

PRODUCT QUALITY, PRODUCT DESIGN, AND ONLINE CUSTOMER REVIEWS AS DETERMINANTS OF GENERATION Z PURCHASE DECISIONS ON TIKTOK SHOP: EVIDENCE FROM MOSSDOOM CONSUMERS IN DENPASAR

Kadek Ayu Candradewi^{1*}, Ni Putu Nita Anggraini², I Wayan Gede Antok Setiawan Jodi³

^{1,2,3}Univeristas Mahasaraswati Denpasar, Bali, Indonesia

*correspondence: kadekayucandradewi12@gmail.com

ABSTRACT

This study aims to examine the influence of product quality, product design, and online customer reviews on Generation Z's purchasing decisions regarding Mossdoom brand bags in Denpasar via TikTok Shop. This study employs a quantitative approach using an associative method, with the population consisting of Generation Z individuals in Denpasar who have purchased Mossdoom products on TikTok Shop, while the sample was selected based on respondent criteria. Primary data was collected through a questionnaire and analyzed to understand the simultaneous and partial effects among the variables. The analysis results demonstrate that product quality has a significant positive effect on purchase decisions, product design has a significant positive effect on purchase decisions, and online customer reviews have a significant positive effect on purchase decisions. Simultaneously, these three variables significantly contributed to the purchase decision by 0.738 or 73.8%, suggesting that better quality, trend-aligned design, and convincing reviews will drive consumer purchasing decisions.

Keywords: product design, product quality, purchase decision, online customer reviews

1. INTRODUCTION

The development of the digital economy in Indonesia has given rise to intense competition among e-commerce platforms. According to a 2025 report by the Indonesian Internet Service Providers Association (APJII), Shopee still dominates the market share as the most frequently accessed platform (53.22%), followed by TikTok Shop, which has surged to second place (27.37%), outpacing established players such as Lazada (9.09%) and Tokopedia (9.57%) (APJII, 2025). This trend reflects a shift in consumer behavior, with shoppers now preferring shopping experiences centered on visual content and direct interaction via live streaming (Hermawan, 2024).

Indonesia's social commerce sector faced a major setback in October 2023 when the government, through Ministry of Trade Regulation No. 31 of 2023, banned direct transactions on social media. This policy led to the official suspension of TikTok Shop's operations in Indonesia (Wantimpres, 2023). This situation forced TikTok to take a strategic step by acquiring a 75.01% stake in Tokopedia in January 2024, with an investment value of approximately Rp 23 trillion (Kompas.com, 2024). This integration gave rise to a new entity, Shop | Tokopedia, which combines TikTok's massive user base (approximately 125 million active users) with Tokopedia's logistics infrastructure and operational licenses (Kompas.com, 2024). However, following this integration, competition has actually intensified as each platform races to offer various promotional programs and significant discounts to win over increasingly discerning users.

Amid the competition among these platforms, the Mossdoom brand has emerged as a key player in the fashion category, particularly in women's handbags. Mossdoom is a brand that has brought an international perspective to the Southeast Asian market since 2021, with its operational roots in Bandung. Embracing a design philosophy that is avant-garde, elegant, yet functional, Mossdoom has successfully built a loyal community through social media. The brand targets modern women who desire luxury products at highly affordable prices. Its main strength lies in the combination of high-quality materials and minimalist aesthetics, which are often trending among Gen Z.

The massive popularity of Mossdoom bags on TikTok is largely due to a clever and effective digital marketing strategy. The brand heavily relies on user-generated content (UGC) such as unboxing videos, haul videos, and styling tips that feel authentic and build trust among potential buyers. Collaborations with influencers of various scales also strengthen the product's visibility and credibility. The live shopping feature on TikTok Shop is utilized to its fullest to interact directly with the audience, demonstrate products in real-time, and offer exclusive promotions, creating an immersive shopping experience and driving impulse purchases.

Generation Z's purchasing decisions are influenced by various factors, such as the quality of products promoted through TikTok Shop. The purchasing decision is viewed as the stage where consumers actively form the intent to choose or purchase a product they highly prefer from various alternatives (Kotler & Armstrong, 2020). Purchasing decisions are closely linked to consumer behavior. Therefore, companies can make the most of the internet and social media to share information with consumers. There are several factors that support consumer purchasing decisions, such as design, product quality, and online customer reviews.

