



Scrolling, Watching, Buying: The Influence of TikTok User-Generated Content (UGC) Videos on Purchase Decisions through Customer Reviews of Eser Perfume Products

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SUBMITTED: 8 June 2026; REVISED: 25 June 2026; ACCEPTED: 27 June 2026

ABSTRACT: The emergence of TikTok as a social commerce platform has transformed the way consumers search for and evaluate products. This phenomenon is particularly interesting in the context of fragrance products (perfumes), as their primary attribute—the scent—cannot be experienced through a digital screen. Consequently, consumers face a unique challenge when making purchase decisions. Therefore, it is important to investigate how user-generated video content and customer reviews on TikTok influence consumers' purchasing decisions. This study aims to examine the effect of User-Generated Content (UGC) videos on TikTok on consumers' purchase decisions regarding Eser Perfume, with customer reviews serving as a mediating variable. An explanatory quantitative approach based on the Stimulus–Organism–Response (S–O–R) theory was employed. Data were collected through an online questionnaire administered to 200 active TikTok users in Indonesia selected using purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that UGC videos have a positive and significant direct effect on purchase decisions ($\beta = 0.659$, $p < 0.001$) and strongly encourage consumers to read customer reviews ($\beta = 0.890$, $p < 0.001$). In addition, customer reviews positively influence purchase decisions ($\beta = 0.310$, $p = 0.001$) and serve as a partial mediating variable (indirect effect = 0.276). Overall, the proposed model explains 89.4% of the variance in purchase decisions ($R^2 = 0.894$). These findings suggest that organic TikTok videos influence consumers' perfume purchase decisions through two complementary mechanisms: direct visual appeal and the verification of product information through customer reviews. Accordingly, local perfume businesses are encouraged to optimize the creation of engaging UGC videos while maintaining the credibility and authenticity of customer reviews on TikTok to strengthen consumer trust and increase purchase intentions.

KEYWORDS: TikTok; user generated content; customer reviews; buying decision; PLS-SEM

1. Introduction

The rapid advancement of digital technology has fundamentally transformed the global marketing landscape, compelling businesses to shift from traditional marketing strategies toward more interactive digital marketing approaches, particularly in developing countries [1].

Social networking platforms have become primary sources of information where consumers search for products, compare alternatives, and make purchasing decisions, thereby blurring the boundaries between entertainment and shopping [2]. This phenomenon, commonly referred to as social commerce, integrates social interaction and commercial activities within the same digital platform [3]. Among various social media platforms, TikTok has emerged as one of the most influential social commerce channels due to its seamless integration of short-form video content, product discovery, and purchasing functions [4, 5]. Unlike conventional social media platforms, TikTok employs a highly personalized recommendation algorithm that exposes users to products they were not intentionally searching for, encouraging impulse purchasing behavior. With more than 126.8 million users in Indonesia as of early 2024, TikTok provides an ideal setting for examining contemporary consumer behavior in social commerce [2].

Within this increasingly competitive environment, UGC has become a critical marketing tool for shaping consumer perceptions and purchasing behavior. UGC consists of content voluntarily created by users based on their personal experiences without direct involvement or financial incentives from brands [1, 6]. Compared with brand-generated content, which is often perceived as highly promotional, UGC is generally regarded as more authentic, credible, and trustworthy because it reflects genuine consumer experiences [7, 8]. This authenticity enhances its persuasive power, as consumers tend to place greater trust in recommendations from fellow consumers than in corporate advertising. Furthermore, through visual demonstrations, storytelling, and personal experiences, UGC videos provide richer product information than static images or written reviews alone [9, 10]. This trend reflects the evolution of electronic word-of-mouth (eWOM 2.0), whereby consumer-generated content has become a major source of information influencing consumer perceptions, trust, and purchase decisions [11, 12].

Marketing experience goods, such as perfumes, presents unique challenges in online environments. Unlike clothing or electronic products, perfumes cannot be evaluated through visual inspection because their primary attribute—the fragrance—cannot be directly experienced through digital media [13, 14]. Consequently, consumers rely on alternative information sources to reduce uncertainty before making purchase decisions [15, 16]. In this context, UGC videos and customer reviews become essential information sources that help consumers imagine fragrance characteristics, longevity, and overall user experiences. Through detailed descriptions, emotional expressions, and storytelling, UGC creators effectively translate sensory experiences into audiovisual content, enabling consumers to better evaluate perfume products. Previous studies on Indonesian local perfume brands have demonstrated that social media content and online reviews can partially substitute for direct sensory evaluation in digital purchasing environments [6].

