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The Influence of Online Customer Reviews, Price and Perceived Quality on Purchase Intention of Wispie Brand Fashion Products on TikTok Shop

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ABSTRACT

The fashion industry continues to evolve as the use of digital platforms in shopping activities increases. TikTok Shop has become one of the platforms that makes it easier for consumers to obtain information and purchase fashion products online. In this process, customer reviews, price and product quality are key factors that consumers consider when forming their purchase intentions. This forms the basis of this study on Wispie products on TikTok Shop. This study aims to analyse the influence of online customer reviews, price and perceived quality on purchase intention for Wispie products on TikTok Shop. The study employs a quantitative approach using a survey method, whilst data analysis is conducted using multiple linear regression with the aid of SPSS. The research sample comprised 220 respondents selected using purposive sampling, with the criteria being Generation Z women who were aware of Wispie products on TikTok Shop. The results indicate that online customer reviews, price and perceived quality have a positive and significant influence on purchase intention, both partially and simultaneously. Among these three variables, perceived quality exerts the most dominant influence, followed by price, whilst online customer reviews have the least influence. These findings suggest that consumers' purchase intention regarding Wispie products is more strongly influenced by their perception of product quality and price appropriateness than by customer reviews.

Keywords: Online Customer Review, Price, Perceived Quality, Purchase Intention, TikTok Shop.

1. INTRODUCTION

Wispie is a clothing brand that focuses on women's shirt products and has the main target of young women from generation Z who follow fashion trends (Suara.com, 2025). Wispie products have characteristics in the form of fitted cuts that follow the shape of the body and the use of elastic rubber on the back of the waist to provide a slimmer and proportional look (Bhayangkara & Alvinasari, 2025). To reach its consumers, Wispie utilizes social media and e-commerce, especially TikTok and TikTok Shop as part of its digital marketing strategy.

The use of TikTok is relevant to the high popularity of the platform among generation Z. APJII data (2025) shows that TikTok is the social media most frequently accessed by generation Z, followed by Instagram and YouTube. Meanwhile, in the e-commerce category, TikTok Shop occupies the second position after Shopee as the most frequently used platform in Indonesia (APJII, 2025). TikTok is also developing as a social commerce because it integrates social interaction activities with transaction activities in one platform (Z & Hermawan, 2025). As a short video-based platform, TikTok has a strong appeal for young consumers, especially generation Z (Hasibuan & Desiana, 2025).

The use of TikTok Shop allows Wispie to provide a more practical and interactive shopping experience because consumers can view product content as well as interact with sellers through live broadcasts (FastMoss, 2026b). One of the features used is live shopping to introduce products, answer potential consumer questions, and provide information about products directly. Based on FastMoss (2025), Wispie conducted live shopping on TikTok 4,984 times from June 2024 to January 2026. In addition to interaction through live shopping, customer reviews are also an important part of the purchase decision process because they can provide an overview of product condition, visuals, and

quality based on previous consumer experiences (Riski & Darmawan, 2024). Therefore, the use of various digital features in e-commerce can support the creation of a more informative, interactive, and tailored shopping experience to consumer needs (Darma & Napitupulu, 2024).

Digital and interactive content play a role in expanding the dissemination of information while encouraging consumer purchase intent. This condition can be seen in the development of Wispie's revenue, which shows a tendency to increase over the past year. Based on FastMoss (2026), Wispie's revenue had experienced a surge in March 2025 to reach IDR 9.3 million, then increased consistently again to IDR 10.7 million. This increase shows that Wispie's product purchasing activity continues to grow despite various challenges in the consumer experience.

One of the problems faced by Wispie comes from online customer reviews. A number of consumers give negative reviews regarding product quality, especially clothing materials that are considered too thin and uncomfortable when used. This condition is related to the use of polycotton materials, which are a combination of polyester and cotton fibers. Ma et al. (2024) explained that the higher the polyester content, the lower the ability of the fabric to absorb moisture and support air circulation than pure cotton. In addition to materials, consumers also highlight the quality of finishing, such as untidy stitches, inconsistencies in size charts, and operational services that are considered detrimental to consumers (TikTok, 2026). These various negative experiences have the potential to lower consumer confidence and purchase intention (Abdillah & Pramesti, 2024).

In addition to quality, the price factor is also a concern. Based on FastMoss (2026), the price of Wispie products is at IDR 147,107, higher than some comparative products such as Missie Selena of IDR 132,660, Wearsary Julia Top of IDR 116,010, and HULM Chester of IDR 100,356. The price difference shows that consumers have various product alternatives with different price levels. Qoyyimah et al. (2024) stated that relatively high prices can be an obstacle, especially for price-sensitive consumers. Thus, the suitability between the price and the benefits received is one of the considerations of consumers in shaping purchase intentions.

