The Influence of Price, Product Quality, Customer Rating, and Online Customer Review on Consumer Trust in TikTok Shop Users in Bali Province

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Article history	Abstract
	This research investigates the influence of price, product quality, customer rating, and online customer reviews on consumer trust among TikTok Shop users in Bali Province. A quantitative research design was employed, utilizing an online survey distributed to active TikTok Shop users. The study adopted a quota sampling technique, assigning 20 respondents per independent variable, resulting in a total sample size of 100 respondents. Data analysis was conducted using SPSS version 24, employing multiple linear regression to assess the partial and simultaneous effects of the independent variables on consumer trust. The findings indicate that price, product quality, customer rating, and online customer reviews each have a positive and statistically significant influence on consumer trust. These results highlight the importance of transparent pricing, consistent product quality, authentic customer ratings, and credible reviews in fostering trust in digital commerce platforms such as TikTok Shop.
Keywords	
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1. INTRODUCTION

The development of digital technology has significantly transformed consumer shopping behavior, shifting from traditional in-store purchases to social media-based digital platforms. One platform experiencing rapid growth is TikTok Shop, a feature within the TikTok application that enables users to make purchases directly through interactive videos. In Bali Province, the use of TikTok Shop has increased substantially, driven by the rising number of internet users and growing public interest in fashion, skincare, and daily necessities offered online. The younger generation, along with workers from both formal and informal sectors, has shown particular enthusiasm for the convenience of shopping without leaving home.

Despite this positive trend, a range of consumer complaints and disappointments have surfaced, resulting in a decline in trust toward sellers on TikTok Shop (Deloitte Indonesia, 2023; Siregar & Pratama, 2023). This erosion of trust can be traced to four interrelated factors: price, product quality,

customer ratings, and online customer reviews. Each of these elements reflects specific challenges frequently reported by users in Bali.

One major concern lies in pricing. Many consumers are drawn to TikTok Shop because of its highly competitive and often extremely low prices compared to other platforms. However, once the products arrive, buyers often feel misled, as the items do not meet their expectations. Such dissatisfaction is widely discussed in local online communities and consumer forums. There is a prevailing perception that these low prices often conceal substandard quality, which leads to skepticism. Supporting this, Putri and Dewi (2022) found that unrealistic pricing tends to reduce consumer confidence in both the seller's intentions and the authenticity of the product.

Closely linked to pricing is the issue of product quality. Many TikTok Shop users in Bali have reported receiving items that differ significantly from how they were depicted in promotional videos. For example, clothing that appears thick and elegant in online demonstrations often turns out to be thin and fragile in reality. These discrepancies are commonly shared among social media groups and WhatsApp communities in Bali, leading to reluctance to repurchase and diminished trust in the seller. According to Santoso and Wijaya (2021), poor product quality has a direct and negative impact on customer trust in online transactions.

In addition to concerns about pricing and quality, customer ratings also contribute to growing distrust. Many buyers in Bali have given low ratings due to poor service, delayed deliveries, or damaged goods. Furthermore, there is increasing suspicion that some high ratings are artificially inflated or manipulated. As a result, even stores with seemingly perfect scores are met with doubt and caution. Widya and Saputra (2023) argue that perceptions of fake or misleading ratings can damage a seller's credibility and foster a broader sense of mistrust among users.

The reliability of online customer reviews further complicates the trust issue. Many users feel deceived when reviews suggest a positive experience that does not align with the actual product received. Some believe that these reviews are generated by fake accounts or are otherwise inauthentic. As consumers share their negative experiences on platforms like ShopeeFood Bali and TikTokers Bali, skepticism toward online reviews continues to grow. Research by Pratiwi and Kurniawan (2020) highlights that inauthentic or misleading reviews significantly weaken trust and reduce customer loyalty on digital platforms.

Together, these issues highlight a gap between consumer expectations for a secure and transparent shopping experience and the reality of sales practices on TikTok Shop, especially in the context of Bali. While several previous studies have examined the individual impact of price or quality on trust, there is limited research that simultaneously explores the combined effects of price, product quality, customer ratings, and online reviews within Bali's unique cultural, behavioral, and socioeconomic setting.

This situation points to the need for more comprehensive research on how these four variables influence consumer trust among TikTok Shop users in Bali Province. Such research could provide valuable insights for both business practitioners and platform managers in developing strategies to

rebuild public confidence and improve the overall shopping experience. Given Bali's strong digital market potential, these efforts are crucial for sustaining growth.

