

THE INFLUENCE OF LIVE STREAMING, VIRAL MARKETING, CASH ON DELIVERY PAYMENT SYSTEM, AND ONLINE CUSTOMER REVIEWS ON PURCHASING DECISIONS AT TIKTOK SHOP CASE STUDY ON TIKTOK SHOP USERS IN SEMARANG CITY

PENGARUH SIARAN LANGSUNG, PEMASARAN VIRAL, SISTEM PEMBAYARAN TUNAI PADA SAAT PENGIRIMAN, DAN ULASAN PELANGGAN ONLINE TERHADAP KEPUTUSAN PEMBELIAN DI TIKTOK SHOP: STUDI KASUS PADA PENGGUNA TIKTOK SHOP DI KOTA SEMARANG

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ABSTRACT

This study aims to analyse the effect of live streaming, viral marketing, cash on delivery payment system, and online customer reviews on purchasing decisions at TikTok Shop. This study focuses on TikTok Shop users in Semarang City with an age range of 18-30 years. This research is important to understand how digital marketing strategies influence consumer behaviour on social media-based e-commerce platforms. The research method used is a quantitative approach with survey techniques through distributing questionnaires. A sample of 100 respondents was obtained using purposive sampling method. The data collected was analysed using multiple linear regression with the help of SPSS software to test the influence of variables both partially and simultaneously. The results showed that partially, live streaming, viral marketing, cash on delivery payment system, and online customer reviews have a positive and significant effect on purchasing decisions. Simultaneously, the four variables also have a significant influence on purchasing decisions. These findings confirm the importance of integrating interactive and trust-based marketing strategies in driving consumer purchasing decisions in the digital era.

Keywords: Live Streaming, Viral Marketing, Cash on Delivery, Online Customer Reviews, Purchase Decision, TikTok Shop

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh live streaming, viral marketing, sistem pembayaran cash on delivery, dan ulasan pelanggan online terhadap keputusan pembelian di TikTok Shop. Penelitian ini berfokus pada pengguna TikTok Shop di Kota Semarang dengan rentang usia 18-30 tahun. Penelitian ini penting untuk memahami bagaimana strategi pemasaran digital mempengaruhi perilaku konsumen di platform e-commerce berbasis media sosial. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner. Sebanyak 100 responden diperoleh menggunakan metode sampling purposif. Data yang dikumpulkan dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS untuk menguji pengaruh variabel secara parsial dan simultan. Hasil menunjukkan bahwa secara parsial, live streaming, pemasaran viral, sistem pembayaran cash on delivery, dan ulasan pelanggan online memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, keempat variabel tersebut juga memiliki pengaruh signifikan terhadap keputusan pembelian. Temuan ini menegaskan pentingnya mengintegrasikan strategi pemasaran interaktif dan berbasis kepercayaan dalam mendorong keputusan pembelian konsumen di era digital.

Kata kunci: Live Streaming, Pemasaran Viral, Cash on Delivery, Ulasan Pelanggan Online, Keputusan Pembelian, TikTok Shop

INTRODUCTION

In an increasingly connected digital era, the rapid development of information technology and social media has created new pathways for businesses to expand their marketing strategies. One

social media platform that has stood out in recent years is TikTok. Not only as an entertainment medium, TikTok has now transformed into an innovative commercial tool through the TikTok Shop feature, which allows users to make purchases directly within the app.

Live streaming and viral content are the main attractions of this platform, especially for the younger generation who are more responsive to interactive and visual forms of digital marketing. In Indonesia, this trend seems to be getting stronger, especially in Semarang City, where the number of active TikTok users has increased significantly (Miftakhul & Taufiqurrahman, 2024).

The transformation of consumer behaviour in the purchasing process also shows a shift from traditional methods towards more flexible and real-time interactions, made possible through social media-based e-commerce platforms. Features such as *Live Streaming* enable direct two-way communication between sellers and buyers, building trust instantly and providing a more personalised shopping experience (Afifah et al., 2023). Meanwhile, viral-based marketing strategies-or *viral marketing-encourage* the rapid and widespread dissemination of product information through algorithms and user interaction. Previous research shows that live streaming is able to increase consumer confidence in the products offered, while viral marketing contributes to increasing purchase intentions through the large reach of content (Sukmawati et al., 2023; Mihartinah et al., 2023).