Interestingly, although Wispie received various negative reviews related to quality, price, and operational services, its sales actually showed an increase. This phenomenon shows that there are certain factors that still encourage consumers to have a desire to buy Wispie even though they obtain unfavorable information. According to Kotler et al. (2022), purchase intention is a tendency or desire of consumers to acquire a product that can be formed from experience, consumption, or subjective assessment of the product.

This phenomenon can be studied through online consumer behavior theory. Turban et al. (2018) explained that online consumer behavior includes activities of seeking information, evaluating alternatives, making transactions, using, and evaluating products or services through the internet. This model divides factors that affect consumer decisions into uncontroll variables and controll variables. Uncontroll variables include Consumer Characteristics, Merchant and Intermediary-Related Factors, and Environmental Factors, while controll variables include Product/Service Factors and EC Systems.

In this study, online customer reviews and perceived quality are placed in Consumer Characteristics, especially aspects of knowledge, experience, and preference. Khammash (2008) explained that online customer reviews are a medium that allows potential consumers to obtain information and experience from consumers who have used the product. Park et al. (2007) also stated that consumers who provide reviews can act as information agents because they convey experiences as well as recommendations to potential consumers. Meanwhile, perceived quality describes consumers' subjective assessment of the advantages of a product as a whole (Zeithaml, 1988).

A number of studies show that online customer reviews can affect purchase intention. Adri Prita & Mursal (2022), Alfira (2025), Events et al. (2024), and Osman (2022) found a positive influence on online customer reviews on purchase intent. This means that the better the information and experience conveyed by consumers through reviews, the more likely potential consumers are to form an intention to buy. Conversely, negative reviews can increase consumer doubts about products.

In addition to online customer reviews and prices, perceived quality is an important factor in forming purchase intention. Tjiptono & Chandra (2016) explained that perceived quality is a consumer's assessment of the advantages of a product. Ardisa et al. (2022a) added that the perception is formed based on consumers' personal judgments, including when comparing products with similar products. Zeithaml (1988) emphasized that perceived quality is subjective and describes consumers' perception of product quality as a whole. Research by Anwar et al. (2022), Kouce Lomboan (2017), and Taufik et al. (2021) shows that perceived quality has a positive and significant effect on purchase intention. However, Jayadi & Ariyanti (2019) found that perceived quality does not have a significant effect on purchase intention in Visval bag products. These differences in results show that there is a research gap that still needs to be studied.

Based on the phenomenon of increasing Wispie sales amid the emergence of negative reviews, price problems, and differences in the results of previous research regarding online customer reviews, price, and perceived quality, further research is needed to determine the influence of these three variables on purchase intention. In addition, research that specifically tests these three variables on Wispie brand fashion products is still limited.

This study aims to analyze and explain the influence of online customer reviews on the purchase intention of Wispie products, analyze and explain the influence of price on the purchase intention of Wispie products, and analyze and explain the influence of perceived quality on the purchase intention of Wispie products.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is a series of activities carried out by individuals in searching, choosing, buying, using, evaluating, and ending the use of products or services to meet their needs and desires. Schiffman and Kanuk (2000) explain that consumer

behavior includes consumer actions in acquiring and using products and services. In line with that, Engel, Blackwell, and Miniard (1995) view consumer behavior as activities that are directly related to the process of obtaining, consuming, and ending the use of products or services, including decisions that precede those actions. Hoyer et al. (2023) added that consumer behavior includes the entire decision-making process regarding the acquisition, consumption, and use of various products, services, activities, experiences, people, and ideas. Meanwhile, Kotler et al. (2022) state that consumer behavior is related to the way individuals, groups, and organizations choose, buy, use, and consume products, services, ideas, or experiences to meet their needs and desires. Thus, consumer behavior can be understood as a process that includes information searching, selection, purchase, use, and evaluation of products or services.

2.2 Online Consumer Behavior

Online consumer behavior is a series of consumer actions when seeking information, evaluating alternatives, making transactions, using, and evaluating products or services through the internet. Turban et al. (2018) explain that understanding online consumer behavior helps sellers know how consumers make decisions in the digital environment. By understanding these stages, sellers can determine appropriate strategies to influence consumer purchase decisions.