Therefore, this study seeks to analyze the influence of price, product quality, customer ratings, and online customer reviews on consumer trust in TikTok Shop. The findings are expected to offer theoretical and practical contributions, especially in helping business actors and digital platform managers design effective strategies to enhance consumer trust in the era of social media-driven commerce.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Trust

Consumer trust refers to a customer's belief in the reliability, integrity, and competence of a seller or platform to deliver products or services as promised. Trust plays a critical role in online transactions, especially when physical inspection of products is not possible (Gefen et al., 2003). In digital shopping environments such as TikTok Shop, where purchases are based solely on videos, reviews, and seller interactions, trust becomes the foundation of the consumer's willingness to take risks.

According to McKnight et al. (2002), consumer trust consists of three key components: competence (belief in the seller's ability), integrity (belief that the seller adheres to acceptable principles), and benevolence (belief that the seller has the consumer's best interest at heart). These dimensions are vital in shaping consumer behavior in online contexts. Moreover, trust significantly reduces perceived risk and increases consumers' intention to complete purchases (Pavlou, 2003).

In the context of TikTok Shop users in Bali Province, consumer trust is particularly important due to the increasing number of complaints related to product mismatches, delivery delays, and fraudulent sellers. When trust is damaged, consumers are more likely to abandon the platform or switch to more reliable sellers (Susanti & Wijaya, 2021). Therefore, building and maintaining trust is not only essential for customer retention but also for sustaining the platform's credibility in competitive digital markets.

Although the literature comes from various countries with different social and economic contexts, the findings remain relevant for application in Indonesia. Bali, as one of the growth centers of social-based e-commerce in Indonesia, shares similar characteristics, such as high internet penetration, the dominance of the younger generation in digital consumption, and active use of social media platforms like TikTok. Therefore, integrating international literature provides a valid basis for understanding the formation of consumer trust in the context of TikTok Shop in Bali.

2.2 Price

Price refers to the amount of money consumers are willing to exchange for a product or service. In e-commerce platforms, price not only serves as an indicator of value but also reflects the seller's transparency and perceived fairness (Kotler & Keller, 2016). Extremely low prices can trigger skepticism, causing consumers to distrust the seller due to concerns about product authenticity or

potential fraud. Zeithaml (1988) explains that a fair and reasonable price contributes positively to consumer purchase decisions and long-term trust.

Putri and Dewi (2022) confirms that competitive pricing that aligns with consumer expectations significantly affects trust in online transactions. Among TikTok Shop users in Bali Province, price plays a key role, as consumers have become increasingly critical of price transparency due to previous experiences of price deception or hidden costs. Therefore, price perception is a critical determinant of consumer trust in social commerce environments.

International studies, such as Huang and Liu (2023) in China, support this view by emphasizing that fair pricing strategies reduce perceived risk. Therefore, within the context of TikTok Shop users in Bali:

H1: Price has a positive effect on consumer trust among TikTok Shop users in Bali Province.

2.3 Product Quality

Product quality encompasses the physical and functional attributes of a product, including durability, appearance, and performance (Garvin, 1984). In online environments where physical inspection is impossible, perceived product quality becomes the consumer's main evaluation tool (Santoso & Wijaya, 2021).

In the case of TikTok Shop in Bali, users have frequently reported inconsistencies between advertised and received products, such as clothing that appears luxurious in videos but arrives thin or damaged. This local dissatisfaction aligns with findings by Kim and Park (2020) and Chiu & Chen (2024), who state that product consistency is critical in fostering consumer trust in social commerce platforms.

H2: Product quality has a positive effect on consumer trust among TikTok Shop users in Bali Province

2.4 Customer Rating

Customer rating is a numerical summary of a customer's overall satisfaction after purchasing a product or service, commonly expressed in the form of stars or descriptive scores. These ratings are often the first indicators prospective buyers see when considering a product on digital platforms. They serve as a form of social signal, helping new customers assess the credibility and quality of both the product and the seller (Mudambi & Schuff, 2010).

In social commerce platforms such as TikTok Shop, customer ratings are particularly influential due to the speed and volume of transactions. However, high ratings do not always reflect actual satisfaction. Many consumers have expressed disappointment when receiving products that did not meet expectations despite excellent ratings. In Bali Province, for example, some users have reported that their dissatisfaction stemmed from inaccurate product descriptions or delayed deliveries, yet the product still held a high rating. This disconnects between rating and experience can undermine consumer trust (Widya & Saputra, 2023).