The S–O–R theory provides a suitable theoretical foundation for explaining this phenomenon. According to the S–O–R framework, external stimuli, such as UGC videos, influence consumers' internal cognitive and emotional states, which subsequently determine their behavioral responses, including purchase decisions [4, 9]. Within this framework, UGC videos function as external stimuli that attract consumers' attention and generate initial product evaluations. However, before making a purchase, consumers typically seek additional information to validate these initial impressions. Customer reviews serve as an important component of the organism stage by reinforcing or modifying consumers' perceptions and reducing perceived purchase risk [9, 17]. Therefore, UGC videos and customer reviews are

complementary rather than independent information sources: UGC generates initial interest, whereas customer reviews provide the reassurance needed to transform that interest into an actual purchase decision.

Despite substantial research on UGC, eWOM, and social commerce, several important research gaps remain. First, most previous studies have focused on products that can be evaluated visually, such as fashion products and consumer electronics, whereas research on fragrance products remains limited [13, 18]. Findings derived from visually assessable products cannot be directly generalized to experience goods such as perfumes, which present fundamentally different evaluation challenges. Second, prior studies have primarily examined the direct influence of UGC on purchase intention or purchase decisions [7, 9, 11], providing limited understanding of the underlying psychological mechanisms through which UGC affects consumer behavior. Consequently, existing research explains what influences purchase decisions but provides less insight into how and why these effects occur. Third, to the best of the authors' knowledge, no previous study has specifically investigated the mediating role of customer reviews in the relationship between TikTok UGC videos and purchase decisions for locally produced perfume brands in Indonesia [19]. Addressing this gap is essential for understanding the mechanism through which UGC is transformed into actual purchasing behavior.

This research is particularly relevant given the rapid growth of Indonesia's local perfume industry, which increasingly relies on TikTok as a primary marketing channel [6,20]. Eser Parfum represents one of the emerging local brands that has successfully built consumer awareness and loyalty primarily through organically generated TikTok content rather than extensive conventional advertising [13, 14, 16]. Accordingly, this study aims to examine the influence of TikTok UGC videos on consumers' purchase decisions regarding Eser Parfum, with customer reviews acting as a mediating variable. Eser Parfum was selected because of its growing popularity driven by various forms of voluntarily generated UGC, including product reviews, recommendations, and customer testimonials. Theoretically, this study extends the application of the S–O–R framework [9] and the eWOM literature [7] by explaining how customer reviews mediate the influence of UGC videos on purchase decisions. It proposes that UGC stimulates consumers to seek additional information, during which customer reviews play a crucial role in confirming product evaluations before a purchase is made. Practically, this study contributes to the social commerce literature by providing empirical evidence from an experience-good context that has received limited scholarly attention [11]. The findings also offer valuable managerial implications for local perfume businesses by demonstrating how high-quality UGC and credible customer reviews can be strategically utilized to strengthen consumer trust and increase purchase decisions on TikTok [6, 20].

2. Materials and Methods

This study used an explanatory research design with a quantitative approach and a cross-sectional survey to examine the relationships among UGC videos, customer reviews, and purchase decisions within TikTok's social commerce environment. An explanatory research design was selected because the study sought to test theoretical hypotheses regarding causal relationships and mediation effects rather than merely describe the observed phenomena. Primary data were collected through a structured online questionnaire [21, 22].

2.1. Research design and data.

The proposed structural model consisted of three latent variables: UGC videos as the exogenous variable, Customer Reviews as the mediating variable, and Purchase Decision as the endogenous variable. UGC videos were defined as video content voluntarily created by TikTok users based on their personal experiences without direct involvement or financial incentives from brands [1, 6, 7]. Customer reviews were defined as consumers' cognitive evaluations of product assessments provided by other consumers and comprised four dimensions: credibility, quality, relevance, and quantity [9,15]. These four dimensions were selected because previous eWOM studies had identified them as the most influential factors affecting consumer purchase decisions. Purchase decision was defined as consumers' willingness and commitment to purchase Eser Perfume, encompassing need recognition, information search, evaluation of alternatives, and purchase intention [17].