According to Turban et al. (2018), online consumer behavior is influenced by five main factors, namely Consumer Characteristics, Merchant and Intermediary-Related Factors, Product/Service Factors, EC Systems, and Environmental Factors. These five factors consist of aspects that can and cannot be controlled by companies and interact with each other in shaping consumer decisions. The process can start from the emergence of awareness, attitude formation, intention, purchase decision, and repurchase. Therefore, online consumer behavior is not only influenced by individual characteristics, but also by the environment, products or services, as well as the quality of the digital systems used by companies (Turban et al., 2018).

2.3 Purchase Intention

Purchase intention is the tendency or encouragement of consumers to make purchases after receiving and processing information about a product. Hoyer et al. (2023) explained that purchase intention is formed through the process of cognitive and affective assessment of product information so that it causes the urge to buy. Peter and Olson (2010) view buying interest as an individual's intention to buy a certain product, while Kotler and Armstrong (2020) explain that buying interest shows a consumer's desire to acquire a product that is influenced by experience, use, consumption, and subjective assessment of the product. Thus, purchase intention shows the level of readiness and willingness of consumers to make a purchase before the actual purchase decision occurs.

Nam et al. (2017) measured purchase intention through three indicators, namely the intention to buy the product in the future, the intention to try the product in the future, and the intention to try to buy the product in the future. Ferdinand (2014) proposed four indicators of buying interest, namely Transactional, Referential, Preferential, and Exploratory. Meanwhile, Schiffman et al. (2010) used indicators in the form of Desire to find out information, Interest in finding out more, Interest in trying, Consideration of making a purchase, and Strong desire to buy. Nugraha et al. (2018) also stated that purchase intention can be measured through Interest, Prediction, Value, Purchase Probability, and Intention. In this study, the indicators proposed by Ferdinand (2014) were used because they were considered most appropriate to the focus and needs of the research.

2.4 Online customer review

Online customer reviews (OCR) are reviews or consumer experiences after making purchases through the marketplace platform, including assessments of products and services received (Thakur, 2018). Khammash (2008) explained that OCR can be a source of information for potential consumers through customer testimonials who have used products before. In line with this, Park et al. (2007) stated that consumers who provide reviews act as information agents because their experience can provide information as well as recommendations to potential customers. Thus, online customer reviews can be understood as information based on consumer experience obtained after interacting directly with products and services on the marketplace. Lackermair et al. (2013) put forward OCR indicators in the form of awareness, frequency, comparison, and impact. Meanwhile, Putri & Wandebori (2016) used the indicators of Perceived Usefulness, Source Credibility, Argument Quality, Valance, and Volume of reviews or number of reviews. Nisa & Dwijayanti (2022) measured online customer reviews through the credibility of the source, quality of opinion, perceived benefit, and number of reviews. In this study, Nisa & Dwijayanti (2022) indicators were used because they were considered in accordance with the object of the research and have covered important aspects in the assessment of online customer reviews.

2.5 Price

Price or price is a sum of money that consumers must spend in exchange for obtaining goods or services (Kasmir, 2015). Kotler et al. (2022) explain that price is the value that consumers pay to benefit from owning or using a product or service. Lovelock & Wirtz (2011) similarly stated that price reflects the costs incurred by customers in exchange for the expected benefits. Based on this understanding, price can be understood as the cost that consumers must pay to obtain products or services and the benefits offered. Therefore, the compatibility between price, quality, and benefits received is one of the considerations consumers in forming purchase intentions. Kotler et al. (2018) put forward price indicators that include Price Affordability, Price-Quality Fit, Price Competitiveness, and Price and Benefit Compatibility. Fadlilah et al. (2023) use price lists, discounts, and discounts as price indicators, while Palma & Andjarwati (2016) include price suitability with quality, affordable prices, competitive prices, prices according to benefits and value, and discounts. This study uses the indicators presented by Kotler & Armstrong (2020) because they are considered relevant to the purpose and context of the research and are able to provide price measurements that are in accordance with the variables studied.

2.6 Perceived Quality

Perceived quality is the subjective perception of consumers regarding the excellence or quality of a product as a whole (Zeithaml, 1988). Tjiptono & Chandra (2016) explained that quality perception is related to consumers' views of the superiority of a product. Meanwhile, Ardisa et al. (2022) stated

that perceived quality describes consumers' assessment of product quality based on personal perception, including when comparing it with similar products. Thus, perceived quality can be interpreted as a consumer's assessment of the quality and excellence of the product as a whole, so it is one of the factors that can affect purchase intent. Konuk (2018) measures perceived quality through High Quality, Superior Product, and Very Good Quality. Su & Chang (2018) use good quality, consistent quality, and reliable quality. Ardisa et al. (2022) put forward indicators in the form of overall product quality, excellence over other products, performance quality, durability and reliability, conformity of quality with price, and quality association through intrinsic and extrinsic attributes. Meanwhile, Billyyando & Tyas (2025) measured perceived quality through functional performance, design aesthetics, and material quality. This study uses the Billyyando & Tyas (2025) indicator because the three indicators are considered most appropriate to the characteristics of the research object and can describe consumer perception of product quality more relevantly.