However, previous studies tend to only discuss one or two aspects separately, such as the effect of viral marketing or the effectiveness of live streaming on trust, without comprehensively analysing the simultaneous influence of the various digital elements offered by TikTok Shop (Saputra & Fadhillah, 2022). Therefore, there is still a gap in the literature that is important to bridge, namely by thoroughly exploring how the integration between key features such as Live Streaming, Viral Marketing, *Cash*

On Delivery (COD) payment systems, and online *customer* reviews can shape the purchasing decisions of TikTok Shop users, especially in Indonesia. The four elements are thought to reinforce each other and play a significant role in shaping consumer behaviour, especially in the context of social media-based e-commerce.

Particularly in the demographic context, the 18 to 30 age group was chosen as the focus of this study because they are the dominant users of TikTok and e-commerce in Indonesia. This group is known to be highly engaged in digital interactions, highly inclined towards viral content, and more familiar with online shopping. They are also more responsive to other users' reviews and more easily influenced by interactions in live streaming. This younger generation is not only an active potential market, but also often acts as the originator of digital consumption trends that are then followed by other market segments (Haryanto et al., 2023; Andini et al., 2024).

On the other hand, there are a number of practical issues that hinder the effectiveness of marketing strategies in TikTok Shop. Many sellers have not been able to maximise the potential of viral marketing as a product promotion tool, so the content created does not spread widely and fails to attract consumer interest. In addition, the use of Live Streaming by businesses is still not optimal. Limited interaction, uninteresting content, and lack of convincing communication strategies lead to low levels of consumer confidence in the products displayed. Another issue that has also been highlighted is the inadequate customer review system in providing relevant and reliable information to consumers. Limited and unrepresentative reviews

make it difficult for consumers to make informed decisions.

Furthermore, until now there have not been many studies that simultaneously examine the effect of Viral Marketing, Live Streaming, COD payment systems, and Online Customer Reviews on purchasing decisions at TikTok Shop. The absence of a conceptual model that integrates all these variables causes a less comprehensive understanding of consumer behaviour on this platform. Previous studies have also generally focused on other platforms such as Shopee, Tokopedia, or Instagram, without looking at the peculiarities of TikTok Shop which is based on interactive video content and real-time interaction. Therefore, this study fills this gap by presenting an integrative approach, not only in examining the influence of each variable but also in seeing how the four elements interact with each other and influence the purchasing decisions of TikTok Shop consumers in Semarang City.

By taking into account the local context and the dynamics of digital consumer behaviour in Indonesia, this research is expected to make theoretical and practical contributions to the development of social media-based digital marketing strategies. The integration of interactive and trust-based marketing approaches is believed to be key in driving promotional effectiveness and sales conversion on platforms such as TikTok Shop.

RESEARCH METHOD

This research uses a quantitative approach with a comparative causal design. The purpose of this approach is to statistically analyse and test the effect of independent variables on dependent variables. This design allows researchers to identify the cause-and-effect relationship between Live Streaming,

Viral Marketing, Cash On Delivery (COD) payment system, and Online Customer Reviews on purchasing decisions at TikTok Shop. In line with the opinion of Pasaribu et al. (2023), the quantitative approach aims to describe, measure, and analyse variable relationships numerically and systematically, so that the results can be generalised.

Research Variables

This study consists of two types of variables, namely independent variables and dependent variables. The independent variables in this study are Live Streaming, Viral Marketing, COD payment system, and Online Customer Reviews. These variables are assumed to be causal factors that influence the dependent variable. Meanwhile, the dependent variable in this study is the purchase decision. Referring to Sugiyono (2016), independent variables are variables that influence, while the dependent variable is the result or impact of this influence. Purchasing decisions are understood as the end result of the consumer consideration process after being exposed to various digital factors in the TikTok Shop.

Operational Definition of Variables

The operational definition aims to explain each variable in the form of measurable indicators. Live Streaming is defined as an interactive feature that allows real-time communication between sellers and buyers, with indicators such as the number of video views, user interactions, and viewing duration. Viral Marketing refers to the strategy of rapidly spreading content through social media, measured by the number of shares, user interactions, and speed of spread. COD payment system is understood as a method of payment upon receipt of goods, as measured by

frequency of use, satisfaction with the service, and impact on impulse purchases. Online Customer Reviews are judgements or comments provided by consumers, measured through the number and quality of reviews and the types of reviews left. Purchasing decisions as the dependent variable are measured by indicators of purchase frequency, interaction with content, and purchase conversion rate.