The structural framework of this study was based on the S–O–R model, in which UGC videos served as the stimulus, customer reviews represented the organism (i.e., consumers' cognitive evaluation process), and purchase decision represented the response [4]. Compared with alternative theoretical frameworks, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), the S–O–R model was considered more appropriate because it accounted for the psychological mediation process through which the interest generated by UGC videos was transformed into purchase decisions via consumers' cognitive evaluations. This theoretical framework was supported by the study of Geng and Chen [9], who demonstrated that the quality of UGC interactions influenced purchase intentions through cognitive mediation. Furthermore, the eWOM 2.0 perspective provided an integrated framework linking both variables within digital consumer communication [11].

As illustrated in Figure 1, the theoretical model proposed that UGC videos directly influenced both customer reviews and purchase decisions, while customer reviews functioned as a partial mediating variable. The partial mediation hypothesis suggested that UGC videos could also directly influence consumers' purchase decisions through emotional responses or impulse buying behavior, without necessarily requiring consumers to systematically evaluate customer reviews before making a purchase decision.

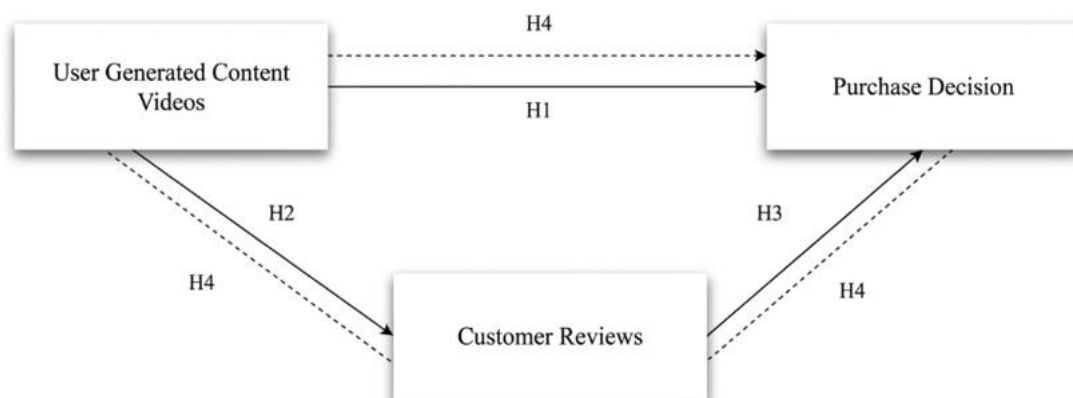


Figure 1. Conceptual framework.

Based on the proposed conceptual framework and the underlying theoretical model, it was hypothesized that UGC videos on TikTok would positively and significantly influence consumers' purchase decisions regarding Eser Parfum products (H1) and positively and significantly affect customer reviews of Eser Parfum products (H2). Furthermore, customer

reviews were expected to have a positive and significant effect on consumers' purchase decisions (H3) and to partially mediate the relationship between UGC videos and purchase decisions for Eser Parfum products (H4).

2.1.1. Research instruments and software.

The data collection was done using a questionnaire in a five-point Likert scale (from 1 = Strongly Disagree to 5 = Strongly Agree) [23]. Five-point Likert scale was used to minimize the cognitive burden of the respondent in a mobile survey, balancing measurement precision with practical feasibility. All indicators were adapted from validated instruments to maintain reliability while allowing for contextual adjustments. The UGC Video indicators of content credibility (X1), information quality (X2), content diagnosticity (X3), and perceived benefits (X4) were adapted from [6, 9]. The Customer Reviews indicators credibility (Z1), quality (Z2), relevance (Z3), and volume (Z4) were adapted from [15] and [9]. The Purchase Decision indicators need recognition (Y1), information search (Y2), evaluation of alternatives (Y3), and purchase decision (Y4) were operationalized based on the Kotler and Keller model as applied by [17]. From the five initial indicators per construct, one indicator was removed because its loading factor was below 0.70, resulting in twelve final items. Content validity was assessed by digital marketing experts. Structural analysis was performed using SmartPLS 4 [24].