Kotler and Keller (2019) define product quality as the attributes or characteristics of a service or product intended to satisfy a person's needs. Every company can seize the opportunity to maximize its production activities if it can improve the quality of its products (Sinar et al., 2023). Product design is the process of developing or creating the appearance and functionality of a product to attract consumers and meet market needs. Product design is not only concerned with aesthetic aspects such as shape, color, and style, but also encompasses functionality, user comfort, and production efficiency. According to Kotler and Keller (2019:332), design refers to the perception of a product's function, feel, or appearance by consumers. In the business world, product design plays a strategic role because it distinguishes a product from its competitors. An attractive design that aligns with the tastes of the target market—particularly younger generations like Generation Z—can enhance appeal and influence purchasing decisions. Additionally, innovative design can reflect a brand's image and strengthen consumer loyalty.

In addition to product quality and design, online customer reviews also play a key role in shaping Generation Z's purchasing decisions. According to Espejo et al. (2025), reviews from other customers are trusted more than advertisements or direct promotions from brands. This is because Generation Z tends to place greater trust in recommendations from fellow users than in one-sided claims from manufacturers.

Online customer reviews can include both negative and positive comments about a seller or a product posted by customers on the internet, and can highlight a product's features. These reviews can serve as a reference or source of information for prospective customers to understand the product's quality. One drawback of online customer reviews is that the data is sometimes inaccurate (Ningsih, 2019).

2. LITERATURE AND HYPOTHESIS

Purchase Decisions

According to Kotler and Keller (2019), a purchase decision involves choosing among alternative products, brands, or stores to satisfy perceived needs. This definition emphasizes that consumers generally consider several options before making a final decision. The purchase decision indicators have been adapted to the research object; thus, the indicators used in this study are based on Tjiptono (2023), such as: product purchasing habits, product loyalty, interest in repurchasing, and willingness to recommend.

Product Quality

Product quality is an aspect that consumers consider before making a purchase, as it reflects a product's ability to perform its intended functions. This includes reliability, durability, ease of repair, ease of operation, accuracy, and other factors (Kotler, 2019). The indicators have been adapted to the research object; thus, the indicators used in this study are based on Sunyoto (2019), namely: reliability, performance, durability, aesthetics, and suitability.

Product Design

Kotler and Keller (2019) in Marketing Management define product design as an illustration of a product's function or appearance to meet requirements. This definition emphasizes that design encompasses both visual aspects and product performance relevant to consumers. The product design indicators according to Solomon et al. (2021) include: visual identity, ergonomics, and uniqueness.

Online Customer Reviews

Almana in Sari (2019) states that online customer reviews are evaluations written by individuals that can serve as a reference for understanding a product, which in turn can influence purchasing decisions. The indicators of online customer reviews used in this study are based on Filieri (2023), including: usefulness, credibility, readability, and timeliness.

Research Hypotheses**The Effect of Product Quality on Purchase Decisions**

Kotler (2019) Product quality refers to aspects that consumers consider before making a purchase, as it reflects a product's ability to perform its intended functions. This includes reliability, durability, ease of repair, ease of operation, accuracy, and other factors. Based on research by Mawardi et al. (2025), product quality positively contributes to purchase decisions. Based on this assumption, the following hypothesis is proposed:

H1: Product quality has a positive effect on purchasing decisions.

The Influence of Product Design on Purchase Decisions

Kotler and Keller (2019) define product design as an illustration of a product's functions or appearance to meet specific requirements. This definition emphasizes that design encompasses both the visual aspects and the product performance relevant to consumers. A design that is appealing and tailored to user needs enhances the product's appeal and drives purchasing decisions. Based on Wulandari's (2022) research and in line with Rahmawati et al.'s (2025) research, product design positively contributes to purchasing decisions. Based on this assumption, the following hypothesis is proposed:

H2: Product design positively contributes to purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

Arbaini et al. (2020) note that online customer reviews—comments created by individuals—serve as a reference for understanding a product, which in turn can influence purchasing decisions. Information from these reviews also facilitates decision-making before purchasing via the TikTok Shop feature. Based on the research by Wati et al. (2022) and Rinaja et al. (2022), and in line with the research by Nurhaliza (2022), online customer reviews significantly contribute to purchase decisions. Based on this assumption, the following hypothesis is proposed:

H3: Online customer reviews positively contribute to purchasing decisions

3. RESEARCH METHOD

This study was conducted among Generation Z in the Denpasar area who use TikTok Shop and have purchased Mossdoom bags. The focus of this study is on product quality, product design, and online customer reviews regarding purchasing decisions for Mossdoom products in the Denpasar area. The

sample consists of Generation Z consumers born between 1997 and 2012 who have purchased Mossdooom bags through TikTok Shop, selected using a non-probability sampling method with accidental sampling. Data collection will be conducted through observation, interviews, questionnaires, and literature review. The data will be analyzed using research instrument validation, classical assumption tests, and inferential analysis, specifically multiple linear regression analysis. Model validity tests include the F-test, coefficient of determination (R^2) test, and t-test.