3. RESEARCH METHODOLOGY

This study uses a quantitative approach that focuses on collecting and processing data in the form of numbers to test theories and hypotheses objectively (Creswell, 2009). This approach is used to obtain measurable results regarding the influence of Online customer reviews, price, and perceived quality on consumer purchase intention in Wispie products.

The research design used is causal research, which is a design that aims to identify cause-and-effect relationships between variables. According to Malhotra (2017), causal research is used to determine the influence of independent variables on dependent variables. In this study, online customer reviews, price, and perceived quality play the role of independent variables, while purchase intention is a dependent variable. The conceptual framework of the research is prepared based on the relationship between these variables.

This study uses primary data obtained directly from respondents through instruments prepared in accordance with the research objectives (Malhotra, 2017). Data collection was carried out using an online questionnaire distributed to TikTok users. The statements in the questionnaire were used to measure online customer reviews, price, perceived quality, and purchase intention. Respondents were selected based on certain characteristics to suit the object and purpose of the research.

The research was carried out in Indonesia with a data collection process through an online survey on the TikTok social media platform. The use of TikTok was chosen because it could help researchers reach respondents who were in accordance with the characteristics of the study. The questionnaire was compiled using a Google Form to make it easy to access, then disseminated through comments on Wispie's TikTok videos and comment columns during Wispie's TikTok live.

Wispie is a popular brand and is in great demand by Generation Z. Therefore, the population of this study is Generation Z women aged 14–29 years old in Indonesia. The sampling technique used is Non Probability sampling, which is a method that does not provide the same opportunity for each member of the population to become a respondent. Furthermore, a purposive sampling technique is used, which is the selection of respondents based on certain considerations and characteristics that are in accordance with the research objectives (Sugiyono, 2019).

Based on these considerations, the research sample was determined on Generation Z women aged 17–29 years who actively use TikTok social media. These characteristics were chosen because they are considered most relevant to the research context regarding online customer reviews, price, perceived quality, and purchase intention for Wispie products.

The collection of research data was carried out by distributing questionnaires online to respondents. The statements in the questionnaire were compiled based on the indicators of each research variable and used the Likert scale to measure the level of respondents' approval of the statements given. The questionnaire was created through Google Form to be easily accessible while assisting researchers in the process of collecting and recapitulating data. The distribution of the questionnaire was carried out through social media, especially TikTok, by asking respondents who were relevant to the content about Wispie to fill out the questionnaire. The data that had been collected was then summarized, processed, and analyzed using statistical methods that were in accordance with the purpose of the study.

Data analysis begins with testing the quality of the instrument through validity and reliability tests using SPSS. After the instrument is declared to meet the criteria, the analysis is continued with multiple linear regression to determine the influence of independent variables,

4. RESULTS AND DISCUSSION

4.1 Research Results

This study aims to analyze the influence of online customer reviews, price, and perceived quality on purchase intention in the Wispie fashion brand on TikTok Shop. Data was obtained through the distribution of online questionnaires through the TikTok platform. The respondents used were female TikTok users, knew the Wispie brand, but had never purchased Wispie products. A total of 220 respondents were successfully collected and all data were then analyzed using SPSS.

Based on the characteristics of the respondents, all 220 respondents or 100% were women. The selection was adjusted to Wispie's target market which focuses on female consumers. In terms of age, respondents aged 22 years were the largest group with 35 people (16%), then 28 people (13%) and 25 years old (12%). The other respondents were spread across the age of 17–20 years, 23–24 years, and 26–29 years old with varying numbers. The composition showed that the study was dominated by the early adult group who were relatively active in using social media and following the development of fashion trends.

Viewed based on occupation, most of the respondents were students, namely 123 people (56%). Furthermore, there were 81 employees (37%), 14 students (6%), and 2 respondents with other jobs (1%). Meanwhile, based on income or allowance, as many as 91 respondents (41.5%) had an income of more than IDR 3,000,000, 87 respondents (39.5%) were in the range of IDR 1,000,000 – IDR 3,000,000, and 42 respondents (19%) had an income of less than IDR 1,000,000. Thus, the majority of the research respondents came from the student group and had an income level above IDR 1,000,000.