2.2. Population and sample.

The target population consists of active TikTok users in Indonesia who have viewed UGC about Eser Parfum and read customer reviews of the product. This specific definition of the population ensures that respondents have direct experience with the construct under study, thereby strengthening ecological validity. Since no comprehensive sampling frame was available, purposive sampling was used to select participants based on relevant eligibility criteria [25-26]. Even though this compromises on statistical generalizability, such a compromise is acceptable in explanatory research that emphasizes internal validity, which aligns with the PLS-SEM methodology principles [21]. election criteria: (1) active users of TikTok in Indonesia; (2) watched at least one video of UGC related to Eser Parfum; (3) read at least one customer review of Eser Parfum; and (4) at least 17 years old. The sample size was determined using Cochran's formula with 95% confidence level, $p = 0.5$ and $e = 0.07$, leading to a minimum of 196 participants rounded up to 200 [25]. Seven percent margin of error was selected as an acceptable balance between accuracy and feasibility with regard to the specific target population. The ten-to-one rule for PLS-SEM [21] was also fulfilled since no more than two pathways were directed to the dependent variable in the model.

2.3. Data Collection Procedure.

Data were collected through an online questionnaire (Google Forms) between November and December 2025 [21,22]. This period coincided with the year-end shopping season, during which consumer engagement on TikTok was typically higher, thereby increasing the likelihood of reaching respondents with recent and relevant experiences of UGC. The questionnaire link was distributed through various social media platforms, including TikTok and WhatsApp. Data collection was terminated after 200 valid responses that satisfied the inclusion criteria had been obtained. A systematic data screening process was conducted to ensure response quality,

including the detection of straight-lining patterns and incomplete responses. All 200 questionnaires were considered valid and were retained for subsequent analysis.

2.4 Data analysis technique.

The data were analyzed using PLS-SEM with SmartPLS 4 [24]. PLS-SEM was selected because the study was prediction-oriented, involved mediation analysis, and employed non-probability sampling with a moderate sample size, conditions under which PLS-SEM is generally considered more appropriate than covariance-based SEM (CB-SEM) [21]. The analysis followed a two-stage procedure [22]. First, the measurement model (outer model) was evaluated by examining indicator loadings (≥ 0.70), Average Variance Extracted ($AVE \geq 0.50$), Cronbach's alpha and Composite Reliability (≥ 0.70), as well as discriminant validity using the Fornell–Larcker criterion and cross-loadings. Second, the structural model was assessed using 5,000 bias-corrected and accelerated (BCa) bootstrap resamples to estimate path coefficients, the coefficient of determination (R^2 ; ≥ 0.75 = substantial, ≥ 0.50 = moderate, and ≥ 0.25 = weak), effect size (f^2 ; 0.02 = small, 0.15 = medium, and ≥ 0.35 = large) [21], the Standardized Root Mean Square Residual ($SRMR < 0.08$), and the Normed Fit Index ($NFI \geq 0.90$) [27]. The proposed hypotheses were supported when the t -value exceeded 1.96 and the p -value was less than 0.05. The mediating effect (H4) was considered significant when the 95% confidence interval of the indirect effect did not include zero [22]. As with most cross-sectional survey studies, the findings should be interpreted with caution because self-reported data may be subject to common method bias and cannot establish definitive causal relationships. These limitations are discussed further in the Discussion section.

2.5. Ethical considerations.

Ethical standards were maintained throughout the study. The questionnaire did not collect any personally identifiable information [22]. Before completing the questionnaire, respondents were informed about the academic purpose of the study, their voluntary participation, and their right to withdraw at any time without consequence. Informed consent was obtained from all respondents before they accessed the questionnaire [21]. All collected data were stored securely and were used exclusively for academic research in accordance with applicable institutional ethical guidelines.

3. Results and Discussion

3.1. Preliminary analysis.

This section presents the empirical findings obtained from the two-stage PLS-SEM analysis. Following the recommended analytical procedure [22], the analysis was conducted in two stages. First, the measurement model (outer model) was evaluated to assess the reliability and validity of the measurement constructs. Subsequently, the structural model (inner model) was examined using a nonparametric bootstrapping procedure to test the proposed hypotheses.

