

The Influence of Luxcrime Product Reviews on the Tiktok Application on Consumer Purchase Decisions in Medan City

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ABSTRACT: In the digital era, social media platforms such as TikTok have become powerful channels for shaping consumer behavior, particularly in the beauty industry. This study examines the influence of Luxcrime product reviews on TikTok on consumer purchase decisions in Medan City. Using a quantitative correlational approach, data were collected through questionnaires from 100 female respondents aged 17–40 who had watched Luxcrime product review content on TikTok and had purchased the product. Data were analyzed using Spearman's Rank Order Correlation with SPSS 29.0. The results show a significant and moderately strong relationship ($\rho = 0.626$, $p < 0.05$) between exposure to product reviews and purchase decisions, with a coefficient of determination of 39%. These findings indicate that authentic and informative TikTok reviews positively affect consumers' decisions to purchase Luxcrime products. The study concludes that video-based e-WOM on TikTok enhances consumer trust, stimulates buying interest, and serves as an effective marketing strategy for beauty brands to optimize promotional efforts and improve sales performance.

Keywords: Product Review, Electronic Word of Mouth (E-WOM), Purchase Decisions, Tiktok.



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INTRODUCTION

The rapid growth of social media users has created new opportunities for businesses to utilize these platforms as tools of marketing communication. Marketing communication is defined as a set of activities aimed at delivering messages to consumers through various media, with the goal of influencing knowledge, attitudes, and behavior (Kennedy & Soemanegara, 2020). In Indonesia, the number of internet and social media users continues to increase significantly. According to Hootsuite (We Are Social), there were 191.4 million active social media users in 2022, accounting for more than half of the country's total population of 277.7 million (Kemp, 2022).

The growing reliance on social media has shifted many businesses from conventional promotional methods, such as banners, to online strategies that are more cost-effective and engaging. Social media enables companies to reach potential customers through interactive audio-visual content

and to accelerate the dissemination of information Sutrisno & Aprillia, (2022). Among these platforms, TikTok has become one of the most popular in Indonesia, recorded as the most downloaded application in the first quarter of 2022 (Bestari, 2022). Developed by ByteDance, TikTok allows users to share short-form videos enhanced with music, filters, and creative editing features, making it an attractive platform for tutorials, tips, and especially product reviews.

Product review content on TikTok often provides audiences with detailed and practical information about a product's features, benefits, and drawbacks. As Keller (as cited in Nabila, 2019) emphasizes, product knowledge plays a crucial role in shaping purchase intentions, since consumers are more likely to choose products that are familiar and endorsed by others. A pre-survey conducted by the researcher through Instagram story polls revealed that 89% of 128 respondents reported watching product reviews before making purchases, while another poll found that 51% of 131 respondents preferred TikTok over Instagram for product review content. This shows that TikTok has become the dominant platform for beauty product reviews.

Luxcrime, a local Indonesian beauty brand, is an example of how TikTok product reviews contribute to sales performance. The Blur & Cover Two Way Cake powder was one of the most viral products on TikTok in late 2020 (Kompas.com, 2022). Luxcrime, founded in 2015 by Achmad Nurul Fajri, has since become one of the best-selling local brands, ranking third on Shopee and Tokopedia in April–June 2022 with a 5.07% market share Ramadhani, (2022). The brand's popularity is also tied to consumer satisfaction expressed through online reviews. Compared to Instagram, TikTok provides more abundant and accessible review content due to its video-centric format, which is considered more engaging as it stimulates both visual and auditory senses (Kristina, 2021).

Product reviews are a form of electronic word of mouth (e-WOM), as they convey consumer-generated opinions and evaluations on digital platforms (Sari et al., 2022). Positive reviews have the potential to increase purchase interest, while negative reviews can decrease it and even harm a brand's image (Saputri & Novitaningtyas, 2022). However, previous studies show inconsistent results: Ilmiyah & Indra, (2020) reported that product reviews did not significantly influence purchase decisions, while Munfarida & Fahimah (2023) found the opposite.

Based on these findings, this study aims to analyze the influence of Luxcrime product reviews on TikTok on consumer purchase decisions in Medan City. The research focuses on three e-WOM dimension like intensity, valence of opinion, and content—in order to better understand their role in shaping consumer decision-making.