The respondents' assessment of each variable was analyzed using the mean value. Based on the calculation of the class interval, a range of 0.80 was obtained. The assessment category consisted of strongly disagree, disagree, hesitate, agree, and strongly agree. The range of $3.40 < a \leq 4.20$ was included in the agree category, while $4.20 < a \leq 5.00$ were categorized as strongly agreed. Based on this category, the tendency of respondents' answers to all research variables was in the agree category.

Table 4.1 Descriptive Statistics Online Customer Reviews

Statement items	Rating					Total	*Mean*	Ket
	1	2	3	4	5			
X1.1	6	44	18	124	28	220	3,56	Setuju
X1.2	11	23	47	62	77	220	3,78	Setuju
X1.3	10	23	37	84	66	220	3,79	Setuju
X1.4	11	27	38	87	57	220	3,69	Setuju
X1.5	10	33	37	77	63	220	3,68	Setuju
X1.6	6	23	58	69	64	220	3.74	Setuju
X1.7	8	35	31	93	53	220	3.67	Setuju
X1.8	12	26	54	69	59	220	3.62	Setuju
Total							3,70	Setuju

Source: Data processed by researchers, (2026)

The online customer review variable obtained an overall average score of 3.70 and was included in the agree category. The highest mean value was found in the X1.3 item of 3.79, which is related to the assumption that Wispie product reviews are presented objectively. On the other hand, the lowest value is found in X1.1 of 3.56 regarding reviews that are considered to be written based on real user experience. In general, these results show that respondents give a positive rating to Wispie's online customer reviews. The available reviews are considered quite informative and can be one of the considerations of consumers in forming purchase intentions.

Table 4.2 Descriptive Statistics *Price*

Statement items	Rating					Total	*Mean*	Ket
	1	2	3	4	5			
X2.1	3	35	50	83	49	220	3,64	Setuju
X2.2	6	24	51	91	48	220	3,69	Setuju
X2.3	11	32	37	68	72	220	3,72	Setuju
X2.4	7	31	44	90	48	220	3,64	Setuju
X2.5	13	23	47	78	59	220	3,67	Setuju
X2.6	6	30	51	68	65	220	3,71	Setuju
X2.7	6	37	44	91	42	220	3,57	Setuju
X2.8	8	30	55	74	53	220	3,61	Setuju
Total							3,66	Setuju

Source: Data processed by researchers, (2026)

The price variable has an average value of 3.66 and is in the agree category. Item X2.3 produces the highest mean value of 3.72, especially in the statement regarding the suitability of the price of Wispie products with the quality offered. Meanwhile, X2.7 is the indicator with the lowest value, which is 3.57, related to the suitability of the price with the benefits received by consumers. Overall, respondents assessed the price of Wispie products positively. The price offered is considered quite in accordance with the product obtained and can support the emergence of purchase intention.

Table 4.3 Descriptive Statistics *Perceived Quality*

Statement items	Rating					Total	*Mean*	Ket
	1	2	3	4	5			
X3.1	12	34	35	84	55	220	3,62	Setuju
X3.2	7	34	53	76	50	220	3,58	Setuju
X3.3	8	22	40	82	68	220	3,82	Setuju
X3.4	9	30	35	73	73	220	3,78	Setuju
X3.5	13	25	51	75	56	220	3,62	Setuju
X3.6	2	32	53	86	47	220	3,65	Setuju
Total							3,60	Setuju

Source: Data processed by researchers, (2026)

The results of the analysis showed that the perceived quality variable obtained an average value of 3.60 with the category of agree. Item X3.3 recorded the highest mean of 3.82, which is in the statement about the attractive appearance of Wispie products

and caused the desire to own them. The lowest value was found at X3.2 of 3.58 which is related to the comfort of the product when used throughout the day. In general, respondents have a positive perception of Wispie's quality. The assessment shows that the quality of the product is seen as capable of meeting consumer expectations and supporting the formation of purchase intention.

