < 0.05. Similar research by Ramadhani & Anggrainie (2023) indicates that variables such as price perpection, viral marketing, brand equity, brand ambassador, product reviews and customer relationship directly influence purchasing decisions for Skintific skincare product on Tiktok shop.

**Perceived Price affects consumer purchasing decisions on the TikTokShop application**

The results showed that perceived price affects consumer purchasing decisions on the TikTokShop application. Perceived price plays a significant role in influencing consumer purchasing decisions on the TikTokShop application. As one of the main factors in the buying process, perceived price has a direct influence on how the product or service is perceived to have worth by consumers. On platforms like TikTokShop that offer a variety of products from different brands, the perceived price offered can be a determining factor in influencing consumers' purchasing
decisions. Affordable or competitive prices tend to attract consumers to make a purchase, especially if they perceive the value of the product as proportional to the price they pay. On the other hand, prices that are too high can make consumers reconsider their purchasing decisions or even look for more affordable alternatives. Therefore, the right pricing strategy is the key to achieving sales success on TikTokShop, where prices that match the value of products or services can influence consumer attitudes and behaviors in choosing to make purchases.

The study's findings are consistent with earlier research by Nurchasanah et al. (2023), which discovered that product quality influences users' decisions to buy products on the TikTok Shop app to a somewhat. Studies indicate that user expectations on the TikTok Shop app are real and important when it comes to decisions about what to buy and how satisfied users are. Other research by Fauzi & Sijabat (2023) found that product prices and promotions partially or simultaneously positively influence TikTokShop consumers' purchasing decisions. The influence given is quite large, which is 74.6%.

Similar research Lasfiana & Elpanso (2023) found that there was a significant influence between price, trust, and product review variables simultaneously or together on purchasing decisions. In terms of price and product reviews, it has an effect and is significant on online purchase decisions on Tiktokshop, while trust does not have a major influence on Tiktokshop customers' decisions to make purchases online.

The study's findings, which were different from Putri et al. (2023) indicate that payments methods (X4), promotions (X2), and product reviews (X3) all significantly and positively influence consumers' decisions to buy on the TikTok Shop Marketplace. Price (X1), on the other hand, has no effect on these decisions in Soloraya.

**Consumer decisions about purchases made on the TikTokShop app are influenced by online customer reviews**

The results showed that Consumer choices about purchases made on the TikTokShop app are influenced by online customer reviews. On the TikTokShop app, online customer reviews have a significant impact on what customers decide to buy. As a reliable source of information, reviews from previous consumers provide valuable insight into the quality, usability, and user experience of a particular product or service. In online shopping environments like TikTokShop, where consumers can't directly test or physically view products before purchasing, reviews from other consumers become a key guide in making purchase decisions. Positive reviews tend to arouse consumers' trust and confidence in a product or service, which in turn can increase their interest in buying. Conversely, negative or unsatisfactory reviews can make consumers hesitate and delay or even cancel their purchases. Therefore, in an e-commerce environment like TikTokShop, companies,
and sellers must pay close attention and manage customer reviews, as they can significantly affect brand reputation and consumer purchasing decisions.

The results of this study are in line with previous research Judge et al. (2023) showing that free shipping considerably and positively impacts purchase decisions among tiktok shop consumers. Moreover, discounts also exhibit a significant and positive influence on purchasing decisions within tiktok shop consumer base. However, online consumer reviews show only partial influence on purchasing decisions among tiktok shop customers. Furthermore, this study explores the combined impact of free shipping, discounts, and online customer review on purchasing decisions among tiktok shop consumers.

Another study by Firdaus (2023) identified significant influences on purchasing decisions from online customer reviews, online customers rating and the availability of cash on delivery payment methods. Specifically, the research noted that online customer reviews and ratings both significantly affect purchase decisions, along with the option of cash on delivery. Similar research Andriana (2023) observed a significant relationship between content marketing, brand affection and purchasing decisions. However, contrary to expectations, this study did not find a significant influence from online customer reviews on purchasing decisions within this context.

Celebrity endorsers can amplify viral marketing's influence on TikTok Shop purchase decisions

The results showed that Celebrity endorsers can strengthen the impact of viral marketing on decisions made about purchases on TikTok. The impact of viral marketing on TikTok Shop purchases can be significantly reinforced by the presence of celebrity endorsers. When celebrities engage in product or brand promotion through platforms like TikTok, marketing messages become more engaging and have the potential to go viral more quickly and widely. The ability of celebrities to grab the attention of their fans and influence public opinion can amplify the effects of viral marketing, dramatically increasing brand exposure. In addition, the presence of celebrities in viral content can give additional legitimacy to the product or brand being promoted, given their popularity and influence. Thus, the combination of the presence of celebrity endorsers and viral marketing on TikTok Shop can create a strong synergistic effect, strengthen the influence of product promotion, and increase the likelihood of consumers deciding to make a purchase.