3.1.1. Respondent characteristics.

The study included 200 active TikTok users in Indonesia who had watched UGC related to Eser Parfum and had read customer reviews of the product. The demographic characteristics of the respondents are presented in Table 1, including gender, age, and average daily TikTok usage. Female respondents accounted for the majority of the sample (57.0%), while male respondents represented 43.0%. The higher proportion of female respondents was consistent with the findings of Dwijayanty and Windasari [20] and Cahyaningsih et al. [6], who reported that women were more likely to purchase local perfume and beauty products through social media platforms. This finding suggested that female consumers were generally more interested in perfume products and more actively engaged with UGC on TikTok. Regarding age distribution, the majority of respondents (82.0%) were between 20 and 30 years old, comprising 39.0% aged 20–25 years and 43.0% aged 26–30 years. This demographic profile aligned with the dominant user base of TikTok in Indonesia, which primarily consisted of Generation Z and Millennials [2, 3]. Similar findings were reported by Lu et al. [3], who concluded that TikTok users were predominantly young adults. With respect to daily TikTok usage, more than half of the respondents (52.0%) reported using the platform for more than three hours per day, while 44.0% spent between one and three hours daily. Only 4.0% used TikTok for less than one hour per day. This high level of platform engagement indicated that respondents were frequently exposed to User-Generated Content, particularly product review videos and perfume recommendations [10]. Consequently, these findings supported the argument that TikTok served as an effective platform for disseminating UGC capable of influencing consumers' purchase decisions [4, 6].

Table 1. Demographic characteristics of the respondents ($n = 200$).

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	86	43.0
	Female	114	57.0
Age (years)	<20	13	6.5
	20–25	78	39.0
	26–30	86	43.0
	>30	23	11.5
Daily TikTok Usage	<1 hour	8	4.0
	1–3 hours	88	44.0
	>3 hours	104	52.0

3.1.2. Evaluation of measurement model (outer model).

Before conducting the structural equation modeling analysis, the reflective measurement model was evaluated to ensure that all latent constructs demonstrated adequate validity and reliability [21, 22]. The measurement model consisted of three reflective constructs: UGC Videos (X), Customer Reviews (Z), and Purchase Decision (Y). As presented in Table 2, all standardized outer loadings exceeded the recommended threshold of 0.70, indicating satisfactory indicator reliability [21]. For the UGC Video construct, content credibility ($X1 = 0.927$) and perceived benefits ($X4 = 0.905$) exhibited the highest factor loadings, suggesting that respondents placed greater emphasis on content authenticity and its practical value when forming purchase perceptions. For the Customer Review construct, review credibility ($Z1 = 0.921$) and review quality ($Z2 = 0.911$) showed the strongest loadings, indicating that the reliability and

comprehensiveness of customer reviews played a crucial role in consumers' evaluations. This finding was particularly important for perfume products, whose primary attribute cannot be directly experienced in online shopping environments. For the Purchase Decision construct, information search ($Y_2 = 0.919$) emerged as the strongest indicator, highlighting the importance of information-seeking behavior before making purchase decisions.

Table 2. Reliability, convergent validity, and discriminant validity assessment of the measurement model.

Construct	Cronbach's Alpha	ρ_{AVE}	Composite Reliability (ρ_c)	AVE	$\sqrt{AVE}$ (Fornell–Larcker)
UGC Videos (X)	0.916	0.919	0.941	0.800	0.894
Purchase Decision (Y)	0.916	0.918	0.941	0.800	0.894
Customer Review (Z)	0.915	0.918	0.940	0.797	0.893

As shown in Table 2, all constructs demonstrated excellent internal consistency. Cronbach's alpha values ranged from 0.915 to 0.916, while Composite Reliability (CR) values (ρ_c) ranged from 0.940 to 0.941, substantially exceeding the recommended threshold of 0.70 [21, 22]. These results indicated that all measurement items consistently measured their respective latent constructs. Convergent validity was also established, as the Average Variance Extracted (AVE) values ranged from 0.797 to 0.800, exceeding the recommended minimum value of 0.50 [21]. These findings suggested that each construct explained approximately 80% of the variance in its indicators, indicating satisfactory convergent validity. Discriminant validity was assessed using both cross-loadings and the Fornell–Larcker criterion. The cross-loading analysis showed that each indicator loaded highest on its intended construct. Furthermore, the square root of the AVE for each construct (UGC Videos = 0.894, Purchase Decision = 0.894, and Customer Review = 0.893) exceeded the corresponding inter-construct correlations (UGC Videos–Purchase Decision = 0.935, Customer Review–Purchase Decision = 0.897, and Customer Review–UGC Videos = 0.890) [21]. Overall, these results confirmed that the measurement model possessed satisfactory reliability, convergent validity, and discriminant validity, supporting its suitability for subsequent structural model analysis.