Table 4.4 Descriptive Statistics *Purchase Intention*

Statement items	Rating					Total	*Mean*	Ket
	1	2	3	4	5			
Y1.1	3	36	43	79	59	220	3,70	Setuju
Y1.2	6	22	47	87	58	220	3,77	Setuju
Y1.3	6	30	50	72	62	220	3,70	Setuju
Y1.4	12	27	50	78	53	220	3,60	Setuju
Y1.5	12	34	44	73	57	220	3,59	Setuju
Y1.6	6	33	69	53	59	220	3,57	Setuju
Y1.7	1	29	46	91	53	220	3,75	Setuju
Y1.8	7	31	45	81	56	220	3,67	Setuju
Total							3,67	Setuju

Source: Data processed by researchers,(2026)

The purchase intention variable obtained an average score of 3.67 and was included in the agree category. The highest value was found in item Y1.2 of 3.77, which was about the plan to buy Wispie when needing similar products. The lowest value was obtained Y1.6 of 3.57, which is related to the tendency to choose Wispie when there are several alternatives to similar products. These results show that in general, respondents have a positive tendency to purchase intent towards Wispie on TikTok Shop, especially in considering and planning future purchases.

Table 4.5 Kolmogorov-Smirnov One-Sample Test Results

	Unstandarized Residual
Asymp. Sig. (2-tailed)	0,091

Source: Researcher-processed data (2026)

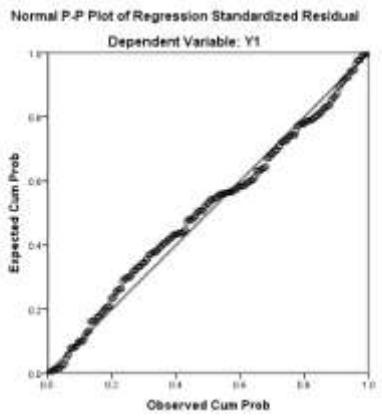


Figure 4.1 Normal Results of P-Plot
Source: Researcher-processed data (2026)

The normality test using the Kolmogorov-Smirnov One-Sample yielded an Asymp value. Sig. (2-tailed) of 0.091. The value is greater than 0.05 so that the residual is declared to be normally distributed. This result is also reinforced by the Normal P–P Plot graph which shows the residual points are around the diagonal line. Thus, the assumption of normality has been met.

Table 4.6 Multicollinearity Test Results

Tolerance	LIVE
0,162	6,174
0,132	7,603
0,113	8,871

Source: Researcher-processed data (2026)

The results of the multicollinearity test showed that the online customer review had a Tolerance value of 0.162 and VIF of 6.174, price had a Tolerance of 0.132 and VIF of 7.603, while perceived quality obtained a Tolerance of 0.113 and VIF of 8.871. All Tolerance values were above 0.10 and VIF below 10. Therefore, the regression model did not experience

multicollinearity and all independent variables could be used in multiple linear regression analysis.

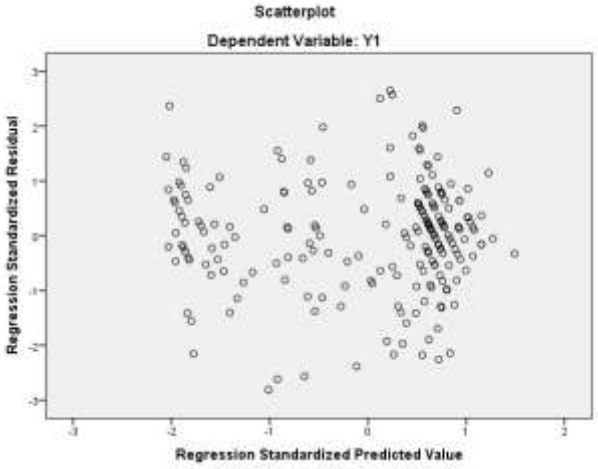


Figure 4.2 Hasil Scattrplot
Source: Researcher-processed data (2026)

Furthermore, the heteroscedasticity test through a scatterplot graph showed that the residual point was randomly spread around the number 0 on the Y axis and did not form a specific pattern. The condition showed that the model did not experience heteroscedasticity so that the assumption of residual variance similarity had been met.

After all classical assumptions are met, multiple linear regression analysis is performed to determine the influence of online customer reviews, price, and perceived quality on purchase intent. The regression equations obtained are:

Table 4.7 Regression Test Results

Variabel	B	t	sig
Constanta	1,046	1,907	0,058
X1	0,146	3,408	0,001
X2	0,440	8,968	0,000
X3	0,505	7,226	0,000

Source: Data processed by researchers, (2026)

A constant value of 1.046 indicates the value of purchase intention when all independent variables are considered to be zero. The coefficient of online customer reviews of 0.146 indicates a positive relationship, so that an increase in online customer reviews is followed by an increase in purchase intention. The price variable has a coefficient of 0.440, which means that an increase in the assessment of price tends to increase purchase intention. Meanwhile, perceived quality has the largest coefficient, which is 0.505, so compared to other independent variables, this variable has the most positive influence on purchase intention.