H3: Customer rating has a positive effect on consumer trust among TikTok Shop users in Bali Province
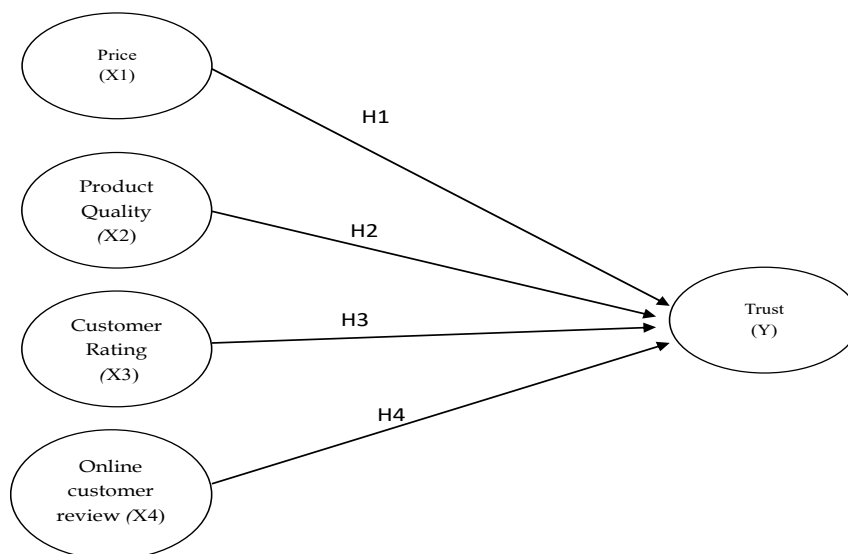
2.5 Online Customer Review

Online customer reviews are written testimonials or comments shared by consumers regarding their product or service experience. These reviews serve as a form of social proof that can greatly influence consumer perceptions and buying decisions (Chevalier & Mayzlin, 2006). In digital commerce, reviews are a key tool for trust-building, particularly in the absence of direct product interaction.

In Bali's context, many TikTok Shop users report that overly positive or fabricated reviews have led to purchasing regret. Pratiwi & Kurniawan (2020) highlight how misleading reviews can erode user trust in Indonesian digital platforms. Yang et al. (2024) further state that trust depends more on review quality than quantity. Pratiwi and Kurniawan (2020) found that consumers heavily depend on honest and accurate online reviews when making purchase decisions. On TikTok Shop, especially in Bali Province, consumers often express disappointment when reviews turn out to be fake or misleading. Many have complained that the positive reviews they relied on did not reflect the actual product quality. This discrepancy leads to a significant loss of trust. Therefore, the credibility and transparency of online reviews are fundamental in reinforcing consumer trust on social commerce platforms.

H4: Online customer review has a positive effect on consumer trust among TikTok Shop users in Bali Province.

Figure 1 presents the conceptual framework of this study, illustrating the relationships between the variables and the corresponding hypotheses.

Figure 1.

Conceptual Framework

3. RESEARCH METHOD

This study uses a causal quantitative approach to determine the effect of independent variables (price, product quality, customer ratings, and online customer reviews) on the dependent variable (consumer trust in TikTok Shop users in Bali Province). The quantitative approach was chosen because it can systematically and measurably test causal relationships using statistically analyzed numerical data. This research employed a case study method to explore a specific phenomenon in Bali: declining consumer trust in TikTok Shop due to issues such as misdescribed products, deceptive pricing, and inauthentic reviews. Case studies allow researchers to gain a deeper understanding of the social context and consumer behavior (Stake, 1995; Yin, 2018), particularly within the context of social media-based digital commerce.

Data were collected through an online questionnaire distributed to active TikTok Shop users who had previously purchased products. Each questionnaire consisted of 25 statements measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The number of respondents collected was 100 people, with a proportional allocation of 20 respondents for each independent variable. Data collection was conducted over a two-week period, using the Google Form platform. The duration required for each respondent to complete the questionnaire was approximately 10–15 minutes. As an additional instrument, follow-up communication with several respondents was conducted via email to clarify answers.

The sampling technique used was quota sampling, as the TikTok Shop user population in Bali is very large and not all of them could be reached. This technique ensured that each variable received balanced representation from respondents.

The data were processed and analyzed using SPSS version 24. The analytical techniques include descriptive statistics, validity and reliability testing, classical assumption testing, and multiple linear regression analysis to determine both the simultaneous and partial influence of the independent variables on the dependent variable. These analyses serve as the basis for hypothesis testing to identify significant relationships among the variables.

This study adhered to ethical research principles, including informed consent, data confidentiality, and respondent anonymity. Before completing the questionnaire, respondents were given an explanation of the study's purpose and assurance that the data would be used solely for academic purposes. No incentives were provided to maintain objectivity.