Population and Sample

The population in this study are all TikTok Shop users in Semarang City who have made purchases. Semarang City was chosen because it has a high penetration rate of social media use, and is representative in describing urban consumer behaviour in Indonesia. The sample in this study was determined through purposive sampling technique, which is a sampling technique based on certain criteria tailored to the research objectives. The criteria for respondents selected were TikTok Shop users aged 18-30 years and had made at least two purchases. Based on calculations using the Lemeshow formula, the number of samples needed is 100 respondents.

Types and Sources of Data

The types of data used in this study consist of primary data and secondary data. Primary data was obtained directly from respondents through questionnaires distributed online to TikTok Shop users in Semarang City. The questionnaire used a Likert scale of 1-5 to measure the extent to which respondents felt the influence of each variable studied. Meanwhile, secondary data was obtained from journals, e-commerce reports, scientific articles, and other reliable sources relevant to the context of digital marketing and TikTok Shop. Primary data sources came from Semarang City residents who met the inclusion criteria,

while secondary data were obtained from previously published literature to strengthen the theoretical and contextual foundations.

Data Collection Methods

Data were collected using a questionnaire distributed online. The questionnaire was designed to measure respondents' perceptions of each variable using a Likert scale. The instrument consisted of several sections, including questions regarding live streaming viewing habits, response to viral content, preference for COD payment systems, and assessment of customer reviews. The online survey technique was chosen because it is able to reach respondents widely and efficiently, especially since the research target is the younger generation who are familiar with digital technology. The validity and reliability of the questionnaire were tested using statistical techniques to ensure that the instrument was able to measure variables precisely and consistently.

Data Analysis Technique

The collected data were analysed through several stages. The first stage was descriptive analysis used to describe the characteristics of respondents and the distribution of each variable. The next stage is validity test with Pearson correlation and reliability test using Cronbach's Alpha. Then the classical assumption test is carried out which includes normality test (Kolmogorov-Smirnov), multicollinearity test (VIF and Tolerance), and heteroscedasticity test (Glejser test or scatterplot). After the data is declared to meet the assumptions, multiple linear regression analysis is carried out to determine the simultaneous and partial influence of each independent variable on purchasing decisions. The t test is used to test the effect of each variable partially, while

the F test is used to test the effect of variables simultaneously. In addition, the coefficient of determination (R^2) is used to determine how much the independent variable is able to explain the dependent variable. The significance value of 0.05 is used as a reference in making decisions on research hypotheses.

RESULTS AND DISCUSSION

Descriptive Analysis

General Description of Research Respondents

This study involved 100 respondents who are active TikTok Shop users in Semarang City. Respondents were selected based on certain criteria, namely those aged between 18 to 30 years old and have made at least two purchases within the last 30 days. These characteristics were chosen because younger age groups are the dominant users of social media-based e-commerce platforms such as TikTok Shop. To gain a more comprehensive understanding of the respondents' profiles, this study classifies them based on three main aspects, namely gender, age group, and purchase frequency.

The following is a combined table that illustrates the distribution of respondents based on these categories:

Table 1. Characteristics of Research Respondents

No	Category	Frequency	Percentage
1	Gender: Male	34	34%
2	Gender: Female	66	66%
3	Age: 18-22 years old	52	52%
4	Age: 23-26 years	37	37%
5	Age: 27-30 years	11	11%
6	Purchase Frequency: 2 times	32	32%
7	Purchase Frequency: 3-5 times	49	49%
8	Purchase Frequency: more than 5 times	19	19%

Based on the table above, it can be seen that the majority of respondents in this study are female (66%), indicating

that TikTok Shop is of interest to female consumers in Semarang City. In terms of age, the 18-22 age group dominates with 52%, indicating that the younger generation is an active user of this platform, most likely due to the high level of digital literacy and interest in interactive features such as Live Streaming and viral content. Meanwhile, based on purchase frequency, most respondents make purchases 3-5 times a month (49%), indicating that TikTok Shop has become part of their digital shopping routine. These findings reinforce the relevance of TikTok Shop as one of the key channels in social media-based e-commerce, especially among urban youth in Indonesia.