3.1.3. Evaluation of structural model (inner model) and hypothesis testing.

Following the validation of the measurement model, the structural model was evaluated using the bias-corrected and accelerated (BCa) bootstrapping procedure with 5,000 bootstrap resamples. As illustrated in Figure 2, the structural model demonstrated strong predictive capability. The coefficient of determination (R^2) indicated substantial explanatory power, with Purchase Decision (Y) achieving an R^2 value of 0.894 and Customer Review (Z) an R^2 value of 0.793. According to Hair et al. [21], R^2 values exceeding 0.75 indicate substantial explanatory power in behavioral research. These results suggested that UGC Videos and Customer Reviews jointly explained 89.4% of the variance in Purchase Decision, while UGC Videos alone explained 79.3% of the variance in Customer Reviews. These findings demonstrated the model's strong predictive capability within the social commerce context. All structural paths exhibited meaningful effect sizes. The effect size (f^2) of UGC Videos on Customer Reviews was 3.825, representing a very large effect. The direct effect of UGC Videos on Purchase Decision produced an f^2 value of 0.850, indicating a large effect, whereas the effect of Customer Reviews on Purchase Decision yielded an f^2 value of 0.189, representing a

moderate effect [21]. These findings confirmed that all structural relationships possessed practical significance. The overall model also demonstrated an excellent fit to the data. The Standardized Root Mean Square Residual (SRMR) was 0.041, well below the recommended threshold of 0.08, while the Normed Fit Index (NFI) reached 0.915, exceeding the recommended minimum value of 0.90 [27]. These goodness-of-fit indices indicated that the proposed structural model adequately represented the observed data.

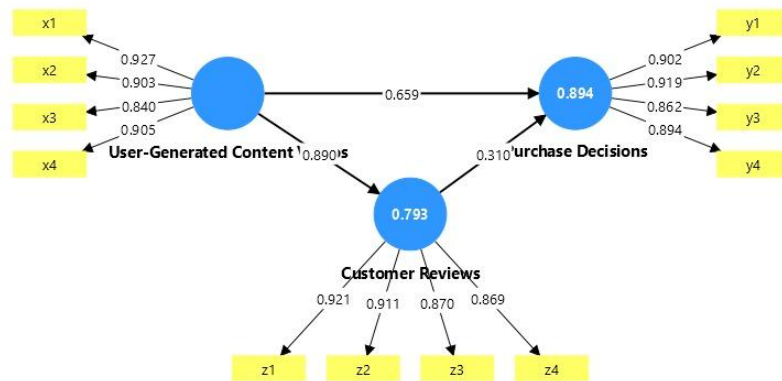


Figure 2. Structural model and path coefficients.

The results of the direct and indirect hypothesis testing are presented in Table 3. All proposed hypotheses were supported. UGC Videos had a significant positive effect on Purchase Decision ($\beta = 0.659$, $t = 7.170$, $p < 0.001$), supporting H1. UGC Videos also significantly influenced Customer Reviews ($\beta = 0.890$, $t = 42.635$, $p < 0.001$), supporting H2. Furthermore, Customer Reviews exerted a significant positive effect on Purchase Decision ($\beta = 0.310$, $t = 3.402$, $p = 0.001$), confirming H3. Finally, the indirect effect of UGC Videos on Purchase Decision through Customer Reviews was significant ($\beta = 0.276$, $t = 3.358$, $p = 0.001$), and the 95% bias-corrected confidence interval did not include zero, thereby supporting the proposed partial mediation hypothesis (H4).

Table 3. Results of direct and indirect hypothesis testing based on the structural model.