New Media

The increasingly modern development of technology has also driven the development of mass communication, with the discovery of the internet as a form of mass media categorized as new media. New media is internet-based and oriented towards computer and smartphone users. New media is synonymous with the use of technology by modern society. It is a media platform that

can be utilized for communication for various purposes, including entertainment, experiences, and knowledge, as well as life needs that intersect with the functions of media technology (Fikri, 2021).

Tiktok Social Media

Social media can be utilized by various groups, organizations, and individuals to exchange information. Its large and personal user base has led many businesses and marketers to utilize it for various purposes, such as creating branded content and sharing it with their target audiences. Furthermore, the interactive nature of social media makes it an ideal platform for marketers to participate in customer conversations and listen to customer feedback. Marketers can also use social media to reach customers with relevant marketing content.

TikTok is a social media platform that allows users to create short videos. The app allows users to create videos up to ten minutes long, featuring music, filters, and other features. What sets TikTok apart from other social media platforms is its algorithm, which adapts to users' interests and preferences. This means each account has a unique For Your Page (FYP).

Product Review Content

Content is information that becomes a topic of discussion in the media. The term "review" refers to an overview. Product review content involves assessing something to identify its advantages and disadvantages (Agustinus & Marbun, 2020, p. 59). The message conveyed in a review can be both positive and negative in relation to a brand or product.

By watching product reviews, the audience can be exposed to the messages conveyed. These messages relate to the advantages or disadvantages of a product. The extent of this message exposure can influence the audience's decision to purchase the reviewed product. Exposure to product review video content can affect an individual's attitude, which consists of cognitive, affective, and conative components (Dirgantara, 2020).

Marketing Communications

Kotler and Keller state that marketing communication is a means used by companies to inform, persuade, and remind consumers, both directly and indirectly, about the products and brands they sell. Marketing communication is not only about connecting consumers with producers, but also connecting consumers with their social environment. This means that marketing communication can occur in two types: marketing communication originating from companies and from consumers. Marketing communication originating from companies usually occurs in the form of promotions and all kinds of mixes, meaning that the company in question is making efforts to communicate its products or company to the wider community so that people can recognize and purchase the product. Meanwhile, marketing communication originating from the community

usually occurs in the form of responses that are the results or consequences of using the company's products (Firmansyah, 2020).

Electronic Word of Mouth (E-WOM)

Thurau et al Gunawan & Rinawati, (2019) explain that Electronic Word of Mouth is a positive or negative statement made by potential customers, actual customers, and former customers about their experience with a product or company via the internet. Although similar to traditional WOM forms, e-WOM offers various ways to exchange information, both information that has a clear source or anonymously (confidential). E-WOM has its own advantages, namely it provides geographical freedom where all people spread across various places can contribute to the dissemination of information.

E-WOM impacts two levels: market-level analysis, which focuses on marketing parameters, such as increased product sales resulting from positive e-WOM, and individual-level analysis, which focuses on consumer behavior, where positive e-WOM can positively influence consumer purchasing decisions.

According to Gayotte Yunitasari, (2018) to measure the influence of Electronic Word of Mouth (e-WOM) you can use the following dimensions:

1. Intensity

Intensity in e-WOM refers to the number of opinions posted by consumers on a social networking site. Indicators of intensity are divided into the following:

- a) Frequency of accessing information from social networking sites; how often potential consumers browse mobile to get information about a particular brand or product.
- b) Frequency of interaction with social networking site users; how often potential consumers browse on mobile and interact with other users on social media, such as contributing comments containing questions or statements.
- c) The large number of reviews written by social networking site users; the large number of reviews spread across social media, consisting of various positive and negative comments.

2. Valence of Opinion

It is the consumer's opinion, whether positive or negative, of a product, service or brand.

3. Content

Content is the information contained on social networking sites related to products and services. Content indicators include all information about the product or service, including price, quality, and so on.

Purchasing Decision

According to Kotler and Keller Darmanshah & Sri, (2020), the purchasing decision is the stage in the decision-making process where consumers actually make a purchase. The purchasing decision process begins when consumers recognize a problem or need for a desired product. The purchasing process describes the reasons why someone likes, chooses, and purchases a product with a particular brand. According to Kotler (cited in Firmansyah, 2020, p. 21), there are five stages in the purchasing decision process: problem recognition, information search, alternative evaluation, purchasing decision making, and post-purchase behavior.