Validity Test

Validation refers to the level of accuracy of the data collected by the researcher regarding the research material, with the aim of testing the validity of each item. The calculation process involves comparing the numerical values obtained with the total score. This test evaluates the reliability and validity of the questionnaire. The significance test is carried out by comparing the calculated r value with the r value listed in the table, which is obtained from a significance level of 5% and degrees of freedom (df) of $n-2$. Table 5.4 below explains the validity analysis for the relationship between service quality, price, promotion, and customer loyalty.

Table 2. Validity Test

Indicator	R-table	R-count	Description
<i>Live Streaming</i>			
X1.1	0,837	0,1966	Valid
X1.2	0,837	0,1966	Valid
X1.3	0,809	0,1966	Valid
X1.4	0,824	0,1966	Valid
X1.5	0,823	0,1966	Valid
<i>Viral Marketing</i>			
X2.1	0,747	0,1966	Valid
X2.2	0,763	0,1966	Valid
X2.3	0,777	0,1966	Valid
X2.4	0,707	0,1966	Valid
X2.5	0,797	0,1966	Valid
<i>Cash on Delivery System</i>			

X3.1	0,776	0,1966	Valid
X3.2	0,761	0,1966	Valid
X3.3	0,723	0,1966	Valid
X3.4	0,805	0,1966	Valid
X3.5	0,773	0,1966	Valid
Online Customer Reviews			
X4.1	0,748	0,1966	Valid
X4.2	0,780	0,1966	Valid
X4.3	0,790	0,1966	Valid
X4.4	0,830	0,1966	Valid
X4.5	0,835	0,1966	Valid
Purchase Decision			
Y1.1	0,846	0,1966	Valid
Y1.2	0,770	0,1966	Valid
Y1.3	0,806	0,1966	Valid

Source: SPSS Processing Results, 2026

For each indicator in the variable questionnaire, the calculated r value exceeds the critical r value, thus proving that all items meet the established criteria and are considered feasible to proceed to the next stage of analysis.

Reliability Test

Once the questions were verified, the researcher conducted a reliability test to ensure that the questions accurately measured the target variable. This ensures data consistency, with Cronbach's alpha values above 0.60 indicating reliable measurement.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Standardised Value	Description
Live Streaming	0,884	0,60	Reliable
Viral Marketing	0,815	0,60	Reliable
Cash On Delivery Payment System	0,825	0,60	Reliable
Online Customer Reviews	0,857	0,60	Reliable
Purchase Decision	0,729	0,60	Reliable

Source: SPSS Processing Results, 2026

As shown in the previous table, the Cronbach's alpha coefficient for each variable exceeds the threshold of 0.60, which indicates that all constructs fulfil the reliability criteria. Therefore, the dataset is considered statistically reliable.

Classical Assumption Test

Normality Test

The normality test evaluates whether the residual values conform to a normal distribution, using the Kolmogorov-Smirnov method. This assessment is made by examining the significance level of the test: a value > 0.05 indicates a normal distribution, while < 0.05 signifies abnormalities. In addition, normally distributed residual values will form a diagonal line on the scatter diagram. The following results were obtained through the Kolmogorov-Smirnov test in SPSS 26:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardised Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.75640499
Most Extreme Differences	Absolute	.074
	Positive	.057
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The Kolmogorov-Smirnov test result ($p = 0.200$) exceeds the significance level of 0.05, thus supporting the assumption that the data is normally distributed, as shown in Table 4.

Multicollinearity Test

To diagnose multicollinearity, the relationship between the independent variables was evaluated using the Tolerance and VIF thresholds. VIF values below 10 and Tolerance values above 0.10 indicate the absence of multicollinearity. If the VIF value exceeds 10 and the Tolerance value falls below 0.10, the data indicates multicollinearity, rendering subsequent analyses invalid. These diagnostics are summarised in Table 5:

Table 5. Multicollinearity Test

Coefficients ^a	
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Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.873	.606		1.441	.153		
<i>Live Streaming</i>	.094	.045	.186	2.067	.041	.230	4.340
<i>Viral Marketing</i>	.179	.065	.297	2.739	.007	.158	6.314
COD Payment System	.140	.053	.234	2.637	.010	.237	4.213
Online Customer Review	.153	.059	.253	2.598	.011	.196	5.107

a. Dependent Variable: Purchase Decision

Diagnostic tests confirm the absence of multicollinearity, characterised by Tolerance values exceeding 0.1 and VIF values remaining below 10, thus confirming the independence of the predictor variables in the model.