Hypothesis	Structural Path	β	Mean	SD	t -value	p -value	95% BCa Confidence Interval	Decision
H1	UGC Videos $\rightarrow$ Purchase Decision	0.659	0.656	0.092	7.170	<0.001	[0.448, 0.809]	Supported
H2	UGC Videos $\rightarrow$ Customer Reviews	0.890	0.891	0.021	42.635	<0.001	[0.841, 0.924]	Supported
H3	Customer Reviews $\rightarrow$ Purchase Decision	0.310	0.313	0.091	3.402	0.001	[0.159, 0.520]	Supported
H4	UGC Videos $\rightarrow$ Customer Reviews $\rightarrow$ Purchase Decision	0.276	0.279	0.082	3.358	0.001	[0.139, 0.463]	Supported

UGC videos exert a very highly significant direct influence on the purchase intention ($\beta = 0.659$; $t = 7.170$; $p < 0.001$), which corroborates H1. These results imply that the more consumers are exposed to and positively evaluate UGC videos, the greater their chances to buy Eser Parfum. Moreover, UGC videos play the role of the most powerful structural influence on customer reviews ($\beta = 0.890$; $t = 42.635$; $p < 0.001$), which confirms H2. Such a very high path coefficient that is the highest in the whole model implies that UGC videos act as the main trigger for customer reviews, thus proving that UGC videos on TikTok motivate users to look

for customer reviews prior to making any purchases. Purchase Decision is positively and significantly influenced by Customer Reviews ($\beta = 0.310$; $t = 3.402$; $p = 0.001$), thus, H3 is supported.

In order to confirm the mediating role of Customer Reviews (H4), the particular indirect effect of UGC Video on Purchase Decision through Customer Reviews was calculated. Bootstrapping revealed that the indirect effect equaled 0.276 ($t = 3.358$; $p = 0.001$) with 95% BCa confidence interval of [0.139; 0.463], which excludes zero and demonstrates its statistical significance. Thus, since both the direct effect (H1: $X \rightarrow Y$, $p < 0.001$) and the indirect effect (H4: $X \rightarrow Z \rightarrow Y$, $p = 0.001$) are statistically significant simultaneously, Customer Reviews act as partial mediators in the presented structural model. The total effect of UGC Video on the Purchase Decision, comprising both the direct effect (0.659) and the indirect effect through Customer Reviews (0.276), equaling 0.935 ($t = 65.863$; $p < 0.001$) was revealed as the total effect of UGC Video on purchase decision of Eser Perfume.

3.2. Discussion.

Based on the results of the research, the influence of UGC videos on customers' opinions and their purchases turned out to be quite significant. Such an outcome confirms that video content created authentically, as per the users' experiences, could become a way for building up consumer trust towards perfume products that cannot be evaluated without the help of senses. These results correspond with the research of Geng and Chen [9] concerning the quality of the UGC interaction process and purchase intention, the research of Liu et al. [11] about the development of eWOM 2.0, and the research of Alghaniy and Mukaram [17] about the influence of UGC on the purchasing process of Generation Z via TikTok. Nevertheless, there were some previous researches which have found out that the influence of UGC on purchasing decisions might vary depending on such factors as the credibility of the information, perceived risk, and review quality [14, 15]. In this particular case, the influence turned out to be quite strong as the consumers got additional confirmation through Customer Reviews.

High correlation value for path coefficient between UGC Videos and Customer Reviews ($\beta = 0.890$) proves that videos created by users of TikTok are highly efficient as a stimulus which induces consumers to search for more information about the product via customer reviews. The importance of such high correlation value is especially relevant in terms of features of perfume as experience good as the consumer cannot evaluate quality of the product based on his or her own experience [13, 14]. Therefore, in case the consumer wants to lower the level of uncertainty before buying the product he or she needs to consider others' experience [9, 11]. Such a high coefficient also confirms the efficiency of algorithm used by TikTok to show the relevant UGC video to the target audience which seeks for validation via comments and customer reviews [10].