METHOD

Research methods

This research uses a quantitative approach with a correlational method. This approach was chosen because it allows researchers to objectively test hypotheses through statistical analysis of data obtained from a specific population or sample (Sugiyono & Lestari, 2021). The correlational method was chosen because it aligns with the research objective, which is to determine the extent to which the independent variable (product reviews on TikTok) influences the dependent variable (purchase decisions).

Population and Sample/Informants

The population in this study were female Luxcrime consumers. The sample size was determined using the Slovin formula, with a 90% confidence level and a 10% margin of error, resulting in 100 respondents. The sampling technique used in this study was purposive sampling. Purposive sampling is a statistical sample selection method where researchers select samples based on certain considerations Humaizi et al., (2024). The criteria included: women aged 17 to 40 years old who reside in Medan, are active TikTok users, and have watched Luxcrime brand product review content on TikTok more than once. In addition, respondents must also have experience purchasing Luxcrime products at least once.

Research Location

This research was conducted in Medan, a metropolitan city in Indonesia with a high social media user population, particularly among women of productive age. Medan was chosen as the research location because it represents active consumers who are responsive to digital content, including beauty product reviews on TikTok.

Instrumentation or Tools

Data collection in this study used a systematically compiled, closed-ended questionnaire distributed online via Google Forms. This questionnaire was designed to measure two main variables: Luxcrime product reviews on TikTok as the independent variable (X) and purchasing decisions as

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the dependent variable (Y). A total of 24 questions were developed based on theoretical indicators of the concept of electronic word of mouth and consumer purchasing behavior.

Table 1. Operationalization of Research Variables

Variable	Dimension	Indicators	Item Example
(X) Product Review (E-Wom)	Intensity	Frequency of accessing reviews; frequency of interacting with users; number of reviews available	I often watch Luxcrime product review videos on TikTok before deciding to buy.
	Valence of Opinion	Positive or negative consumer opinions	Most Luxcrime reviews on TikTok are positive and influence me to buy.
	Content	Completeness of Product information (price, quality, function, ingredients)	Luxcrime TikTok reviews provide complete information about product benefit
(Y) Purchase Decision	Problem recognition	Awareness of product needs	I realized I needed Luxcrime products after seeing reviews on TikTok.
	Information search	Actively seeking review content	I searched for TikTok reviews before buying Luxcrime.
	Alternative evaluation	Comparing Luxcrime with other brands	I compared Luxcrime with other brands after watching TikTok reviews.
	Purchase decision	Decision to buy Luxcrime	I decided to purchase Luxcrime after watching TikTok reviews.”
	Post-purchase behavior	Re-purchase intention & recommendation	I recommend Luxcrime products to others after buying them.”

Data Collection Procedures

Prior to primary data collection, researchers conducted a pre-survey using the Instagram Stories polling feature to ensure the relevance of the variables used in the study. The pre-survey results indicated that most respondents were accustomed to watching product reviews before purchasing, with TikTok being the most frequently used platform.

Primary data collection was conducted online in January 2023, by distributing questionnaires to eligible respondents. Respondents were provided with explanations and instructions before proceeding to complete the form. Data collection in this study was conducted through field research using a questionnaire containing various questions. Furthermore, the researchers also conducted library research by visiting various credible sources relevant to the study.

Data Analysis

The data was analyzed using several techniques, namely single table analysis to describe the frequency distribution of variables, cross-table analysis to determine the relationship between variables, and hypothesis testing to test the strength and direction of the relationship of variables using the Spearman's Rho Rank-Order Correlation formula, which was run through the SPSS version 29.0 program. Validity testing was carried out by comparing the calculated r value and r table, while reliability testing was carried out using the Cronbach's Alpha coefficient to measure the internal consistency of the research instrument.

Ethical Approval (Optional)

Although no formal ethical approval was explicitly stated, this study was conducted in accordance with ethical research principles. Each respondent was informed about the study's purpose and participated voluntarily. No personal data was collected without the respondent's consent, and all respondent data was kept confidential and used solely for academic purposes.