4. RESULTS AND DISCUSSIONS

4.1 Demographic Profile Respondents

Of the 100 respondents, 30.0% were male, while 70.0% were female. The majority of respondents, 93.8%, were in the age range of 17 to 25 years, with a smaller number of respondents in the older age range. In terms of education, 84.4% had a bachelor's degree, with a smaller percentage having varying

levels of education. In terms of monthly income, the largest segment earned between Rp 6,000,000 and Rp 8,000,000, followed by those earning between Rp 4,000,000 and Rp 6,000,000.

Table 1
Respondents' Demographic Characteristics

Demographic Variable	Frequency	Percentage (%)
Gender		
Male	30	30.0
Female	70	70.0
Age (years)		
17–25 y.o	93	93.8
26–35 y.o	5	5.0
>35 y.o	2	2.0
Education		
Middle School	1	1.0
High School	12	12.0
Undergraduate	84	84.4
Postgraduate	3	2.6
Monthly Income		
< Rp 2,000,000	5	5.0
Rp 2,000,000 – Rp 4,000,000	6	6.0
Rp 4,000,000 – Rp 6,000,000	20	20.0
Rp 6,000,000 – Rp 8,000,000	50	50.0
> Rp 8,000,000	19	19.0

4.2 Classical Assumption Test Results

This section presents the assumption tests conducted to ensure that the multiple linear regression model meets the assumptions of classical linear regression. The validity of the regression model is evaluated based on three main tests: normality test, multicollinearity test, and heteroscedasticity test. These tests are important to ensure the reliability and accuracy of the results of the regression analysis.

Table 2
Normality Test Using Kolmogorov–Smirnov

	Unstandardized Residual
N	100
Normal Parameters (a,b)	
Mean	,0000000
Std. Deviation	1,200342
Most Extreme Differences	
Absolute	,087
Positive	,075
Negative	-,087

Kolmogorov-Smirnov Z	,870
Asymp. Sig. (2-tailed)	,436

Notes:
  a. Test distribution is Normal
  b. Calculated from data

Based on Table 2, the results of the Kolmogorov–Smirnov normality test, the significance value is 0.436 (> 0.05), which indicates that the data is normally distributed. Therefore, the residuals meet the normality assumption for parametric statistical analysis.

Table 3.

Multicollinearity Test

Independent Variable	Tolerance	VIF	Conclusion
Price	0.762	1.312	No multicollinearity
Product Quality	0.689	1.452	No multicollinearity
Customer Rating	0.715	1.398	No multicollinearity
Online Customer Review	0.703	1.422	No multicollinearity

Table 3 shows that the variable tolerance value is greater than 0.1 from the variance inflation factor (VIF) value of less than 10, so it is concluded that there is no multicollinearity between the independent variables in the regression model.

Table 4.

Heteroskedasticity Test

Independent Variable	Sig	Conclusion
Price	0.218	No heteroskedasticity
Product Quality	0.310	No heteroskedasticity
Customer Rating	0.493	No heteroskedasticity
Online Customer Review	0.360	No heteroskedasticity

Based on the test results in Table 4 it can be concluded that the significance value of the independent variable is > 0.05. Thus, it can be concluded that the regression model does not contain heteroscedasticity.

Table 5

Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients			
	B		Std. Error	Beta	t	Sig.
(Constant)	1.217		1.105		1.101	0.274
Price	0.198		0.089	0.158	2.224	0.031
Product Quality	0.314		0.106	0.267	2.962	0.004
Customer Rating	0.227		0.095	0.192	2.421	0.018
Online Customer Review	0.194		0.093	0.173	2.080	0.040

Based on the results of the multiple linear regression analysis presented in Table 5, all independent variables in this study, which are price, product quality, customer ratings, and online customer reviews, have been proven to have a positive and significant influence on consumer trust. To provide a deeper understanding, the results of this study are presented and analyzed based on the individual aspects of each variable. The analysis is carried out not only by referring to statistical significance but also by incorporating theories and findings from previous studies to answer the research questions comprehensively.

4.3 Hypothesis Testing Results

4.3.1. Price on Consumer Trust

Regression results show that price has a positive and significant influence on consumer trust (β = 0.198; Sig. = 0.031). This indicates that the more reasonable and transparent the prices consumers perceive, the greater their trust in sellers on TikTok Shop.

This finding aligns with a study by Putri and Dewi (2022), which emphasized that fair prices build positive consumer perceptions of sellers. Furthermore, Fang et al. (2022) and Lestari and Firmansyah (2023) confirmed that price transparency can reduce perceived risk and strengthen purchase intentions. These findings address the research question of whether price can influence trust, which is crucial in Bali Province because consumers are highly sensitive to the congruence between price and quality.