Heteroscedasticity Test

The heteroscedasticity test is conducted to assess the presence of non-constant variance in the residuals. This condition can be identified by observing

the scatter diagram of the residuals, but the Glejser test provides a formal statistical evaluation. The purpose of this test is to determine the presence or absence of heteroscedasticity by analysing the significance of the coefficient values obtained from the independent and dependent variables. A p value that exceeds 0.05 indicates no evidence of heteroscedasticity. The results of the Glejser test, conducted using SPSS 26, are presented below:

Table 6. Heteroscedasticity Test

Model	Coefficients ^a			t	Sig.
	Unstandardised Coefficients		Standardised Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.749	.318		5.508	.000
<i>Live Streaming</i>	-.013	.024	-.112	-.567	.572
<i>Viral Marketing</i>	-.042	.034	-.292	-1.225	.224
COD Payment System	.012	.028	.085	.437	.663
Online Customer Review	-.010	.031	-.070	-.327	.745

a. Dependent Variable: ABS_Res1

To assess heteroscedasticity, the Glejser test is used. The results in Table 5.8 show that all significance values exceed 0.05, confirming that there is no heteroscedasticity. Therefore, the regression model fulfils the necessary assumptions and can be used reliably.

T-test (One-sided t-test)

The t-test serves as a diagnostic tool for the regression coefficients, determining whether the equation obtained is statistically valid. With a significance level of 5%, this test compares the calculated t value with the

critical t value. The results of this diagnostic are summarised in Table 5.9:

Table 7. The t-test

Model	Coefficients ^a				
	Unstandardised Coefficients	Standardised Coefficients	t	Sig.	
	B	Std. Error Beta			
1 (Constant)	.873	.606	1.441	.153	
<i>Live Streaming</i>	.094	.045	.186	.2067	.041
<i>Viral Marketing</i>	.179	.065	.297	2.739	.007
COD Payment System	.140	.053	.234	2.637	.010
Online Customer Review	.153	.059	.253	2.598	.011

a. Dependent Variable: Purchase Decision

1. Hypothesis Test 1 (H1)

The analysis confirms hypothesis (H1). The *Live Streaming* variable (X1) shows a statistically significant impact on Purchasing Decision (Y), validated by the t-value (2.067) exceeding the critical threshold (1.660) and the p-value (0.041) being below the 0.05 significance level, leading to the rejection of the null hypothesis (Ho).

2. Hypothesis Test 2 (H2)

Hypothesis H2 is also validated. *Viral Marketing* (X2) is proven to significantly influence Purchasing Decision (Y), as evidenced by the strong t-value (2.739 > 1.660) and highly significant p-value (0.007 < 0.05), which results in the rejection of the null hypothesis (Ho).

3. Hypothesis Test 3 (H3)

Hypothesis H3 received evidence of support. The *Cash On Delivery* payment system (X3) shows a

significant effect on Purchasing Decisions (Y), indicated by a t-value (2.637 > 1.660) exceeding the critical value and a p-value (0.010 < 0.05), thus rejecting Ho.

4. Hypothesis Test 4 (H4)

Hypothesis H4 is accepted. *Online Customer Reviews* (X4) show a partially significant effect on Purchasing Decisions (Y), supported by a t-value (2.598 > 1.660) and a significant p-value (0.011 < 0.05), thus rejecting Ho.

F Test (Simultaneous Hypothesis Testing)

The F test acts as a collective effect assessor, assessing whether the entire group of independent variables together has a statistically significant effect on the dependent variable by pitting the test significance level against the benchmark F value. The results are as follows:

Table 8. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	263.197	4	65.799	110.357	.000 ^b
Residual	56.643	95	.596		
Total	319.840	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Review, *Live Streaming*, COD Payment System, *Viral Marketing*

The findings show that *Live Streaming*, *Viral Marketing*, COD, and *Online Customer Reviews* significantly drive purchasing decisions, supported by strong statistical evidence ($F = 110.357$, $p = 0.000$). This underscores the significant positive impact of service quality, price, and promotion in fostering customer loyalty.