RESULT AND DISCUSSION

**Table 2. Validity Test of Variable X
(Product Review Luxcrime On TikTok App)**

Variables	R count	R table	Information
X1	0.543	0.195	Valid
X2	0.591	0.195	Valid
X3	0.463	0.195	Valid
X4	0.740	0.195	Valid
X5	0.529	0.195	Valid
X6	0.574	0.195	Valid
X7	0.582	0.195	Valid
X8	0.512	0.195	Valid
X9	0.466	0.195	Valid
X10	0.555	0.195	Valid
X11	0.714	0.195	Valid
X12	0.599	0.195	Valid
X13	0.515	0.195	Valid
X14	0.694	0.195	Valid
X15	0.684	0.195	Valid
X16	0.540	0.195	Valid

Source: Research Data, 2023

Table 2. shows the validity test data, and it is known that all questionnaires for variable X, namely the Luxcrime product review on the Tiktok application, are valid because the scores listed *onrhitung* > 0.195 based on 5% significance test.

**Table 3. Validity Test of Variable Y
(Consumer Purchasing Decisions in Medan City)**

Variables	R count	R table	Information
Y1	0.815	0.195	Valid
Y2	0.772	0.195	Valid
Y3	0.584	0.195	Valid
Y4	0.775	0.195	Valid
Y5	0.817	0.195	Valid
Y6	0.736	0.195	Valid
Y7	0.775	0.195	Valid
Y8	0.475	0.195	Valid

Source: Research Data, 2023

Table 3. shows the validity test data, and it is known that all questionnaires for variable Y, namely consumer purchasing decisions in Medan City, are valid because the scores listed *onrhitung* > 0.195 based on 5% significance test.

Reliability Test

Reliability refers to the notion that the instrument used in research to obtain information is reliable as a data collection tool and capable of revealing actual information in the field. A reliable instrument is one that, when used repeatedly to measure the same object, will produce the same data (Sugiyono & Lestari, 2021). Researchers used the Cronbach's Alpha coefficient method. If the instrument's reliability is >0.6, the instrument is reliable. If the instrument's reliability is ≤0.6, the instrument is unreliable.

Table 4. Reliability Test of Variables X and Y

<i>Reliability Statistics</i>		
Variables	Cronbach's Alpha	Information
X	0.843	Reliable
Y	0.859	Reliable

Source: Research Data, 2023

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Table 4. shows the results of the reliability test where the Cronbach's Alpha (α) value obtained was 0.843 for variable X and 0.859 for variable Y. Based on the results above, Cronbach's Alpha (α) > 0.6 so it can be concluded that each question item in this study is reliable and reliable.

Hypothesis Testing

Hypothesis testing is a technique for testing research data to determine whether a proposed hypothesis is accepted or rejected. The hypotheses proposed in this study are:

Ho : There is no influence Product Review Luxcrime on the Tik Tok Application on Consumer Purchasing Decisions in Medan City.

Ha : There is an influence Product Review Luxcrime on the Tik Tok Application on Consumer Purchasing Decisions in Medan City.

The hypothesis test conducted in this study to test the relationship between two variables using the Spearman's Rank Order Correlation coefficient formula in the SPSS (Statistical Product and Service Solution) version 29 application. The results obtained from the hypothesis test that has been conducted are as follows.

Table 5. Hypothesis Test Table

Correlations				
			Product Review Luxcrime on the Tiktok Application	Consumer Purchasing Decisions in Medan City
rho	X	Correlation Coefficient	1,000	.626**
		Sig. (2-tailed)	.	<,001
		N	100	100
	Y	Correlation Coefficient	.626**	1,000
		Sig. (2-tailed)	<,001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: SPSS 29.0 Application Processing Data, 2023.

Based on the hypothesis test in table 5. above, the correlation coefficient (rs) was obtained at 0.626 with a significance of (sig. 2-tailed) = .001. This indicates that there is a significant influence through the hypothesis test conducted, because the significance number <0.05, Ho is rejected and Ha is accepted. Then, according to Kriyantono Hapsari, (2022) to see the level of relationship, the Guilford scale is used, as follows:

0 : No correlation

< 0.20 : Very low

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0.20 – 0.40 : Low but definite correlation

0.41 – 0.70 : Quite significant correlation

0.71 – 0.90 : High correlation

0.91 – 1.00 : Very high correlation

Based on the scale above, the correlation coefficient (r_s) is 0.626, which is on a scale of 0.41–0.70, indicating a significant relationship. Therefore, it can be concluded that this research hypothesis is accepted with a significant relationship.