4.3.2. Product Quality on Consumer Trust

The analysis shows that product quality also has a significant influence on trust (β = 0.314; Sig. = 0.004). Consumers in Bali tend to build trust if the product they receive matches what is shown in the TikTok video or described in the product description.

This research aligns with the findings of Santoso and Wijaya (2021) and Chiu and Chen (2024), who emphasized the importance of quality as a key determinant of trust, particularly in online transactions. It also addresses the core research question: inadequate quality can be a key driver of consumer distrust in social commerce platforms like TikTok Shop.

4.3.3. Customer Rating on Consumer Trust

The results show that customer ratings have a significant effect on trust (β = 0.227; Sig. = 0.018). A high rating is considered an initial indicator for assessing seller credibility. However, in the context of TikTok Shop users in Bali, there are concerns that customer ratings can be manipulated by sellers. This raises doubts about the authenticity of the information presented, leading consumers to be more critical in assessing a store's credibility. Research by Widya and Saputra shows that discrepancies between displayed ratings and actual consumer experiences can lead to a collective decline in trust. Therefore, it is crucial for the platform to ensure that its rating system operates transparently and accurately to continue supporting the development of consumer trust in a dynamic online shopping environment like TikTok Shop.

4.3.4. Online Customer Reviews on Consumer Trust

The final findings confirm that customer reviews also have a positive and significant effect on trust (β = 0.194; Sig. = 0.040). Balinese consumers actively read reviews before making a purchase. However, many of them complained that the reviews they read did not reflect reality, leading to disappointment and reduced trust.

Pratiwi and Kurniawan (2020) and Lee & Youn (2021) support that fake or exaggerated reviews undermine consumer trust. Conversely, honest, informative reviews accompanied by photos or videos of real users can build positive perceptions of a seller.

5. CONCLUSIONS

The results of this study indicate that price, product quality, customer ratings, and online customer reviews significantly influence consumer trust among TikTok Shop users in Bali Province. These findings not only align with previous literature but also provide a deeper contextual understanding of the dynamics of trust within the local social commerce ecosystem. Price transparency, product quality consistency, rating credibility, and review authenticity are identified as key factors in shaping and strengthening consumer trust in digital social commerce.

Theoretically, these results strengthen the trust model in the digital context, particularly regarding the role of perceived fairness, product reliability, and social signals in shaping consumer behavior. The variables of price and product quality reflect an economic rationality approach, where

consumers assess a product's value before deciding to trust it. In contrast, customer ratings and online reviews emphasize the importance of social proof in online decision-making, aligning with Social Exchange Theory, which highlights the role of reciprocity and perceived credibility in fostering trust. This study thereby enhances our understanding of how trust develops in short video-based e-commerce environments. The case of TikTok Shop in Bali offers a concrete illustration of how local social dynamics, consumer behavior, and cultural preferences converge to influence trust-building in online settings.

Practically, the findings offer valuable insights for businesses and platform managers. Sellers are encouraged to maintain transparent pricing strategies and ensure that product descriptions accurately reflect the products being sold. Avoiding manipulation of ratings, actively addressing negative reviews, and encouraging honest customer feedback are critical for building long-term trust. Particularly in the context of Bali—where community culture and collective experiences heavily influence digital behavior—maintaining integrity and transparency is essential. Consumers in Bali have shown heightened sensitivity to inauthentic content and pricing that appears "too good to be true," reflecting not only individual preferences but also broader cultural values that prioritize fairness and authenticity in commercial transactions.

As TikTok Shop continues to grow rapidly across Indonesia, understanding these local nuances becomes vital for developing broader and more sustainable digital marketing and trust-building strategies. These insights not only apply to Bali but may also serve as a reference for other regions with similar social and cultural characteristics.

However, this study is not without limitations. It was confined to Bali Province and focused solely on the TikTok Shop platform, which limits the generalizability of the findings. Additionally, the study did not explore psychological or demographic factors such as income, education level, personality traits, digital literacy, or prior exposure to online fraud—factors that could also significantly affect consumer trust.

To address these gaps, future research is recommended to expand the scope to include other provinces and social commerce platforms, enabling a comparative approach that can test the broader applicability of these findings. Including demographic and psychological variables—such as age, education level, digital literacy, and risk perception—would provide a more holistic understanding of

the factors influencing consumer trust. Employing longitudinal or mixed-methods research designs could offer further insight into how trust evolves over time and uncover the motivations behind consumer responses. Finally, examining the mediating roles of perceived risk or consumer satisfaction in the relationship between key predictors and trust may yield deeper insights into the mechanisms that shape consumer behavior in digital commerce environments.

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