Coefficient of Determination (R^2)

The Adjusted R Square value acts as an explanatory measure of the model, measuring the extent to which the collective influence of the independent variables explains the observed fluctuations in the dependent variable. This value is presented in the table below:

Table 9. Coefficient of Determination

Model	R	Model Summary ^a			Std. Error of the Estimate
		R Square	Adjusted R Square	R	
1	.907 ^a	.823	.815		.772

a. Predictors: (Constant), Online Customer Review, *Live Streaming*, COD Payment System, *Viral Marketing*
b. Dependent Variable: Purchase Decision

The findings above show an R Square coefficient of 0.823, which means that *Live Streaming*, *Viral Marketing*, COD payment system, and *Online Customer Reviews* collectively account for 82.3% of the variation in Purchasing Decision. The remaining 17.7% of this variation remains attributable to factors outside the scope of the current study.

Discussion

The Effect of *Live Streaming* on Purchasing Decisions

Statistical evidence shows that *Live Streaming* has a positive and significant effect on purchasing decisions for TikTok Shop in Semarang City. With a calculated t-value of 2.067 that exceeds the critical value of 1.660

and a p-value of 0.041 less than 0.05, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is supported: separately, *Live Streaming* increases consumers' propensity to buy.

Live Streaming stands out because it provides real-time interaction and live visualisation that fosters trust and reduces information asymmetry between sellers and buyers. Through observing product demonstrations, asking questions and getting spontaneous feedback, consumers engage in an immersive, authentic and emotionally satisfying shopping journey. This engagement effect not only drives purchase interest but also accelerates the decision-making process, especially among the younger generation who tend to be responsive to short video content.

Zhou & Tong. (2022) found that emotional engagement and perceived authenticity in live-streaming commerce significantly increased consumers' purchase intention. X. Liu et al. (2022) reported that the high interactivity and responsiveness of sellers during live-streaming acts as a catalyst for trust, which has a direct impact on purchase decisions. He et al. (2024) showed that live-streaming content that combines product demonstrations and storytelling can increase sales conversions through the paths of trust and hedonic pleasure. Astuti & Febrianty. (2025) on a sample of TikTok Shop users in Medan confirmed that interactive live-streaming significantly drives purchasing decisions because it presents visual evidence of the product and the social proximity of the seller.

Based on this empirical evidence, the utilisation of *Live Streaming* is a crucial strategy for TikTok Shop sellers.

Efforts to improve the quality of presentation ranging from lighting, camera angles, to responsiveness in answering questions and composing interesting storytelling scripts will increase the chances of conversion and maintain customer loyalty amid increasingly fierce *e-commerce* competition.

The Effect of Viral Marketing on Purchasing Decisions

This study clearly shows that when a product goes "viral" on TikTok Shop in Semarang, it actually influences users' decision on which product to buy. The statistical evidence is strong in that the t-test result (2.739) exceeds the threshold (1.660), and the significance level (0.007) is well below the standard (0.05). This proves that viral marketing tactics are an important factor shaping users' purchasing choices on this *platform*.

Viral marketing is a marketing strategy that relies on spreading content through social networks in a rapid, widespread, and often indirect way. On the TikTok *platform*, this strategy is particularly effective as content can reach thousands or even millions of users in a short period of time. Promotional videos that are engaging, entertaining, and relatable trigger consumers to share them voluntarily, which psychologically creates a social effect and increases purchase intention.

Successful viral content usually contains emotional elements, authenticity, or humorous appeal, and has an easy-to-share format. In TikTok Shop, content forms such as unboxing videos, before-after products, challenges, or consumer testimonials are proven to create emotional impact and high engagement. The higher the engagement, the greater the likelihood of purchase, as consumers feel closer to and trust the product.

Nguyen et al. (2024) found that *Viral Marketing* has a significant influence on purchasing decisions by utilising electronic word-of-mouth which basically uses it as a channel that connects interesting content with actual consumer actions. Research by (Yulinar et al., 2025) shows that *Viral Marketing* strategies through TikTok directly increase Gen Z's purchase intention, strengthening the argument that interesting and *catchy* content can encourage young consumers to make purchasing decisions. Research by (Lin & Nuangjamnong, 2022) by shows that *customer engagement* created through *influencer* interactions, comments and *live feedback* on TikTok Live contributes significantly to consumer *purchase intention*, with *customer trust* as the main mediator. Research by (Oktaviani & Nurlinda, 2023) shows that perceptions of *viral marketing* significantly build *customer trust*, which then directly increases *purchase intention*.