Partial testing showed that the three independent variables had a positive and significant effect on purchase intention. The online customer review variable obtained a t-value of 3.408 with a significance of 0.001. Because the significance value was less than 0.05, H1 was accepted. This means that the better the online customer review, the higher the purchase intention for Wispie products on TikTok Shop.

The price variable produces a t-value of 8.968 with a significance of 0.000. These results show that price has a positive and significant effect on purchase intention, so H2 is accepted. Thus, better price perception can increase consumers' tendency to buy Wispie products.

The perceived quality variable obtained a t-value of 7.226 with a significance of 0.000. Because the significance value was below 0.05, H3 was accepted. This means that perceived quality has a positive and significant influence on purchase intention. Overall, the results of the t-test prove that online customer reviews, price, and perceived quality individually have a positive and significant influence on the purchase intention of Wispie products on TikTok Shop.

Table 4.8 Test Results Coefficient of Determination

	Purchase Intention
R Square	0,929
Adjusted R Square	0,928

Source: Data processed by researchers, (2026)

The results of the determination coefficient test showed an R Square value of 0.929 and an Adjusted R Square of 0.928. The Adjusted R Square value showed that 92.8% of Wispie's purchase intention variations on TikTok Shop could be explained by online

customer reviews, price, and perceived quality. Meanwhile, the remaining 7.2% was explained by other factors that were not included in the research model. Thus, the three independent variables have a very strong ability to explain purchase intention.

4.2 Discussion

1. The Influence of Online Customer Reviews on Purchase Intention

Online customer reviews (OCR) are one of the sources of information used by consumers to determine the quality, suitability, and experience of using a product. According to Thakur (2018), OCR describes the consumer experience when making purchases through the marketplace. In the context of Wispie products on TikTok Shop, the existence of customer reviews can help potential consumers reduce uncertainty because they cannot see or try products directly. In line with Turban et al. (2018), consumer decisions in the online environment are influenced by various factors, including knowledge, shopping experience, and individual preferences. If reviews are seen as credible, objective, relevant, and useful, consumer trust in the product will increase so that it can encourage purchase intent.

The results of the study show that online customer reviews have a positive and significant effect on the purchase intention of Wispie products on TikTok Shop. This means that the better the quality and credibility of the reviews received by consumers, the greater their tendency to have purchase intentions. These findings are consistent with the research of Events et al. (2024), Alfira (2025), and Nisa & Dwijayanti (2022) which found that online customer reviews have a positive and significant effect on purchase intention. The similarity of the characteristics of respondents in the Nisa & Dwijayanti (2022) study, which was dominated by young adult female students, also supports the relevance of this study's results.

Based on the characteristics of the respondents, the majority of whom are female students of Generation Z aged 21–22 years old with an income of around IDR 3,000,000 per month, it can be seen that the group is quite close to the use of social media and TikTok Shop. Generation Z tends to utilize digital information before making a purchase choice. Descriptive analysis shows that the indicator with the highest mean is the statement "Wispie product reviews are presented objectively". This shows that objectivity is an important aspect in building consumer trust. This condition is in accordance with the characteristics of Generation Z who are used to obtaining information through digital media and are more critical in assessing information (Khairum Nisa et al., 2020; Martiyanti & Rahmayana, 2024; Ng Hou Hong et al., 2020).

Meanwhile, the indicator with the lowest mean is "Wispie product reviews appear to be written based on real user experiences". These results show that consumers still have doubts about the authenticity of the available reviews. Generation Z tends to compare reviews with other sources, such as comments, videos, and user experiences on social media, before trusting them. Therefore, the transparency, objectivity, and credibility of online customer reviews need to be maintained in order to increase trust and strengthen consumer purchase intent for Wispie products on TikTok Shop.

2. The Effect of Price on Purchase Intention

Price is a number of values that consumers must spend to obtain goods or services (Kasmir, 2015). In purchasing Wispie products, consumers not only consider the cheap or expensive price, but also compare it with the quality and benefits obtained. Based on the theory of online consumer behavior from Turban et al. (2018), price is a factor that can be controlled by companies so that pricing can be used to influence consumer decisions. Prices that are considered in accordance with quality and benefits will provide a better perception of value and increase the possibility of buying intention formation.