Next, a determination test was conducted to determine the extent of influence Luxcrime product reviews have on consumer purchasing decisions in Medan. This was done to determine the independent variable (X) versus the dependent variable (Y) based on the rho value (r_s). The formula used is as follows:

$$KD = r_s^2 \times 100\%$$

$$KD = [(0,626)]^2 \times 100\%$$

$$KD = 0.391874 \times 100\%$$

$$KD = 39\%$$

The results of the determination test show that the strength of the influence of Luxcrime product reviews on the TikTok application on consumer purchasing decisions in Medan City in this study is 39%.

The findings indicate that Luxcrime product review content on TikTok is widely accessed by consumers in Medan City. Most respondents frequently watch Luxcrime product reviews and find them easily accessible due to their abundance on TikTok. In terms of content, the majority of respondents consider product review videos useful as they provide comprehensive information about Luxcrime products, including price, product variations and their functions, ingredients, as well as the products' strengths and weaknesses. Most respondents also expressed trust in TikTok content creators, believing that the information provided was accurate and factual.

Regarding purchase interest and behavior, most respondents stated that they were interested in purchasing Luxcrime products after watching positive review content. They felt confident in choosing Luxcrime products after seeking further information through product review content on TikTok, and the majority decided to purchase Luxcrime after evaluating alternative cosmetic brands. The study also found that 95% of respondents had purchased Luxcrime products because they were confident in the product's quality after watching reviews on TikTok.

In terms of post-purchase behavior, most respondents agreed to recommend Luxcrime products to others. Additionally, respondents expressed a strong interest in repurchasing the same Luxcrime products and trying other product variations from the brand.

Statistical analysis revealed a moderately strong relationship between Luxcrime product reviews on TikTok and consumers' purchase decisions in Medan City. The Spearman correlation test produced a coefficient (ρ) of 0.626 with a significance level of <0.05 , indicating a significant and moderately strong relationship according to Guilford's scale. Furthermore, the coefficient of determination showed that Luxcrime product reviews on TikTok influenced purchase decisions by 39%, while the remaining 61% was attributed to other factors beyond the scope of this study, such as income, product price, or individual consumer factors.

Interpretation of Key Findings

Luxcrime product review content distributed on TikTok is part of electronic word of mouth (e-WOM). Electronic word of mouth refers to the informal dissemination of information through internet-based or online platforms. The findings of this study indicate that Luxcrime product reviews on TikTok have a moderately strong influence on consumer purchasing decisions in Medan City. This result aligns with the e-WOM theory, which states that information shared via social media serves as a marketing tool that can influence consumers' purchasing decisions (Amil, 2021). Most respondents reported that Luxcrime review content on TikTok was easily accessible, and the majority perceived the information as accurate and useful, particularly regarding product prices, variations, ingredients, as well as strengths and weaknesses. This supports Keller's view (Nabila, 2019), which emphasizes that sufficient product knowledge enhances consumer confidence in making purchasing decisions. Therefore, product review content can be a key factor in assisting potential consumers in choosing products, especially when faced with uncertainty due to the availability of similar products from different brands.

In terms of purchase interest and behavior, most respondents expressed an interest in purchasing Luxcrime products after watching positive review content. This finding is consistent with the studies of Saputri and Novitaringtyas (2022), Fajrina, (2024), Sahabuddin et al., (2024), and Febrianti & Husda, (2025), which found that positive reviews can increase consumers' purchase intention, whereas negative reviews tend to decrease it. This result is also in line with the research of Erkan & Evans, (2016) and Khuzaini & Hardiansyah, (2024), which explained that e-WOM on social media significantly influences purchasing decisions.