Customer reviews were found to have a significant influence on purchase decisions and act as a partial mediator in the relationship between UGC videos and purchase decisions. These findings support the S-O-R theory, which explains that consumers engage in a cognitive evaluation process through customer reviews before generating a behavioral response in the form of a purchase decision [4, 9]. These results also reinforce the eWOM literature, which positions customer reviews as a source of social information that builds trust and reduces uncertainty [11, 15], consistent with the findings of Ahn and Lee [15] as well as Geng and Chen [9]. Compared to similar studies in Indonesia, the path strengths in this study are higher than

those reported by Setianingsih and Dema [28] for the Erigo brand on TikTok Shop and by Lay et al. [29] for XYZ products in Malang. This difference is likely due to the characteristics of perfume products, which require more experiential information from other users as a substitute for direct sensory evaluation a need that is less urgent for fashion products or visual goods.

R^2 values of 0.793 for Customer Reviews and 0.894 for Purchase Decision indicate that the model has very high explanatory power [21]. In the context of experience goods that are difficult to evaluate digitally, such high R^2 values are rarely reported and indicate that UGC Videos and Customer Reviews are the primary determinants explaining nearly all of the variation in purchase decisions on TikTok. The strength of this relationship may also be influenced by the characteristics of Indonesian consumers, who tend to rely on peer recommendations in their decision-making [2]. Indonesia's strong collectivist culture encourages consumers to seek social consensus before making a purchase a tendency that further reinforces the role of UGC and customer reviews. This is in line with Abubakar et al. [26, 30–32], who state that credibility, content quality, and adaptation to platform are important elements that determine trust and purchase intention in the context of eWOM.

4. Conclusions

This study examined the influence of UGC videos on TikTok on consumers' purchase decisions regarding Eser Parfum, with customer reviews serving as a mediating variable. The findings demonstrated that UGC videos had significant positive effects on both customer reviews and purchase decisions, while customer reviews also significantly influenced purchase decisions and partially mediated the relationship between UGC videos and purchase decisions. The confirmation of all four hypotheses indicated that UGC influenced purchasing behavior through both direct and indirect pathways, with a substantial total effect on purchase decisions ($\beta = 0.935$). Theoretically, this study extended the S–O–R framework by demonstrating its applicability to experience goods, particularly perfume products, within the TikTok social commerce environment. The identification of customer reviews as a partial mediating mechanism provided additional evidence that consumers relied not only on visual stimuli generated by UGC but also on cognitive validation through peer-generated reviews before making purchase decisions. These findings further enriched the electronic word-of-mouth (eWOM) literature by highlighting the complementary roles of video-based content and customer reviews in reducing purchase uncertainty for products whose quality cannot be directly evaluated online. From a practical perspective, the findings suggested that local perfume brands should encourage the creation of authentic UGC, collaborate with credible TikTok content creators, strengthen the visibility and credibility of customer reviews, and actively utilize TikTok's interactive features to enhance consumer engagement and trust. Monitoring the performance of UGC campaigns and customer feedback may further improve marketing effectiveness and purchase conversion. This study was subject to several limitations. The use of a cross-sectional design and self-reported questionnaire data limited the ability to establish causal relationships and may have introduced common method bias. In addition, the study focused exclusively on Eser Parfum and Indonesian TikTok users, which may limit the generalizability of the findings to other product categories, brands, or cultural contexts. Future research is therefore encouraged to employ longitudinal or experimental designs, examine other experience goods or social commerce platforms, and incorporate additional variables,

such as perceived trust, perceived risk, or influencer credibility, to provide a more comprehensive understanding of consumer purchasing behavior in digital commerce.

Acknowledgments

The authors express their sincere gratitude to Dr. Astri Wulandari, S.E., M.M., and Riska Aprilina, S.T., M.Si. for their valuable guidance, constructive feedback, and continuous support throughout this study. The authors also thank the management of Eser Parfum for their cooperation and assistance during the data collection process. Special appreciation is extended to all respondents who voluntarily participated in the survey and generously shared their time and experiences, making this research possible. Finally, the authors acknowledge the encouragement and support provided by their families, friends, and colleagues throughout the completion of this study.

Author Contribution

Allya Nihayah contributed to the conceptualization, methodology, data collection, data analysis, writing of the original draft, and project administration. Astri Wulandari contributed to the supervision, validation, resource provision, and writing—review and editing. Riska Aprilina contributed to the supervision, methodology validation, resource provision, and writing—review and editing. All authors have read and approved the published version of the manuscript.

Competing Interest

The authors declare that they have no financial, personal, or professional relationships that might influence or appear to influence their research.

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