Thus, *viral marketing* is proven to be an important factor in influencing purchasing decisions in TikTok Shop users. For this reason, it is recommended that business actors continue to maximise viral strategies through content that is communicative, emotional, and easy to spread in order to reach more consumers and increase purchasing power effectively.

The Effect of Cash On Delivery Payment System on Purchasing Decisions

For TikTok Shop users in Semarang, the COD payment option is the most influential choice in determining their purchasing decisions. The data states that the COD variable shows a positive and statistically significant influence on purchasing decisions. The t-test ($2.637 > 1.660$) and

low significance level ($0.010 < 0.05$), reject the null hypothesis (H_0) and confirm that COD is a key factor driving sales on the *platform*.

The COD payment system provides psychological comfort to consumers as they only need to pay once the product is received. This scheme reduces the worry of fraud risk, especially for new buyers or those who are not familiar with the seller's reputation. COD is a solution to the issue of trust in online transactions, as well as a key preference for some Indonesian consumers who are still reluctant to use digital payments. In addition, this flexibility makes the shopping process more convincing and encourages consumers to make purchasing decisions faster.

The COD feature can also stimulate impulse purchases as it lowers cognitive barriers in the checkout process. Consumers do not have to think long about payment methods or transaction security, as this system is considered more secure and practical. This makes COD an important factor in sales conversion, especially among users who are more traditional or not fully digital literate.

Lutfianisa et al. (2021) found that COD builds trust, which mediates the relationship between COD and buying decisions on Facebook buying and selling forums. Nasution & Surya. (2025) showed that factors such as safety, convenience, and previous experience with COD influence consumer preferences in Indonesia. Sulastri. (2025) reported that COD increases consumer convenience as payment is made upon receiving the goods, which lowers the perception of risk in Shopee transactions. Faizah et al. (2025) found that the use of COD increases Tokopedia and Shopee consumers' purchase intention,

especially for those who are dubious about electronic transfer methods because it provides a sense of comfort and risk reduction.

Thus, the implementation of the COD payment system is proven to be effective as one of the strategies that drive purchasing decisions, especially in the Indonesian *e-commerce* market which still faces digital trust challenges. Sellers at TikTok Shop are advised to continue providing COD options to reach more market segments, increase consumer convenience, and strengthen store credibility.

The Effect of *Online Customer Reviews* on Purchasing Decisions

For TikTok Shop users in Semarang, the opinions of fellow online shoppers are highly influential in their purchasing choices. Partial hypothesis testing confirms that *Online Customer Reviews* act as a strong positive force in purchasing decisions. The statistical evidence is that with a *t* value of 2.598 exceeding the threshold (1.660) and a significance level of 0.011 which is far below 0.05, the researcher rejects the null hypothesis (H_0) and accepts the alternative hypothesis (H_1), proving that these reviews are a major determining factor in the decision-making process.

Online customer reviews are becoming one of the most powerful forms of *social proof* in the digital ecosystem. Before making a purchase, potential consumers tend to seek the opinions of others who have tried the product first. Information such as star ratings, experience comments, and photos and videos from previous users provide clarity that helps consumers evaluate product quality and credibility. In TikTok Shop, the existence of this review feature is an important factor that strengthens buyer confidence, especially in new or unknown product categories.

Online Customer Reviews also act as a substitute for direct product experience. When consumers cannot physically touch or try out an item, they rely on the experience of others as a reference. Therefore, positive, informative and consistent reviews will increase trust and strengthen the decision to buy. Conversely, negative or dishonest reviews can reduce purchase intention even if the product is actually of good quality.

Zhu et al. (2020) show that perceptions of information quality and social presence in reviews directly build trust which reduces uncertainty and increases consumer purchase intentions. Chevalier & Mayzlin. (2003) revealed that consumers trust user reviews more than official advertisements, and positive reviews can significantly increase sales. According to (Ahn & Lee, 2024) online reviews are not just information, but also shape social norms; high star ratings provide strong signals, reduce uncertainty and increase purchase intention through informational and normative influences. Samosir & Saragi (2023) state that positive customer reviews in marketplaces such as Shopee and Tokopedia influence Gen Z consumers' purchasing decisions. Research (Wijaya & Sienatra, 2023) shows that credible online reviews, especially those accompanied by perceptions of high product quality, significantly increase the *purchase intention* of Shopee, Lazada, and Gramedia.com consumers.