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 1. Results of Instrument Validity Testing

	Variable	Calculated r	Conclusion
A	Product Quality (KP1)		
1	PQ1.1	0.699	Valid
2	PQ1.2	0.617	Valid
3	KP1.3	0.634	Valid
4	KP1.4	0.739	Valid
5	KP1.5	0.675	Valid
B	Product Design (DP2)		
1	PD2.1	0.741	Valid
2	PD2.2	0.724	Valid
3	DP2.3	0.692	Valid
C	Online customer review (OCR3)		
1	OCR3.1	0.588	Valid
2	OCR3.2	0.618	Valid
3	OCR3.3	0.703	Valid
4	OCR3.4	0.540	Valid
D	Purchase Decision (KEP)		
1	KEP1.1	0.823	Valid
2	KEP1.2	0.780	Valid
3	KEP1.3	0.543	Valid
4	KEP1.4	0.537	Valid

Source: Processed data, 2025

All indicators in this assessment are considered valid because each item of the variable has a correlation value > 0.30 .

b. Reliability Test

Table 2. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Description
1. Product Quality (KP1)	0.768	Reliable
2. Product Design (PD2)	0.787	Reliable
3. Online customer review (OCR3)	0.728	Reliable
4. Purchase decision (KEP)	0.769	Reliable

Source: Processed data, 2025

Each question yielded a Cronbach's Alpha value above 0.60, indicating the questionnaire's reliability.

Classical Assumption Test

c. Normality Test

Table 3. Normality Test Results

Unstandardized Residual	
N	97
Kolmogorov-Smirnov Z	0.815
Asympt. Sig. (2-tailed)	0.520

Source: Processed data, 2025

The 2-tailed significance level of $0.520 > 0.05$. The model is considered to meet the normality criteria and is reliable for interpretation and decision-making because it indicates that the residuals are normally distributed.

Multicollinearity Test

Each independent variable is free of multicollinearity, as indicated by a Tolerance value greater than 0.1 and a VIF value less than 10. Therefore, the model is considered suitable for further analysis because the independent variables do not exhibit strong linear relationships.

Table 4. Multicollinearity Test Results

Independent Variables	Tolerance	VIF Value	Description
Product Quality (KP1)	0.478	2.094	Free of Multicollinearity
Product Design (PD2)	0.555	1.801	Free of Multicollinearity
Online customer review (OCR3)	0.575	1.740	Free of Multicollinearity

Source: Processed data, 2025

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Independent Variables	Sig.	Description
Product Quality (KP1)	0.963	Free of Heteroscedasticity
Product Design (DP2)	0.276	Free of Heteroscedasticity
Online customer review (OCR3)	0.200	Free of Heteroscedasticity

Source: Processed data, 2025

All independent variables have a significance level above 0.05. This indicates that the absolute values and these independent variables are not significantly correlated.

Data Analysis Results

Table 6. Summary of Multiple Linear Regression Analysis Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	0.870	0.873		0.996	0.322	
1 KP1	0.285	0.058	0.370	4.892	0.000	
DP2	0.250	0.091	0.193	2.753	0.007	
OCR3	0.497	0.079	0.435	6.309	0.000	
R						0.864
R-squared						0.746
Adjusted R-Square						0.738
F						91.255
Sig						0.000

Source: Processed data, 2025

Results of Multiple Linear Regression Analysis

From Table 6, the equation can be formulated as follows:

$$KEP = 0.870 + 0.285KP1 + 0.250DP2 + 0.497OCR3 + e$$

From this equation, the explanation can be broken down as follows:

$\beta_1 = 0.285$ The coefficient value proves that KP1 contributes positively to KEP. In other words, if KP1 increases by one unit, KEP will increase by 0.285 units, assuming all other variables remain constant.

$\beta_2 = 0.250$ This coefficient value indicates that DP2 has a positive effect on KEP. In other words, if DP2 increases by one unit, KEP will increase by 0.250 units, assuming all other variables remain constant.

$\beta_3 = 0.497$ The coefficient value indicates that OCR3 has a positive effect on KEP. In other words, if OCR3 increases by one unit, KEP will increase by 0.497 units, assuming all other variables remain constant.