Celebrity endorsers can amplify perceived price's influence on TikTok Shop purchase decisions

The results showed that Celebrity endorsers can strengthen the influence of price on TikTok Shop purchase decisions. The presence of celebrity endorsers has the potential to amplify the impact of pricing on judgments made about purchases on TikTok Shop. When celebrities engage in the promotion of a product or brand at a
price that may be relatively high, their reputation and influence can lend additional legitimacy to the value of the product. For example, when celebrities, admired by numerous fans to endorse or suggest premium-priced products, it can elevate consumers' perception of value. While pricing may be a pivotal factor for certain consumers, the endorsement of a respected celebrity can bolster their trust in the product’s quality of superiority, alleviating apprehensions regarding steep prices. Consequently, celebrity endorsers wield significant influence on molding consumer perceptions of product value, consequently magnifying the impact of price on purchasing decisions within TikTok Shop.

**Celebrity endorsers can amplify the impact of online user evaluations on judgments made about purchases on TikTok Shop**

The results showed that Celebrity endorsers can strengthen the impact of online user reviews on judgments made about purchases on TikTok Shop. The potential for celebrity endorsers to increase the impact of online customer reviews on TikTok Shop buying decisions. When celebrities engage in product or brand promotion, online reviews from previous consumers may become more valuable to potential buyers. Consumer perception of the brand or product can be enhanced by the presence of a respected celebrity, which can validate and reinforce positive reviews found online. For example, when a celebrity followed by many fans recommends a particular product, positive reviews from other consumers become more convincing for potential buyers. The presence of celebrity endorsers can strengthen consumers' confidence in the quality and usefulness of products, which in turn can influence their purchase decisions on TikTok Shop. Therefore, the combination of the influence of celebrity endorsers and online customer reviews can create a powerful synergistic effect in shaping consumer perceptions and influencing purchasing decisions on the platform.

**Managerial Implications**

The analysis of the impact of viral marketing, perceived price, and online customer reviews on a celebrity endorser-mediated buy decision on the TikTok Shop app provides several key insights for managers and marketers aiming to enhance their e-commerce strategies on this platform.

1. **Leveraging Viral Marketing**

   Managers should develop strategies to create content that has the potential to go viral. This includes using popular trends, challenges, and engaging storytelling that resonates with the target audience. Collaborating with influencers who have a strong presence on TikTok can amplify the reach of marketing campaigns. Managers should identify influencers who align with the brand's values and have a significant following.

2. **Optimizing Perceived Price**
It is crucial to clearly communicate the value proposition of products to justify their prices. This can be achieved through detailed descriptions, high-quality images, and highlighting unique features. Managers can utilize various pricing strategies such as discounts, flash sales, and bundle offers to create a perception of value and attract price-sensitive customers.

3. Enhancing Online Customer Reviews
   Encouraging satisfied customers to leave positive reviews can significantly impact the buying decisions of potential customers. This can be facilitated through follow-up emails, incentives, and easy-to-use review platforms. Actively managing online reviews by responding to both positive and negative feedback demonstrates commitment to customer satisfaction and builds trust with potential buyers.

4. Maximizing Celebrity Endorser Impact
   Choosing the right celebrity endorser who resonates with the target audience and has a genuine connection to the product is crucial. The endorser’s credibility and relatability can significantly influence consumer behavior.

Conclusion
   The findings demonstrated the importance of elements including viral marketing, perceived price, and online consumer feedback in influencing consumer purchasing decisions on the TikTokShop platform. In addition, it was found that the presence of celebrity endorsers can amplify the influence of these factors on purchasing decisions when a product or service receives an endorsement from a celebrity, it tends to heighten consumer interest and instill trust in the product, while also magnifying the impacts of viral marketing and customer reviews. Thus, a marketing strategy that combines these factors effectively can be key in increasing sales and company competitiveness on the TikTokShop platform.

   This study has several limitations, such as a limited research sample on TikTokShop application users in Indonesia. The impact of perceived pricing, online customer reviews, and viral marketing on decisions to buy on other online platforms needs to be investigated further.

Acknowledgment
   We would like to extend our heartfelt gratitude to all those who have supported and contributed to the completion of this research. We would like to thank my advisors (nama dosbing) for their invaluable guidance, insightful feedback, and continuous support throughout this study. Their expertise and encouragement have been instrumental in shaping this research.

   Finally, we would like to thank our family and friends for their unwavering support and encouragement throughout the research process. Their belief in our work has been a constant source of motivation. Thank you all for your contributions and support.
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