Thus, it can be concluded that *Online Customer Reviews* have an important role in shaping purchasing decisions, especially in TikTok Shop which is based on community interaction. Sellers are advised to encourage previous buyers to provide honest and quality reviews as part of their digital marketing strategy, as they

can significantly improve store reputation and influence potential buyers.

CONCLUSION

Based on the results of the data analysis that has been carried out, it can be concluded that the four independent variables in this study, namely Live Streaming, Viral Marketing, Cash On Delivery (COD) payment system, and Online Customer Reviews, all have a significant positive influence on the purchasing decisions of TikTok Shop users in Semarang City. In particular, the Live Streaming variable has a positive effect with a regression coefficient of 9.4%, which indicates that an increase in Live Streaming activity can increase consumer purchasing decisions. The direct interaction presented by this feature plays a role in fostering consumer confidence in the products displayed.

Viral Marketing shows the greatest influence on purchasing decisions, with a regression coefficient of 17.9%. This indicates that interesting, informative, and easily shared content on TikTok can create strong brand awareness and encourage consumers to take purchasing actions. The COD payment system also makes a positive contribution to purchasing decisions with a regression coefficient of 14%, where this payment method provides a sense of security for consumers because it allows payment to be made after the goods are received. Meanwhile, Online Customer Reviews also contributed significantly with a regression coefficient of 15.3%, indicating that positive and credible reviews have a major role in building trust and influencing consumer confidence in the product to be purchased.

Overall, it can be concluded that of the four variables studied, Viral Marketing is the most dominant factor

influencing purchasing decisions, followed by Online Customer Reviews, COD payment systems, and finally Live Streaming. This result indicates that TikTok Shop consumers tend to rely on viral content and peer reviews as the main consideration in making purchasing decisions. These factors not only shape consumer perceptions, but also become important elements in digital marketing strategies that aim to effectively drive sales conversions in a social media-based e-commerce environment.

Based on the research findings and various limitations, there are several suggestions that can be given to various interested parties. For the TikTok Shop company, it is recommended that they pay more attention to and optimise the use of features that are proven to have a significant influence on purchasing decisions, such as Live Streaming, Viral Marketing, and Online Customer Reviews. Improving the quality of interaction through Live Streaming can build consumer closeness and trust in a more personalised manner. In addition, companies can provide training for sellers to effectively utilise Viral Marketing strategies and manage customer reviews well, including responding professionally to criticism and encouraging positive reviews from satisfied customers. Given the importance of the COD payment system in building trust, TikTok Shop also needs to establish more intensive cooperation with logistics companies to ensure the smooth and safe COD transactions in various regions of Indonesia.

For future researchers, this research can be used as a foothold to expand the scope of the study, both geographically and demographically, so that the results obtained are more representative of TikTok Shop users nationally. Further research is also

expected to explore other variables that have not been examined in this study, such as the influence of price, product quality, promotional design, to local social and cultural values that may also affect consumer behaviour in the context of social media-based e-commerce.

For related parties such as sellers, platform developers, and digital marketers, the results of this study can be used as a basis for developing more effective and data-driven marketing strategies. Sellers are advised to actively use the Live Streaming feature and create potentially viral content to reach a wider range of consumers. The management of Online Customer Reviews also needs serious attention, as reviews have a direct impact on store reputation and the perception of new customers. On the other hand, TikTok Shop platform developers may consider enhancing features that support seller and consumer interactions, such as a more intuitive Live Streaming interface and a more transparent and validated review system.

Finally, for the government and e-commerce regulatory agencies, the results of this study can serve as a basis for developing policies that better support the growth of digital commerce in Indonesia. Regulations that ensure transaction security and consumer protection, especially in the implementation of COD payment systems, need to be strengthened through cross-sector cooperation with logistics industry players. This is important to create a healthy, inclusive, and sustainable e-commerce ecosystem along with the increasing adoption of social media platforms as digital distribution and marketing channels.

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