Coefficient of Determination

The R-squared value was 0.746, or 74.6%. This result indicates that, taken together, all independent variables account for 74.6% of the variation in purchasing decisions. The remaining 25.4% is attributed to factors outside the scope of this study.

F-Test

Table 6 shows a calculated F value of 91.255 with a significance level of $0.000 < 0.05$. This suggests that all independent variables, when considered together, significantly contribute to the purchase decision (PD).

t-Test

From Table 6, the results can be explained as follows:

- 1) Product quality (PQ1) makes a significant positive contribution to the purchase decision (PD), with a regression coefficient of 4.892 and a significance level of 0.000 ($p < 0.05$). H1 is accepted.
- 2) Product design (DP2) contributes significantly and positively to the purchase decision (KEP), with a regression coefficient of 2.753 and a significance level of 0.007 ($p < 0.05$). It is assumed that H2 is accepted.
- 3) Online customer reviews (OCR3) contribute significantly and positively to purchase decisions (KEP), with a regression coefficient of 6.309 and a significance level of 0.000 ($p < 0.05$). It is assumed that H3 is accepted.

Discussion

The Effect of Product Quality on Purchase Decisions

The results of this study show that product quality contributes significantly and positively to the decision to purchase Mossdoom Bags on TikTok Shop. These findings indicate that the better the quality of the products offered, the more likely Generation Z in Denpasar will decide to purchase Mossdoom Bags. The acceptance of the hypothesis in this study aligns with the Theory of Planned Behavior (TPB), which posits that individual behavior is influenced by beliefs and evaluations regarding a particular object. In this context, quality is defined as the degree to which a product meets market or consumer needs. The results of this study align with the studies by Mawardi (2025), Syaifuddin (2022), Ibrahim et al. (2025), Lestari et al. (2021), and Zakiah (2023), which demonstrate that product quality contributes significantly and positively to purchase decisions.

The Influence of Product Design on Purchase Decisions

The results of this study indicate that product design makes a significant positive contribution to the purchase decision for Mossdooom Bags on TikTok Shop. This finding suggests that the more attractive and innovative the product design, the higher the purchase decision for Mossdooom Bags among Generation Z in Denpasar City will be. The acceptance of the hypothesis in this study aligns with the Theory of Planned Behavior (TPB), which explains that customers' attitudes toward a product influence their purchase intentions and decisions. Product design refers to a company's ability to create solutions that meet customers' needs and desires through the product's overall appearance. The findings of this study align with the research by Wulandari (2022), Rahmawati et al. (2025), Setiawan and Putri (2025), Kaseger et al. (2024), and Hermawan (2024), which demonstrate that product design makes a significant positive contribution to purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

The results of this study indicate that online customer reviews have a significant positive impact on the purchase decision for Mossdooom Bags on TikTok Shop. These findings suggest that positive customer reviews enhance the purchase decision for Mossdooom Bags among Generation Z in Denpasar. Online customer reviews reflect information and the experiences of previous consumers, which can influence the perceptions and beliefs of potential buyers. The acceptance of the hypothesis in this study aligns with the Theory of Planned Behavior (TPB), which explains that the information and beliefs held by individuals influence their purchase intentions and behavior. Customer reviews consist of feedback provided by customers after making a purchase on an online store, allowing other potential customers to gain an understanding of the product's quality and how well it aligns with the seller's description. The findings of this study are consistent with the research by Rinaja et al. (2022), Nurhaliza (2022), Prasetyo (2022), Latifa et al. (2021), Wulan (2024), and Purwanto (2023), which demonstrate that online customer reviews have a significant positive impact on purchasing decisions.

5. CONCLUSIONS AND LIMITATIONS

The research results prove that Generation Z's purchasing decisions in Denpasar are significantly influenced by product quality (KP1), product design (DP2), and online customer reviews (OCR3). Product quality (PQ1), product design (PD2), and online customer reviews (OCR3) each make a significant positive contribution to purchasing decisions. Therefore, increased purchasing decisions for Mossdooom bags among Generation Z in Denpasar can be explained through efforts to improve product quality, enhance attractive product design, and effectively manage online customer reviews on the TikTok Shop platform.

This study has several limitations that may potentially influence the findings. First, this study focuses only on Generation Z in Denpasar, so the results cannot yet be generalized to other consumer groups or regions with different characteristics. Second, this study relies on data from a single observation period, so it has not been able to capture changes in consumer preferences and the rapidly changing dynamics of digital marketing trends. Therefore, future research is recommended to expand the scope of respondents to different regions and age groups, as well as to use a more varied timeframe to obtain more comprehensive findings.

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