The results of the study prove that price has a positive and significant effect on the purchase intention of Wispie products on TikTok Shop. Thus, the more consumers consider the price of the product to be affordable, competitive, and commensurate with the quality and benefits received, the higher their intention to buy. This finding is in line with Ramdani et al. (2025) and Riyanika et al. (2024) which show a positive and significant influence of price on purchase intention. The similarity of the respondents' characteristics with Riyanika et al.'s (2024) research, namely the dominance of Generation Z female students, also strengthens the suitability of the research results.

The study respondents, who were mostly female students of Generation Z, tended to consider the balance between price, quality, and benefits before purchasing. Descriptive analysis showed that the price indicator with the highest mean was "The price of Wispie products is in accordance with the quality offered". This shows that consumers have assessed that there is a match between the costs incurred and the quality of the product. On the other hand, the indicator with the lowest mean is "I consider that the price of the Wispie product has reflected the benefits obtained by the consumer". This difference shows that although the quality of the product is considered to be in accordance with the price, the perceived benefits are not fully perceived equally by all respondents. This can happen because the benefits are more subjective and depend on the needs of each consumer.

Overall, price is one of the factors that can increase the purchase intention of Wispie products. Generation Z consumers who have a limited budget but keep up with fashion developments tend to evaluate the value obtained before buying. Therefore, Wispie needs to maintain a competitive price while clarifying the benefits of the product so that consumers are more confident that the price paid provides appropriate value and ultimately increases purchase intention.

3. The Influence of Perceived Quality on Purchase Intention

Perceived quality is a consumer's subjective assessment of the excellence or overall quality of a product (Zeithaml, 1988). In Wispie products on TikTok Shop, the perception of quality can be formed through an assessment of the product's materials, comfort, design, and ability to meet consumer expectations. Referring to Turban et al. (2018), consumer characteristics such as knowledge, online shopping experience, and individual preferences can affect how the quality of a product is perceived. A better perception of quality will increase consumer confidence and further encourage purchase intent.

The results of the study show that perceived quality has a positive and significant effect on the purchase intention of Wispie products on TikTok Shop. This finding means that the more positive the consumer perception of product quality, the higher the intention to make a purchase. These results support the research of Taufik et al. (2021), Billyyando & Tyas (2025), and Selvia & Hartini (2026) who found that perceived quality has a positive and significant effect on purchase intention. Selvia & Hartini's (2026) research also has similar respondent characteristics, namely dominated by female students of Generation Z, so these results are more relevant to this study.

The majority of respondents are Generation Z female students

who grew up in a digital environment and obtained a lot of information about fashion trends through social media. For this group, product quality is not only related to function, but also includes design, aesthetics, comfort, and lifestyle suitability. The results of the descriptive analysis showed that the indicator with the highest mean was "I feel that the appearance of the Wispie product makes me interested in owning it". These findings show that visual appeal is the most powerful aspect in shaping the perception of the respondents' quality. On the other hand, the indicator with the lowest mean is "I see that Wispie products are still comfortable to wear even though they are used all day". This shows that the comfort of use in the long term is still not perceived as strongly as the visual aspect.

Thus, perceived quality is an important factor in increasing the purchase intention of Wispie products on TikTok Shop. Wispie needs to maintain an attractive product design and appearance because this aspect receives the highest rating, while improving functional quality, especially in the comfort of use. These efforts can form a more positive perception of quality so that consumer trust increases and purchase intent for Wispie products is stronger.

Conclusion

The results of the study prove that online customer reviews, price, and perceived quality have a positive and significant influence on the purchase intention of Wispie products on TikTok Shop. Among the three variables, perceived quality is the most dominant factor, then price, while online customer reviews have the least influence. Consumers consider the quality of Wispie products to be in accordance with the price and have an attractive appearance. However, there are still several things that need to be considered, such as the suitability of price with benefits, comfort of use for a long time, and the authenticity of some reviews. Thus, consumer perception of product quality is the main aspect that encourages the formation of purchase intent.

Wispie needs to maintain and improve product quality, especially in terms of comfort when used for a long time. Pricing should also be adjusted to the benefits obtained by consumers so that product value is better. In addition, Wispie can increase the number of authentic and informative customer reviews on TikTok Shop through follow-up after purchase so that the trust of potential consumers is stronger.

Future research is suggested to use more diverse characteristics of respondents based on age, income, and domicile region so that the results of the study have a broader generalization. The object of the study can also be expanded by comparing fashion brands or other e-commerce platforms to see the difference in influence between platforms. In addition, subsequent research can use purchase decisions as dependent variables so that the relationship between consumer intentions and purchase decisions can be analyzed more thoroughly.

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