A total of 95% of respondents reported purchasing Luxcrime products after feeling confident about the product's quality based on reviews on TikTok. This indicates that product reviews on TikTok function not only as an information medium but also as an effective indirect promotional tool in encouraging purchasing behavior. Consumer trust in content creators also plays an important role, as stated by Rahayu, (2022), who noted that the credibility of message deliverers in video-based content can enhance consumers' positive perceptions of a product. In line with this, the findings of Antony & Oktavianti, (2020) showed that the credibility of a communicator has a significant influence on purchasing decisions.

The Spearman correlation test yielded a coefficient (ρ) of 0.626 with a significance level of <0.05 , indicating a moderately strong relationship between exposure to product review content and purchase decisions. This suggests that the greater the consumer's trust and interest in the reviews

presented, the higher the likelihood of purchase. However, the coefficient of determination showed that product reviews only influenced purchasing decisions by 39%, while the remaining 61% was affected by other factors.

Comparison with Previous Studies

Overall, the results of this study indicate that social media such as TikTok are now not only entertainment channels but also information and marketing channels that directly influence consumer behavior, especially consumer decisions in purchasing a product. This is in line with research Fahimah & Munfarida, (2023) and Agustinus & Marbun, (2020) that product reviews influence purchasing decisions. The more positive the reviews given, the higher the likelihood of consumers making a purchase. Furthermore, this finding is consistent with research by Erkan and Evans (2016) which shows that e-WOM on social media significantly influences purchasing decisions, especially among young, digitally active consumers. These results are also in line with research by Rahayu (2022) which states that video-based review content has a greater impact than text-based content because it is able to convey emotions, real-life demonstrations, and create closeness between reviewers and audiences.

Limitations and Cautions

This study has limitations in terms of variable coverage. Based on the results of the determination test, it was found that the product review variable was only able to explain 39% of the influence on consumer purchasing decisions, while the remaining 61% was influenced by other factors not examined in this study. This indicates that there are other variables that may have a significant influence, such as income level, product price, service quality, and brand preference. Therefore, further research is recommended to consider these other factors to gain a more comprehensive understanding of consumer purchasing behavior. Furthermore, the research object is limited to one brand (Luxcrime) and one geographic location (Medan), so generalization to other regions or for different brands still requires further study.

Recommendations for Future Research

Future research is recommended to include additional variables such as price, product quality, income level, and brand trust, as these factors may significantly contribute to explaining consumer purchase decisions. Comparative studies across different social media platforms, including TikTok, Instagram, and YouTube, are also suggested to determine which platform is most effective in influencing purchasing behavior. Furthermore, expanding the research scope to other cosmetic brands and locations beyond Medan City would provide insights into differences in consumer behavior across urban and semi-urban areas. Lastly, future studies should explore the influence of different types of reviewers or influencers, such as celebrities, beauty influencers, and regular users, since reviewer credibility often plays a crucial role in shaping consumer trust and purchase decisions.

CONCLUSION

This study investigated the influence of Luxcrime product reviews on TikTok on consumer purchase decisions in Medan, Indonesia, and aimed to examine how review intensity, opinion valence, and informational content affect consumer behavior. The findings demonstrated that Luxcrime product review content significantly influenced purchase decisions, as evidenced by a Spearman correlation coefficient of $\rho = 0.626$ ($p < 0.05$), indicating a moderately strong relationship. Most consumers frequently watched Luxcrime product reviews, found them easily accessible, and perceived the information as accurate and useful, particularly regarding product price, variations, ingredients, and both strengths and weaknesses. Notably, 95% of respondents had purchased Luxcrime products due to positive reviews and recommendations, underscoring the persuasive role of e-WOM through video-based content.

These results highlight the practical implication that TikTok-based product reviews can serve as an effective indirect promotional tool for local beauty brands, suggesting that marketers should leverage authentic and informative review content to build consumer trust and drive sales.

While this study provides valuable insights into the role of TikTok product reviews in shaping purchase decisions, certain limitations should be noted, such as the limited scope to a single city (Medan) and one brand (Luxcrime), as well as the exclusion of other potential influencing variables like price sensitivity, income level, and brand trust. Future research should consider expanding to different cities, comparing various social media platforms, and examining other relevant variables and reviewer types (celebrities, influencers, or regular users). Such studies could enhance our understanding of social media-based e-WOM and inform more effective digital marketing strategies in the beauty industry.

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